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It's All SYMBIOTIC

Franklin Commons and
Phoenixville's Renaissance Makers



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In This Issue | APRIL 2009



Franklin Commons provides space, which may be custom-designed, for various schools, colleges and universities.



Increased productivity will more than make up for the time you've used relaxing

A dynamic nonprofit performing arts organization seeks to strengthen community



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It's All SYMBIOTIC

Franklin Commons and Phoenixville's Renaissance Makers

When New Century Bank President Jim McKeighan sits for an interview he often talks about the Phoenixville renaissance. Though New Century Bank has been integrally involved in many of the ongoing work downtown, McKeighan always makes a point of citing the work of others, even those whose projects have no direct connection to the bank, who have contributed to the towns increasing vitality. When he sat down recently to talk about the bank for this cover feature, he went one step further. "I want to show you something," he said, grabbing his keys and heading for the door.



Across the French Creek from the bank's headquarters, Mr. McKeighan pulls in at The Phoenixville Educational Center at Franklin Commons, or simply Franklin Commons, which is what most people call it. David and Marian Moskowitz, the developers who envisioned the project, are waiting inside.

Multi-Institutional Educational Campus

Franklin Commons provides space, which may be custom-designed, for various schools, colleges and universities to allow them to serve the needs of both Chester County and Montgomery County residents. Mr. Moskowitz describes it as a "multi-institutional educational campus."

The Moskowitzes, veteran developers with a long string of successful projects throughout the region, bought the vacant Polychem site in 2006 and then had to decide what to do with it. Marian Moskowitz says the inspiration for an educational campus came from her memories of going back to school as an adult. "I had kids at home, a full time job and here I was out two and three nights a week. I wasn't able to have dinner with them, I would cook dinner and then leave; always being separated from my family. It was a really difficult time."

She says there is a lot of guilt that comes with having to sacrifice family time to go back to school. "I thought if we could create something where people could actually be together and have a meal before the parents go off to school it would take some of the guilt away."

Mrs. Moskowitz held on to that idea for years. After the Polychem purchase, when a family friend dismissed the possibility of using the site for the fruition of her vision, her mind was made up. "I knew right then we would do it."

PHOTOS BY STYLISH IMAGES PHOTOGRAPHY



Franklin Commons, 400 Franklin Ave., Phoenixville

Nothing Else Like It

"We spent about six months trying to find someone who had done something like this," says David. "We couldn't find a single instance anywhere in the US of a developer taking a large vacant industrial building and converting it into a multi-institutional educational facility." Which makes the nearly completed project perhaps the only one of its kind in the country.

That singular idea became reality once Franklin Commons opened in 2007. As of this writing, 90% of its 225,000 square feet is in use or under agreement, with fully 80% of the space being used for educational purposes. "The children's party venue Time for Fun opened first in Nov 2007. Neumann College opened up next. Lansdale school of business came in January 2008. Face Time, a drama school came in September. Both Face Time and Lansdale School of business expanded their expectations for the second year," says Mr. Moskowitz.

Other current and incoming tenants include The Renaissance Academy, Stepping Stone Pre-School, Phoenixville Area Children's Learning Center, Rock 'n' Roll After School and 21st Century Products, L.P.

There is also the centrally located Franklin Bistro, which serves hungry students of all varieties. "We have catering here as well as a banquet hall and confer-

ence center," says Mrs. Moskowitz.

To make their vision a reality, the Moskowitzes undertook what is by far the largest adaptive reuse project in Phoenixville, the complete renovation of the abandoned 225,000 square foot building. Initial walk-throughs were more like walk-arounds: file cabinets full of forty-year-old payroll records, leftover materials and debris lay everywhere, says Marian.

All the exterior windows needed to be replaced, the expense of which led to the creation of an in-house window factory. The 'junk' left all over the facility became fodder for artists Maryann Worrell and Douglas Mott, who were commissioned to do five sculptures that now stand throughout the building.

**Involvement and commitment to community...
"It's all symbiotic"**

**- Jim McKeighan, President,
New Century Bank**

A Unique Vision

Actually, the artists created six works, not five. For an encore, they made hand casts of each of the workers doing the restoration and combined them all to form a piece called Connections. Adjacent to the piece, which hangs in the main public entrance, is a directory matching the names of the workers to their hands.

The unique creative vision that launched Franklin Commons continued to shape it after the grand opening. Marian Moskowitz says, "We set up a system where the schools have to let their guard down; they can't get territorial. Everybody here shares things:

(See "Cover Story" on page 7)



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COVER STORY

(Continued from page 5)

the Performing arts school and the music school are doing a camp together, the Party venue and the bistro do events where they watch the kids and the parents can have dinner, Stepping Stone and the other day care work together to provide night care for the Neumann students."

"We have a tenants' advisory council that meets every quarter; and out of that came some of these ideas," added David Moskowitz.

This ethos of cooperation is confirmed

by Patricia Tindell, Executive Director of the Phoenixville Area Children's Learning Centers. The child care center opened a second facility at Franklin Commons in September of 2008. "We're like one big family. The catering company, Cornucopia, they provide our meals. The children go over to Face Time Performing Arts and also to Time for Fun," Tindell says.

A Greater Network

The Mowkowitzes are part of a large network of people who, functioning as a sort of renaissance community, have brought a great deal of positive change to Phoenixville. Jim McKeighan describes some of these connections, "Marian is on the Board of the Colonial theatre and Ken Mumma (New Century Bank CEO) chairs that board. They've done a lot of remarkable things around the town here. Originally, I met them down on the Main Line; we were actually in the same building together in the 80s."

McKeighan is quick to emphasize that Franklin Commons is simply the latest step forward in Phoenixville's walk toward revitalization. "We had to watch the impact of too many shuttered buildings at one time, including this one, which had been Polychem. And to see, now, how Dave and Marian have come at the project with a completely out of the box approach, it's refreshing. It all adds to the energy and vitality of Phoenixville."

And while New Century Bank was not directly involved in the Franklin Commons project overall, they did provide financing for The Renaissance Academy, one of the tenants. "It's all symbiotic," says McKeighan.

Other projects which New Century Bank supports include the Good Samaritan Men's Shelter. In January, the annual benefit for the shelter, A Taste of Phoenixville, which was started seven years ago by Louise Baker of Baker Industries, a Malvern based nonprofit

(See "Cover Story" on page 9)

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Status Update: Todd is writing about social network marketing

RIGHT IN FRONT OF THE RIGHT FACES

MARKETING 101

By Todd Palmer



Face it, you either have a lot of friends that use Facebook or you have a lot of friends on Facebook because you're a part of the revolution. Either way, there's no denying that Facebook has successfully swept through every part of the nation, collecting users from every social, ideological, economic, religious and political stripe.

That's right, they're all there. Conservative Christian canoeing CPA's from Conshohocken to Liberal, Later-Day-Saint, lute-playing linemen from Limerick and everyone in between is using the popular Social Networking site to creatively communicate with friends and family. This is good news if you're selling canoes or lutes or anything else Facebook users are identifying in their often quite comprehensive and usually very honest profiles.

The process of proactively marketing to the "social network" group on Facebook couldn't be easier, more affordable or more effective. In fact, during this economic climate, your Route 422 Company should be searching out affordable branding and sales opportunities exactly like this.

With 175 million registered users,

Facebook is the largest social networking group on the Internet because of features that make communication fun and easy. However, there are dozens of other sites with millions of members waiting to be targeted by your ads including MySpace, Friendster and LinkedIn. Not only is advertising on these sites affordable, it is so highly targeted that your messages are guaranteed to be put in front of the right people.

ACTIVE ADS

Social networks are comprised of active Internet users logging on frequently to contribute to the site. Initially they contribute user profiles on the social networking site and—in the case of Facebook, these profiles— although optional— feature a wealth of information about specific users. Facebook's ad

(See "Marketing 101" on page 10)



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COVER STORY

(Continued from page 7)

work rehabilitation program, earned a record \$33,500. "It's kind of amazing in this economy. We had 23 restaurants there, which was more than ever before. I think the new venue had an effect and the weather was the best we've ever had," McKeighan says.

Turk Thatcher, CEO of Baker Industries recognizes the community ethic epitomized by people like the Moskowitzes and Jim McKeighan. "Each year we have a Spring Fund Raiser, where we honor an individual who has helped Baker somewhere along in our 29 year history," he says. "This year Jim McKeighan is our honoree - Jim was on our board for a number of years and helped us tremendously (he is still helping us today) - he is a gem!"

Involvement and commitment to the community is a hallmark at every level of New Century Bank's organization. Tellers and other New Century Bank staff volunteer at the Taste of Phoenixville event. New Century CEO Ken Mumma chairs the board of the Colonial Theatre, perhaps the earliest of the success stories in the ongoing revitalization. Mumma also sits on the board of Phoenixville Area Positive Alternatives, a non-profit community-based organization that offers year-round academic, athletic, and personal enrichment programs for students in the Phoenixville Area School District. 🗑

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MARKETING 101

(Continued from page 8)

engine utilizes profile information to show users specific ad content that aligns with their profile.

The target nature of advertising on Facebook is very attractive to advertisers who are continually searching for the best advertising ROI. There is almost no waste because everyone who sees your ad has a potential interest in your product or service.

There are a thousand great examples of how Facebook is actively targeting users. Just log on and be amazed at how the messages in the ad column seem to speak directly to you. As a for instance, because my profile indicates that I like the AMC television series, *Mad Men*, an ad for custom tailored suits just like Don Draper's continually tempts me.

COGENT CONVERSATION

You don't even have to have a completed profile to witness Facebook targeting you with offers that interest you. With a component of their advertising engine called Lexicon, Facebook aggregates terms in conversations and presents content that is relevant. For example, your profile could be completely blank but if you and a friend continually discuss mountain biking it won't be long before you see an ad selling mountain bikes.

AS USUAL, CONTENT IS KEY

Creating ads for Facebook is a very simple process but don't let that affect the amount of strategy you put into crafting the perfect message. If you've advertised with Google Adwords you will understand the process and, indeed, the system of targeting is similar. The difference is you're showing your ads over and over again to a captive audience with almost no waste.

Ad space is limited so you'll want to develop a headline, body and image that speak to your potential customer with urgency. Put yourself in the Facebook user's shoes and imagine what kind of a

message would motivate you to click. Their profile could be dead as a potential consumer to your product or service but if the message isn't right you won't get the click or the conversion and, in the end, that's what it's all about.

BETTER AIMING SAVES BULLETS

The fact that you are only showing your ad messages to individuals who are very likely interested in your product or service means that you will not be wasting a lot of

(See "Marketing 101" on page 12)




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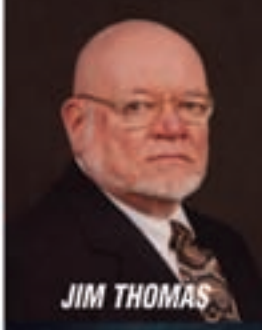
FOR SALE- (#ZC2086) 342 South Street, Pottstown- (2) buildings. (4) residential units: 1 is an efficiency and 3 are two-bedroom units. (1) commercial unit and (3) garages. All tenants pay their own heat. Vacant unit has a brand new heater, new carpet, new vinyl and fresh paint. Rear building had a new roof in 2008. \$215,000



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(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.

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(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- 15,000SF Industrial building situated in the southern side of Pottstown. Warehouse, office and exterior storage areas. Building located in Pottstown Hub Zone. Call for details.

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

(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.

(ZC1075) 46 S. Chestnut St., Boyertown- Professional space, 720SF including 3 large offices, reception area, general work area and restroom. Utilities inc. **LEASED**

(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- (3) warehouse suites, 2 consisting of 3,285SF. The third suite is approximately 3,400SF. Some existing office space in each suite. Suite #1 is comprised of 252SF office space and 3,033SF warehouse; Suite #2 is comprised of 1,285SF office space and 2,000SF warehouse space; Suite #3 is comprised of approximately 1,300SF office space. Spaces can be leased together or separate.

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

(ZC1079) 26 East Philadelphia Avenue, Boyertown- Downtown retail/office space available for lease. Backs up to inner-core parking lot. First floor space. 900SF \$675/Month + heat and electric. **LEASED**

(ZC1080) Lemon Street, West Pottsgrove- 4,000SF warehouse/light manufacturing/office. Loading dock and overhead doors. \$1,500/Month + gas heat and electric.

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(ZC1082) 127 E. Philadelphia Avenue Rear, Boyertown- 3,629SF retail space with basement storage. Offstreet parking. 2 floors. \$750/Month

(ZC1083) Boyertown Professional Space- 720SF including 3 large offices, reception area, general work area and restroom. Utilities included. \$750/Month

(ZC1084) 1450 Ben Franklin Highway, Douglassville- 2,100SF retail/office space with full walk-out basement situated on 2 acres. \$1,700/Month + utilities. Central Air. Public sewer and gas available.

(ZC1085) 371 Circle of Progress, Pottstown- 2,000SF warehouse with 800SF of office, can lease one or the other or both. Call for details

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MARKETING 101

(Continued from page 10)

ad dollars. With Facebook you select the profile attributes (Men, 24-55, 100,000+ income, married, etc.) and keywords (Collegeville, mountain biker, business owner, etc.) and decide how much you want to pay for each keyword by impression or click.

With a Facebook ad program you're guaranteed to make impressions and with the potential for very narrow targeting your almost guaranteed clicks. The clicks and conversions within such a highly targeted model will always ultimately depend on your message and offer. Now where do you send individuals that click on your Facebook ad?

GROUPS & PAGES

The obvious choice is to send Facebook users who click on your ad to your company website or some specialized offer within your site but there are two other alternatives also administered by Facebook that support your brand experience without removing users from the Facebook experience.

Depending upon your organizations category and offering a Facebook "Group" may or may not be an appropriate vehicle. Groups are collections of Facebook users interested in a similar concept, cause, com-

pany, product or service. In many cases these groups are loose collections of individuals with very different profiles. If your offering isn't right for a group you can still utilize relevant groups to promote and push to your Facebook page.

A Facebook page is a simple single web page within Facebook dedicated to organizations, companies, products and services. Companies that utilize Facebook pages can promote calendar events, facilitate conversations about their brand and, most importantly, collect fans to whom you can easily communicate.

Those advantages plus the fact that users do not need to leave Facebook to view your information make creating a Facebook group or Facebook page for your company compelling but, you can just as effectively push them through to your site's homepage or to a special page on your site just for Facebook users.

RESULTS & TRACKING

You don't have to push users to your site to track your Facebook ad program's success. A very robust reporting interface allows you to see who is viewing and clicking on your ads. Similarly, the Facebook Ads Manager allows you to

(See "Marketing 101" on page 14)

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A POUND OF CURE: OPTIMISM ABOUT PREVENTION IN HEALTHCARE

"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer



Most people, myself included, wait until they're sick to get any kind of health care. Most people, myself included, have no trouble spending hours in front of their computers, but ask them to spend twenty minutes

on a treadmill or jogging around their neighborhood, well, now you're asking a lot. Most people assume they're in pretty good to excellent health if there's nothing obviously wrong with them.

If some local health care professionals have their way, however, most people, myself included, will let go of those ideas in favor of a better and more realistic health and wellness philosophy.

Bruce G. Silver, MD is President of Mainline Health Care and he is bullish on the prospects for healthcare. "I'm more excited than I've ever been in my 35 year career," he says.

Main Line Health Care is the branch of Main Line Health (mainlinehealth.org) that employs physicians throughout its system. That system comprises six hospitals: Bryn Mawr Hospital, Bryn Mawr Rehab Hospital, Lankenau Hospital, Paoli Hospital, Riddle Hospital and Mirmont Treatment Center.

Dr. Silver has been in the Mainline Health system since 1974 when he practiced at Lankenau Hospital. He became president of MLHC in 2006. "MLHC is a

subsidiary of MLH that was originally formed in the early 90s. The most likely point of entry in to the MLH system for a patient is through a Main Line Health Care office where we employ a significant number of physicians. We have a number of primary locations like that in different areas," he says.

SHIFTING TO A PREVENTION PARADIGM

The reasons for his optimism are multifold. Most important among them may be a shift he sees in the perspective of some parts of the industry. "It is a shift in the way the industry thinks. Our discussions at the highest levels are talking more about preventative care, not just how to treat that nth stage," he says.

Dr. Silver points to one specific example of this. "Nationally we've seen a significant reduction in coronary health

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

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MARKETING 101

(Continued from page 12)

modify keywords and costs to adjust your campaign's performance very easily.

Furthermore, if you have a completely free Facebook page you can measure visitation while encouraging discussion and promoting your brand with a calendar, links, notes, photos and videos.

You can gain real insight into who is seeing and clicking on your ads or page with Facebook's administrative functions. Track progress with real-time reporting while making modifications to continually optimize your ads and maximize your results... all for free.

BUDGET

As mentioned, a Facebook or MySpace or LinkedIn or Merchant Circle page is completely free so there is no reason that you shouldn't be participating in this revolution.

Facebook ad campaigns are as affordable as you want them to be. You create the ad for free, select your key word and decide how much each instance of that keyword is worth. Then you decide how much you want to spend as a daily budget. In this way you can start slow and continually enhance the quality of your message while increasing the frequency with which it is shown.

EXPLOIT & CAPITALIZE

Face it, the Facebook phenomenon is new and exciting. For now it is still in the universe of viral marketing where companies like yours are playing on a level field with national competitors and advertising behemoths.

Some advertising opportunities, like the *Route 422 Business Advisor*, are still providing incredible value for advertisers in this region but a tight economy has made reaching targets efficiently and effectively more and more difficult.

By contrast a Facebook advertising campaign is affordable and easy to initiate and maintain. Although VFC does facilitate social network marketing for some clients, this is one approach where the effort can come from the source rather than an agency.

Give social networking a try for your brand and, with some creative experimentation and a small budget, you can start hitting clients right in the face. 🗑️

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 13)

problems, it's because our doctors are out in the trenches proselytizing prevention and exercise. We've reduced it by 20-30 percent."

Why is this happening? "It's people like me realizing that you can make a decision," says Dr. Silver. "You can't run away from your genetics, but preventative care is much more important and it can be done. For every person who can prevent a heart attack, the paybacks are a thousand fold."

"Fifteen or twenty years ago we didn't have the data out there to show us that preventative care was important, now we do," he says.

Linda Kulp also finds reason to be encouraged by the idea of preventative care. Ms. Kulp is a Pfimmer Deep Muscle Therapist. Her practice, Deep Muscle Therapy Group, in Phoenixville helps people with conditions ranging from Arthritis/Tendonitis, Fibromyalgia, and Neck/Low back pain to name a few.

"Deep Muscle Therapy involves a specific series of cross tissue movements applied to the muscles. Those muscles which can be depleted of normal blood flow through injury or stress are rejuvenated with fresh oxygenated blood to allow the body to heal itself. By softening the muscle fibers this improves movement in joints and removes toxins and other waste

products," says Kulp. The therapy was developed by Therese C. Pfimmer, a Canadian Physiotherapist, to aid in the treatment of her own paralysis.

Ms. Kulp says she has noticed more acceptance of the therapy she offers as a form of preventative care. "There has also been an upswing the past 5-10 years of Massage Therapy being more accepted as preventative treatment. Many of my clients recently have mentioned their family physicians recommending massage therapy. Thanks to this acceptance and the positive results my clients gain after each session, they realize that massage therapy isn't just about relaxation."

Similarly, Dr. Michael P. Connelly of Connelly Chiropractic & Wellness Center, located in Limerick, directs his professional energies toward the preventive side of health care delivery. "Our (chiropractor's) role as the world's largest alternative healthcare provider, is leading patients to understand lifestyle management through chiropractic," he said. "Not only for chronic pain, but also natural healthy alternatives like weight loss and supplementation."

RAPID RESPONSE

Related to prevention is the need and ability to respond rapidly to individual

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



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ELIMINATING THE HIDDEN FACTORY: THE ATTACK!



VIEWPOINT ON MANUFACTURING

By Don Havas, President, Applied Technology and Science, Inc., a provider of manufacturing engineering services.

Last month we talked about how to identify what causes the most serious problem in your "Hidden Factory." That problem was either the most troublesome or most

costly yield problem. Having identified the right problem to work on, the fix for the problem can be obvious, but often it is not. When the fix is not obvious, an effective and efficient method of attack is needed. There is a proven process to finding what in a production process changes and results in defective parts in a production process.

The process starts with constructing a "Fishbone" Diagram, also known as a Cause-Effect diagram. A few key employees are gathered to construct the fishbone diagram. These key employees include people who know the process intimately, such as the machine operator and the maintenance technician, as well as others who have familiarity with the process, such as the foreman and the production engineer. Depending on the problem, others who deal with the suppliers and customers may be valuable too. This team of employees will collectively brainstorm to develop the Fishbone Diagram. Then working from the Fishbone Diagram, they will decide upon a few potential causes, suspects, that are then investigated further.

(See "Viewpoint on Manufacturing" on page 18)

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"BUZZ AROUND THE BLOCK"

(Continued from page 15)

medical emergencies. Devices such as automated external defibrillators (AEDs) now make it possible to save lives in what would often have been fatal situations.

Harold Siver is the Director of Client Services for HeartSmart AED (heartsmartaed.com). "We work directly with the manufacturer to provide AEDs to businesses, government, public organizations and individuals. We sell nationally and locally to assist the implementation of public access defibrillation (PAD) and to support existing programs," he says. "Our customers

include Private Industry, Health Clubs, Medical Offices, Adult Communities, Assisted Living, Schools and Colleges, and Police, Fire and Ambulance companies."

"Public awareness is shifting towards the realization that AEDs are saving lives by being available to treat sudden cardiac arrest (SCA) as soon as it occurs. Studies show that if early defibrillation is provided within the first minutes, the odds are 90 percent that the victim's life can be saved. After that, the rate of survival drops ten percent with every minute."

Further, according to Siver, government agencies have begun to mandate placement of AEDs in certain areas, both public and private. "State and federal laws are starting to catch up to recent medical developments. New government legislation that mandates the use of automated external defibrillators and provides funding for their deployment is on the rise. The federal Office of Management and Budget (OMB) has issued a highly unusual 'prompt letter' that encourages the Occupational Safety and Health Administration (OSHA) to initiate new regulations that would mandate placing AEDs in the nation's workplaces."

He believes that State governments may begin soon to enact legislation requiring AEDs "where people typically gather: in hotels, sports arenas and other workplaces." Siver's company can supply not only the devices themselves but the training required for a complete and compliant AED program; from site assessment to responder CPR and AED training to compliance with local ordinances.

SIGNIFICANT ISSUES REMAIN

Still, not everyone in healthcare is seeing an increased emphasis on preventative medicine. "I think that preventative medicine is a good concept but we have to take care of the people who are sick first," says Dr. William G. Cano of Performance Spine and Sports Physicians of Pottstown (performancespine.com). Dr. Cano says that

(See "Buzz Around the Block" on page 19)

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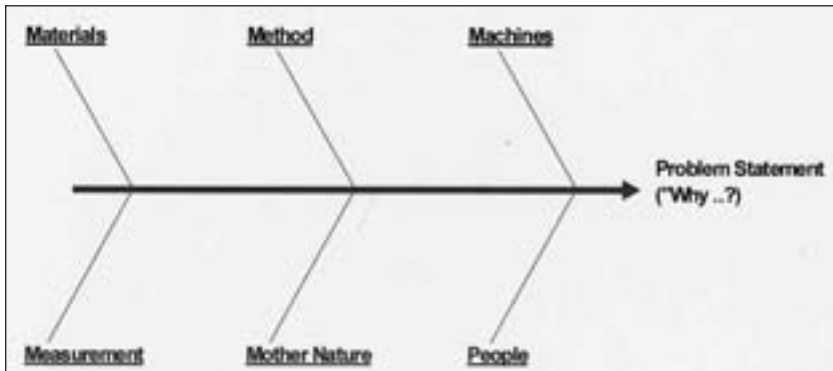
VIEWPOINT ON MANUFACTURING

(Continued from page 16)

After having decided upon the suspects, data is gathered to determine which of these indeed can and do cause the problem. Then changes are made to prevent the now proven causes from occurring. If none of the first suspects prove to be a cause of the defect, the process is repeated until a cause is found.

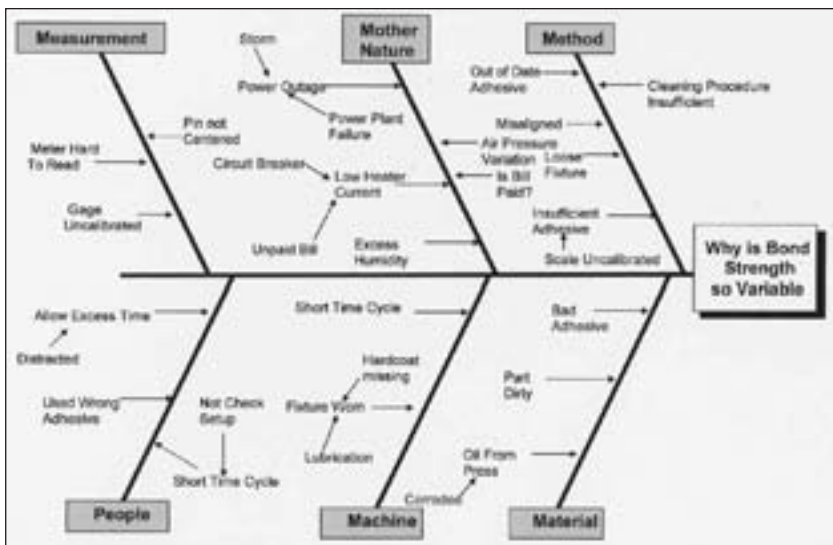
The Fishbone Diagram is called that because it looks like the skeleton of a fish as shown in Figure 1. At the head of the "fish" is the problem statement, "Why can this defect occur?" The major skeletal bones are those areas that typically can contribute to a problem: the materials used, the process method itself, the machine, any measurements, the environment (Mother Nature) and finally the people involved with the process.

Figure 1: Bare Skeleton of a Fishbone Diagram



The team brainstorms in each of these areas to attach additional possible causes, "bones", to each of the major skeletal bones and even more possible causes to these second "bones." In the end the completed skeleton will look like that of Figure 2 with many, many smaller bones. Then the team talks about all these possibilities and decides on a few possible causes, the suspects, to investigate further. For these suspects, data needs to be gathered to find out (1) how often it occurs and (2) can it cause the defect.

Figure 2: Completed Fishbone Diagram



A simple way to determine if a particular defect is caused by changes in any one of the suspects is to use a Scatter Diagram. Data is gathered about the condition of the suspect and the condition of the resulting product. The data is plotted with the condition of the suspect on the horizontal axis and the corresponding condition of the product on the vertical axis as in Figure 3. A line is faired through all the points. If the line is horizontal, or if points are so scattered that they do not really seem to form a line, this suspect is probably not related to the problem. But if the points seem to fall in a line and the line is inclined either upward or downward, as in Figure 3, the suspect may indeed be related to the problem. If the condition of the suspect does vary sufficiently to result in a defect, it is probably contributing to the problem.

(See "Viewpoint on Manufacturing" on page 20)

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“BUZZ AROUND THE BLOCK”

(Continued from page 17)

prevention is more a matter of educating patients as well as physicians about ways to stay healthy.

Dr. Cano is more concerned with the insurance-driven issues that are affecting doctors' ability to treat patients as well the ability of patients to get the treatments they need when they need them. “Doctors are having a harder time seeing patients because the reimbursements are shrinking.” The result, he says, may be a shortage of physicians at a time when an aging population is seeking more treatment. Compounding the problem is the fact that “less people have coverage because they can't afford health insurance.” He believes that the number of uninsured patients will continue to rise because of these factors.

What little silver lining there is in this cloud is found in the fact that these problems have brought the healthcare issue to prominence. “There is a focus on healthcare now. People are thinking about it and that's a good thing. So maybe that will bring some attention to this problem,” he says. Still, he adds, “we try to fight the shrinking reimbursements but the insurance companies have so much power and

they're the ones that pay us. You might ask \$1,000 for a certain procedure but the payer can say I'm only going to give you \$400 and there's nothing we can really do about it. It's a difficult position for the physician.”

For his part, Dr. Silver of Main Line Health Care believes the insurance situation may be changing as well. “Insurance companies generally pay for care after you get the disease but that paradigm is starting to shift too.” He insists that there's no doom and gloom in medicine. “Health care costs are still rising but if we can get preventative medicine on the rise, health care costs will drop.”

Deep Muscle Therapy Group's Linda Kulp seems to agree. “A bill was just passed last fall to license Massage Therapists in Pennsylvania,” she says. “So things are definitely looking up for any complementary therapies to hopefully be covered by insurance, not only because more MDs and DOs are recognizing the benefits, but more people are trying these therapies and they work! So hopefully the demand will be there for the insurance companies to open up coverage.”

CORRECTION / CLARIFICATION: The Country Inn & Suites-Wyomissing was mistakenly identified as being part of IHG-Intercontinental Hotels Group in last month's Buzz Around the Block “The Regional Hotel Industry.” Country Inn & Suites-Wyomissing is actually only affiliated with Country Inns & Suites By Carlson. They are two separate brands. Our apologies for the error.



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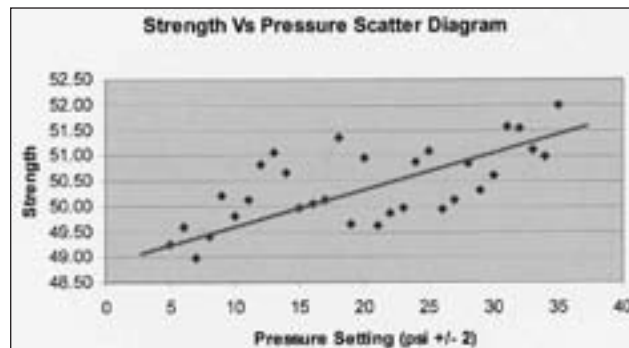
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VIEWPOINT ON MANUFACTURING

(Continued from page 18)

Figure 3: Scatter Diagram



There are statistical methods that can be used to provide a level of confidence to the conclusions that can be drawn from such a scatter diagram. For more complex problems, where there may be several process variables such as humidity, temperature, pressure, speed, feed or time, statistically designed experiments can be used to determine which process variables are contributing to the problem.

All the suspects identified by the team need to be investigated like this to determine which can be proven to contribute to the defect. Once all the potential causes have been investigated, changes must be made to control each proven cause so that it can no longer cause a defect in the product. Ongoing monitoring of each cause ought to be performed until you are confident that it will remain under control.

Now is also the time to refresh your Pareto Analysis by gathering data on the current defect levels. If the defect of initial concern continues to occur often enough such that it is still at the top of your Pareto Analysis, then this process needs to be repeated to identify additional causes and bring them under control. Once this defect is no longer the highest on your Pareto Analysis, you are ready to attack the new highest defect on your Pareto Analysis as you journey to eliminate your “Hidden Factory.”

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ADDING STYLE TO YOUR **STOCK** INVESTMENT STRATEGY



INVESTMENT IDEAS

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

If you're just getting your feet wet in the world of investing, stocks may seem to be the best way to get started. While financial advisors will likely suggest that a certain portion of your portfolio contain stocks, it is important to realize that there are two primary styles of stock investing — value and growth.

At any given time, one style or the other may be the best bet for you. Oddly enough, at times you may even be better off employing both styles. Even if you start off with one style, changes in your lifestyle or the market may lead you to make a switch to the other or use both styles at once.

Value Investing

Value investing involves choosing stocks that may have an unappreciated potential — those that may not be the most popular in the market at the moment but that have sound fundamentals and might be poised for a turnaround. Value investing involves search-

ing for a company that appears to have a good financial future, but that the market either doubts or has not yet noticed. It includes buying stock in these companies before the market fully recognizes them, and then waiting for the market to see their true value.

To help identify a value stock, look for some of these characteristics:

- Value stocks generally trade below their intrinsic value (private market value per-share). In other words, their stock price does not reflect what the company actually would be worth if all its assets were sold.

(See "Investment Ideas" on page 22)



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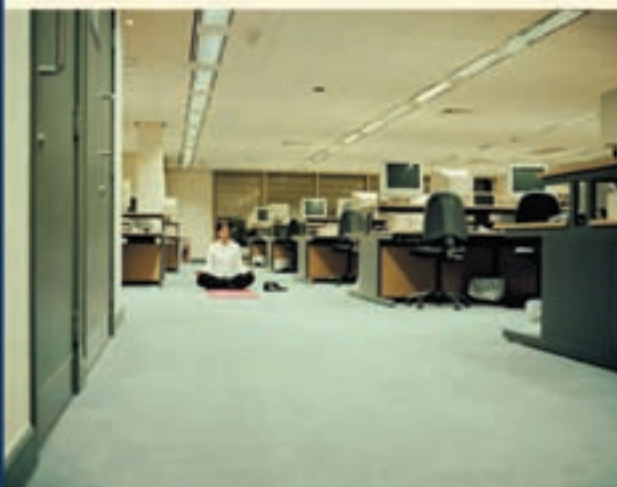
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INVESTMENT IDEAS

(Continued from page 21)

- Value stocks often have higher dividend yields. These companies can be more oriented toward paying a dividend rather than reinvesting for growth.

- Value stocks may have hidden value such as land, assets, property, patents or other investments that investors may overlook.

- Value stocks often have a lower growth rate than growth stocks.

- Value stocks may be more sensitive to the economy than growth stocks. An improving economy may spur higher earnings and drive up a value stock's price. Thus, value stocks often outperform growth stocks early in an economic cycle.

Growth Investing

Growth investing focuses on stocks that experience faster-than-average growth and are expected to continue such positive trends. Past performance, however, is no indication of future results.

When deciding whether a certain stock is a growth stock, you may want to look for the following characteristics:

- A growth stock usually shows higher revenue and earnings growth potential relative to its industry.
- Growth stocks are often industry

leaders in sales and profits and often have the highest price-to-earnings ratios.

- Growth stocks usually have low or non-existent dividend yields because the profits are generally reinvested back into the company as opposed to being paid out as dividends.

- Growth stocks' earnings often compare best when the overall economy's growth begins to slow. Thus, growth stocks have tended to outperform value stocks later in the economic cycle.

Before deciding on what style is best suited for you, and to avoid some of the volatility any particular investment may offer, you may want to use a more defensive technique by combining both these types of investments. This strategy would allow you to capture blended returns with blended risk. Your financial advisor will also be able to help you decide the best investment style for your needs. ■

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EMPLOYEE RIGHTS UNDER THE PERSONNEL FILES ACT



LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire
Wolf, Baldwin & Associates, P.C..

Job retention and job hunting in today's business climate can be difficult at best. People who want to take steps to retain their jobs, or want to ensure that there are

no blemishes on their personnel records that might impair their ability to secure a new position, have a vested interest in reviewing their employment records. Pennsylvania's *Personnel Files Act* allows employees the right to inspect certain of their employment records for these and other purposes. The Act is codified at 43 P.S. §1321 et seq..

The purpose of the *Personnel Files Act* as explained by the Commonwealth Court is to acknowledge the right of both public and private employees to review files held by their employers that contain information about themselves, and not to permit access to employees' personnel files by the general citizenry of Commonwealth. *Bangor Area Educ. Ass'n v. Angle*, 720 A.2d 198 (Pa.Cmwlth. 1998).

The Act contains three key definitions: employee, employer, and personnel file. The definitions are reproduced below:

EMPLOYEE. Any person currently employed, laid off with reemployment rights or on leave of absence. The term "employee" shall not include applicants for employment or any other person.

EMPLOYER. Any individual, person, partnership, association, corporation, the Commonwealth, any of its political subdivisions or any agency, authority, board or commission created by them.

PERSONNEL FILE. If maintained by the employer, any application for employment, wage or salary information, notices of commendations, warning or discipline, authorization for a deduction or withholding of pay, fringe benefit information, leave records, employment history with the employer, including salary information, job title, dates of changes, retirement record, attendance records and performance evaluations. The term "personnel file"

(See "Legal Perspectives" on page 26)

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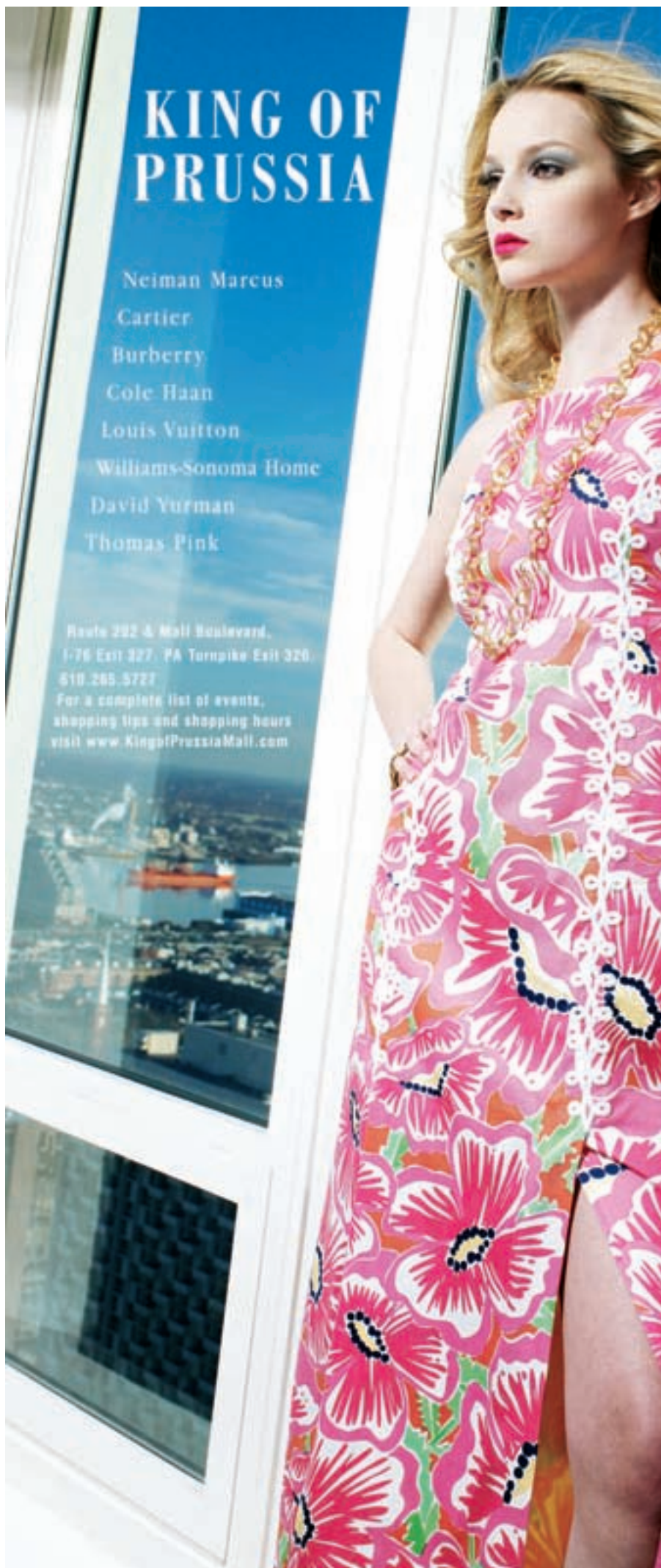
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LEGAL PERSPECTIVES

(Continued from page 24)

shall not include records of an employee relating to the investigation of a possible criminal offense, letters of reference, documents which are being developed or prepared for use in civil, criminal or grievance procedures, medical records or materials which are used by the employer to plan for future operations or information available to the employee under the *Fair Credit Reporting Act*.

Judge Friedman of the Commonwealth Court, writing in dissent *Beitman v. Department of Labor and Industry*, 675 A.2d 1300 (Pa.Cmwlt., 1996) explained that without this right of inspection, an employee would have virtually no way of correcting errors in her file, asserting and enforcing her rights to promotion, compensation, and the like, or protecting herself from improper or illegal termination. Judge Friedman was dissenting from the majority opinion, which held that a former employee who requested her personnel file more than two years after her termination was barred from obtaining it because she was no longer an "employee" as defined in the Act. However, the majority also pronounced that, "this Court does not interpret the phrase 'currently employed' in Section 1 of the Act so stringently as to prohibit an individual from obtaining his or her personnel file when such request is made contemporaneously with termination or within a reasonable time immediately following termination." *Beitman*, 675 A.2d at 1302.

While the employee may be permitted to inspect his or her file, the employee is not permitted to remove it. 43 P.S. §1323. The Act also provides that "[t]he Bureau of Labor Standards of the Department of Labor and Industry is hereby authorized and directed to enforce the provisions of this act, and upon a petition and hearing by either an employer or employee, to make and enforce such orders as the bureau shall deem appropriate to which order will provide access to said records and the opportunity for an employee to place a counter statement in his or her file in the event an alleged error is determined by an employee in the personnel file." 43 P.S. §1324.

The Personnel Files Act provides a powerful tool for employees to access, review, and provide feedback regarding their employment records, and provides employers with guidelines for making those records available to employees. In an age where people can become litigious at the drop of a hat, and good record-keeping is paramount, Pennsylvania's Personnel Files Act provides the means for employees to ensure that their employer's paper trail is in good order. 📁

Levi S. Wolf, Esquire is a shareholder in the Pottstown law firm of Wolf, Baldwin & Associates, P.C. The firm counsels both businesses and individuals regarding a variety of employment law issues, including workers' compensation. He can be reached at 610.323.7436, or by e-mail to LVolf@wolfbaldwin.com.

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TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

By Reggie Waller, Business and Personal Coach

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There was one particular episode of "The Big Idea" that stood out to me. There was a panel of expert entrepreneurs there to provide constructive feedback to the entrepreneur on their "Big Idea." Donnie introduced one of the guests and asked them to describe their business in thirty seconds. The business owner started to describe the business and began to fumble while explaining the product. I started to become unclear on the purpose of the business and how it could benefit me. Were they nervous from all the lights and cameras in the studio? Was it the panel of experts?

Well, you never get a second chance to make a first impression. With more people out of work today, starting your own business is more of an appealing option to create income. On online survey of 755

small business owners conducted by a Fortune Small Business / Zogby International indicated that 40 percent of entrepreneurs said they feel more secure having their own business than they would if they worked for a large firm (27 percent just as secure, 22 percent less and 8 percent not sure). Entrepreneurs may have a great business, but when it comes to communicating the product and vision, the message sometimes seems to get lost in translation. Why is that? We are not all experts when it comes to presenting ideas, let alone speaking to a group of people. People fear public speaking, but let's focus on an exercise that helps you confidently present your business to one or many future clients and investors.

(See "Legal Perspectives" on page 29)

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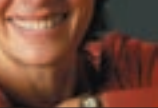


Five Ways to Relax and Restore Life Balance



MAKE YOUR GOOD LIFE BETTER

By Jeannette Samanen, Ph.D.



Do you hurry through your day, rushing from one high-pressure activity to the next? Do you view taking a break as a waste of time? If so, you may be heading for burnout. Most of us face a tottering tower of to-do. You may regard any break as unthinkable, fearing it will steal too much of your precious time. Yet, taking a few moments to relax will enable you to return to work refreshed. Your increased efficiency, effectiveness and productivity will more than make up for the time you've used relaxing.



We are all hard wired to work hard and then to recuperate from our exertions. Just watch a young child to observe this natural cycle so essential to life balance. They run around like crazy and then conk out.

Failure to honor this rhythm creates mental and physical stress. When you drive yourself hard throughout your day, going from one activity to the next with no respite, you put demands on your body and your mind that they were not designed to handle. Over time this stress can lead to burnout. Yet reestablishing your necessary life balance is easy to do. While taking a nap may not be practical for you, there are ways to relax that take only a few moments and will really help.

Here are five simple ways you can relax and restore balance to your life. Each of these exercises takes less than 10 minutes to do. When you take regular recreation breaks throughout the day, you refresh yourself and return to work better able to focus and accomplish your goals.

(See "Make Your Good Life Better" on page 30)

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TIPS FOR SUCCESS

(Continued from page 27)

EXERCISE 1. Keep these key questions in mind as they will come up during conversations about your business:

- Why was this business created?
- Who does it benefit and how?
- How can we purchase your products and services and what is the cost?

EXERCISE 2. To help you answer these questions, do a brain dump of everything you know about your business. If you have a business plan, pull some information from there as well. If you don't have one, maybe it's time to start creating one. I would even include the S.W.O.T. Analysis (Strengths, Weaknesses, Opportunities, and Threats.) from the business plan.

Strengths: What does your business offer that your competitor's may not offer?

- Better distribution channels
- Niche market

Weaknesses: What are some of the objections a customer may have to not select your business?

- New to the market place
- Limited product and service offering

Opportunities: What external factors will allow your business to prosper?

- Political
- Demographic
- Technology

Threats: What threats would impact your business?

- Pricing
- Substitutes in the market place

EXERCISE 3. Now that you have your thoughts on paper, start putting some structure around your responses to the questions above. You only have thirty seconds to make your pitch and you want it to count.

Write out your main points on what you want to say. Create variations, some may be short and some may be long. Have a business partner, mentor, family member or friend ask you questions about your business and practice giving responses to the questions so you feel comfortable when it's time. Your network does not want to see you fail, so ask them for honest and constructive feedback. In fact, have several different people from your trusted network ask you different questions about your business, so you get used to the different styles. Have some in a formal and informal setting. If you have a camcorder, record yourself so you can see how you look when you're giving your responses.

(See "Legal Perspectives" on page 31)

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MAKE YOUR GOOD LIFE BETTER

(Continued from page 28)

PROGRESSIVE MUSCLE RELAXATION (PMR)

PMR entails tensing and relaxing various muscle groups in turn. The power of PMR comes from the rebound effect: muscles which have been tensed relax more deeply once the tension is released. Like any physical activity — playing a sport or a musical instrument — the more you practice PMR, the better you get and the more effective it becomes. Through regular practice you will enable yourself to induce a deep feeling of relaxation in just moments.

For each muscle group — your jaw, your neck and shoulders, your abdomen — first tense the muscles you are focusing on as hard as you can, hold that tension for a moment and then release it. Repeat this process with each muscle group in turn. You can start at your head and work down or begin at your feet and work up. Either way, just make sure you include all parts of your body.

An additional benefit of PMR is increased awareness. PMR teaches you to notice muscular tension when and where it occurs in your body. Those muscle groups where you habitually hold tension will feel familiar to you

when you practice the exercises. Develop the habit of checking out these muscle groups throughout the day and when you notice tension learn to relax. Over time you will train your muscles to remain relaxed even when you are under stress.

CALM SCENE

Close your eyes, put both feet flat on the ground, take a deep breath or two and imagine a scene that for you is very calming. For many people this is a beach scene. Others find themselves in a beautiful meadow or in bed on a lazy morning with nothing to do and nowhere to go.

Carefully observe everything you see and hear and smell and feel in your calm scene. Really relax into the comfort you find here.

By imagining your calm scene at the conclusion of practicing PMR, you will come to associate the scene with the deep feeling of relaxation you achieve. Then, when you do not have the time to go through the entire PMR exercise, you will be able to experience deep calm simply by immersing yourself for a moment or two in your calm scene.

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

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TIPS FOR SUCCESS

(Continued from page 29)

Some questions to ask yourself and the person working with you on your responses:

- Do you seem confident and natural about what you're discussing?
- Does it look like you're thinking about what you want to say?
- Do you "um" and "uh" when responding?

Make sure your responses feel and sound natural like you are having a conversation with the other person. You want to look very knowledgeable when talking about your business. Repeat this exercise as much as possible until you become comfortable. It will be valuable for you as you begin to speak to more people about your business. Make it easy for people to understand what you do, so they can easily promote your business to their network.

You got the call from Donnie Deutsch to pitch your "Big Idea." Who knows how many people may be watching the show that evening. With the exercise that you completed, you will now feel more comfortable and confident talking about your business, not just to Donnie, but future clients and investors as well. 🗑️

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

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MAKE YOUR GOOD LIFE BETTER

(Continued from page 30)

IMAGINE RELAXATION THROUGHOUT YOUR BODY

You can achieve relaxation by simply imagining calm and peace filling every part of your body. Imagine yourself breathing in calm and peace. Imagine that tranquility circulating throughout your body, the way the oxygen you breathe finds its way to every cell in your body, with no effort whatsoever on your part. Then, with each exhalation, imagine yourself breathing out any stress or tension. Or you can imagine relaxation like a warm liquid that flows gently down over your head, your neck and shoulders and down through the rest of your body, bringing calm and peace as it flows.

To gain maximum benefit from any of these relaxation exercises, make sure you will remain uninterrupted. Turn off your cell phone and let those around you know that you are not to be disturbed. You may need to leave your office or workstation to find a quiet spot. You will be able to relax more deeply, confident that nothing will bother you.

Relaxation is like any physical skill. The more you practice it, the better you will be at it and the easier it will become.

STRETCH

Stretching creates a break from mental activity while stimulating blood flow. This extra oxygen delivery will help you become more alert and invigorated.

You don't need to leave your desk to stretch. Sitting straight in your chair, swivel your head to each side as far as you can, hold this position for a moment and then release. Now tilt your head to each side, drawing your ear toward your shoulder without letting your shoulder rise.

If you keyboard regularly, you can help prevent carpal tunnel problems by extending your fingers as far as they will stretch. Make a fist and then stretch your fingers out. Repeat this several times every hour.

To do more elaborate stretching, you may want to close your office door or find a private place, like the restroom. Raise your hands high above your head and then bend over to touch the floor. Do a few side bends. You can also place your hands flat on the wall at shoulder level, place your feet directly under your hips as far back as you can reach and extend your hips backward, enjoying a great stretch in your legs, your back and your arms.

(See "Make Your Good Life Better" on page 34)

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MAKE YOUR GOOD LIFE BETTER

(Continued from page 32)

WALK

Taking a walk gets you moving. When you exercise, your body produces endorphins, those neurotransmitters that create a natural high. Walking puts you into the meditative state in which creativity flows. If there is something bothering you, walking around for a few minutes helps you calm down. By creating a bit of distance you gain a different perspective on the challenge you face. You'll be better able to deal with the situation when you return. Taking a walk is not taking a hike. A walk can be very, very brief. Just taking a walk around the hallways in your office building or leaving the building to walk around the block can make a difference. Practice these relaxation techniques repeatedly — at least once and preferably twice or three times a day — and you will improve your life balance. You will find that you are better able to deal with stress. You will be more focused and productive when you return to your work. All of this will help you to achieve your goals and make your good life better. Jeannette Samanen, Ph.D. can be reached at jeannette@achieveyourgoals.com, or 610.935.9335.

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MAKING MISTAKES



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

Who hasn't made a mistake? We all have at some point. We would all like to think that we are perfect but we all know that is impossible. Yet we all try our hardest not to make mistakes. Some of us even get very anxious about it to the point it paralyzes us from doing things. We get fearful of making a mistake. It might make us look bad and maybe even embarrass us. These thoughts, of course, come from deep beliefs that were probably ingrained in us since we were young children. We were told that making a mistake is a big mistake. Remember the time you raised your hand in school ready to answer the teachers question only to have the wrong answer. What was your feeling about raising your hand for the next question? I'm sure you were reluctant to do so.

We have all heard the saying "learn from your mistakes." And nothing could be truer. But sometimes we avoid making certain decisions or avoid taking certain actions for fear of making a mistake. It does depend on what the outcome of making a mistake is. If you're a brain surgeon making a mistake can be quite catastrophic. The same goes for an airline pilot. But most of us are not in these type of situations where making a mistake would cause harm to you or others. If most of us make a mistake in our daily

work, chances are, it will cost us some time or a small amount of money to fix it. In most cases the value of learning from the mistake is worth it. It is very important that you take this approach when you make mistakes. Ask yourself some questions. Like, what was the impact of this mistake? What could I have done to avoid it? How can it be fixed? What can I learn from it? Taking this approach will put the mistake behind you and move you forward in the process.

(See "Business & Marketing Strategies" on page 37)

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CELEBRATING 200 YEARS AT THE SIGN OF THE SEVEN STARS

The historic Seven Stars Inn, located west of Phoenixville on Route 23, is celebrating the 200th anniversary of the naming of the inn.

At the close of 1808, Benjamin Custard was the owner of the property. He petitioned the Court of Quarter Sessions at West Chester to operate a public house at his property "by the Sign of the Seven Stars in the township of Vincent."

It had already been well known as a public house for many years, and petitions to keep a public house of entertainment there can be found in the Chester County archives, dating back to 1736. No name at all seems to have been recorded for the first 70 years of the inn.

In those days, the taverns were usually operated by an innkeeper who rented the inn from a wealthy landowner. Having no real name, the inns were often referred to simply by the name of the innkeeper. Or, as evidence indicates happened in this case, the local public houses were referred to simply as the Tavern.

Mr. Custard's petition was the first innkeeper at this location to request per-

mission to do business at the sign of the Seven Stars.

Among the neighbors who signed the petition, which said that Mr. Custard was a suitable person to keep a public house and that there was a necessity for a house of entertainment at that place, were Henry Christman, Connor Miller, Peter Brownback and John Longstreth. These are still familiar names in the area.

"The rich history of the inn is a presence that is almost physical," says current owner Frank Cacciutti. "Travelers were eating and drinking here when The Continental Army was camped at Valley Forge!"

I have owned the Seven Stars Inn for over twenty years, but I still feel like a temporary caretaker. The Inn existed long before I got here, and will be here long after I am gone.

Even our menu is extremely traditional. When guests eat here, they anticipate

ordering only the fine cuts of beef, like prime rib and filet mignon. Our patrons are simply not interested in ordering the cost-cutting, modern and fashionable lesser cuts like hanger and flat iron steaks, and short ribs. Similarly, we serve only the most luxurious seafood, like cold-water lobster tails, and jumbo lump crabmeat. We still serve only local, natured veal raised here in Montgomery County. And of course, we could never, ever skimp on our famous, generous portion sizes.

My job is to uphold the traditions that have been passed on throughout the generations, and to respect and maintain our fine heritage here."

Remarkably, the Seven Stars Inn is still a landmark area restaurant after more than two centuries. The inn is located on Route 23, four miles west of Phoenixville and is open for dinner Tuesday through Sunday. Major credit cards are accepted, and reservations are suggested. 610.495.5205. ■

"The Original Chester County Steakhouse"

★ ★ 1809 ★ ★ 2009 ★ ★

Seven Stars Inn

Featuring Overly Generous portions of the finest beef, veal and seafood.

Try Our Two New Appetizers;
★ Grilled Lamb Chops
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**Join us for a rare opportunity
Thursday, March 26th, 2009**

The Charles Krung wine dinner hosted by
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Come learn about incredible wines from Charles Krung, the oldest winery in Napa. Call us or visit our website to view the menu and get directions to the Seven Stars Inn.

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BUSINESS & MARKETING STRATEGIES

(Continued from page 35)

If you're going to take this approach when you make mistakes shouldn't you do the same when others around you make mistakes? Of course you should. Nobody makes mistakes on purpose. So the next time someone makes a mistake instead of flying off the handle ask the same questions. Getting your employees and co-workers to do the same will help in ensuring that the mistake won't repeat itself. Chances are, when analyzing mistakes you will find something wrong with the system or process. Or you may find the skill level of the individual performing the task was insufficient. Both of these can be fixed. Realize that it is not the fault of the individual themselves. Fix the system or improve the skill.

Many people believe making mistakes is part of the formula for success. Consider this quote from Jack Welch – "I've learned that making mistakes can often be as good a teacher as success." Or how about this one from Ross Perot – "Punishing honest mistakes stifles creativity. I want people moving and shaking the earth and they're going to make mistakes."

Consider where we would be if some

of these folks didn't make mistakes:

Thomas Edison - Edison failed thousands of times before he found the proper filament for the light bulb that sustained light for a longer period of time.

Levi Straus - Straus went to California to make a fortune by finding gold. He didn't do too well. But he did notice a gap in the market place and started making pants from canvas for other miners. I'm sure we've all owned a pair of Levi jeans in our lifetime.

Christopher Columbus - Columbus was on his way to finding a new route to India. Until one of his crew members heard him mumble to himself "that doesn't look like India."

So making mistakes can lead to great opportunities as you can see in these examples. You are going to make mistakes. So are the people around you. The secret is knowing how to handle them. 🗑️

JLG Business Consulting is a consulting company that works with business owners and helps them achieve improved results. If you would like further information contact John Patania via email at jpatania@verizon.net or by phone at 610.666.1564.



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604 Ben Franklin Hwy.

Rt 422 & Hillview Rd.

610-385-7200

Pottstown

175 S. Pleasantview

(Behind K Mart)

610-970-9902

TIPS AND TOOLS FOR TACKLING TAXES

Mention "taxes" to an entrepreneur and the likely response will be a rolling of the eyes, a litany of complaints about the complexities of the rules governing small businesses, and a few well-chosen verbal jabs at the U.S. Internal Revenue Service (IRS).

Though IRS may be the agency everyone loves to hate, they only manage the tax laws and policies that Congress passes. And rather than being a bane to small business, the agency has taken several initiatives to be a benefit to owners and the self-employed by providing much-needed guidance to tax procedures and requirements without those confusing "Gov-speak" terms.

One of the chief improvements is a special Web site, www.irs.gov/smallbiz. This is a great place to give yourself a tax

smarts tune-up. And what could be more authoritative than information coming from the chief tax honchos themselves?

A section called "Starting, Operating or Closing a Business," for example, covers a tremendous amount of tax territory and includes much of the site's most useful information. This is where you'll find IRS rules on hiring your own kids or other family members, recordkeeping, employer ID numbers and selecting a business structure.

There's also help answering a key tax-related question: Is what you are doing a true business or merely a hobby? If the IRS decides your "business" is really just a hobby, your expenses may not be deductible. Look for their nine-point checklist to see how you stack up. Also visit the "Industries/Professions" section for specific information about tax regulations that may apply to your type of business.

The advice and information under "Operating a Business" is helpful for just

about any type of small business. If you have employees, you'll find resources on hiring, employment taxes and wage reporting requirements. And the all-important "Business Expenses" section defines the types of costs you can and cannot deduct from your taxes.

For the self-employed and independent contractors, there's a full section that covers filing requirements, when a tax identification number is necessary, a listing of special publications and forms, responsibilities associated with operating and closing a business, and other valuable information.

To learn more about tax matters facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2637 for the Pottstown SCORE chapter or on the web at www.pottstownscore.org.

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

*In times of
uncertainty,
we stand
apart.*



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74 Second Ave.
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473 W. Ridge Pk.
610-495-0790





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PRESIDENT'S MESSAGE



Dear Chamber Members,

Route 422 has and will continue to be a vital highway system of the tri-county area, connecting Berks County to King of Prussia and the rest of the Delaware Valley. As economic opportunities in King of Prussia, Great Valley, and Collegeville grew and as the affordable new housing stock in Douglassville, Limerick, and the Providences flourished, traffic along the corridor had to grow. In recent weeks much has been written and expressed about the future of Route 422 and more significantly, it's funding.

Everyone has their own idea of how the future of this road should be managed, but since my first interview with the TriCounty Area Chamber of Commerce, the discussion of congestion along the corridor and the return of passenger rail has been a priority. At any given chance, I have tried to learn more about capacity, development, and conditions as well as opportunities to solve this transportation problem. The solution will not be simple or inexpensive, but one that will take compromise and understanding. At every level, this is a business issue whether it impacts your workforce or delivery of products or service.

Before we can even discuss the funding issue, we must ask "What is it we want?" The resounding response I hear is "less congestion." For a limited time each day, roughly 2.5 hours headed east bound in the morning and 2.5 hours westbound in the afternoon, Route 422 experiences severe congestions; this limited time frame has an extensive impact on the region's ability to grow. Great career opportunities lie to the east and the affordable housing and "quality of life" is in the west. Being a commonwealth is a blessing and a curse; all final land planning issues reside on a local level. Transportation becomes a regional issue that has become more difficult to resolve. To reduce congestion we must, MUST, look at the comprehensive plan that the Delaware Valley Regional Planning Commission and Montgomery County Planning Commission are finalizing. This study will quantify the impact and provide solutions. Did you know the same number of cars cross the Schuylkill River at Route 363 as that of the Walt Whitman Bridge?

Along the corridor there are three bridges that are defined as deficient (will need to be replaced), several

interchanges that need capacity upgrades, and sections that need to be realigned. As the master plan is developed, it is reviewing that capacity and needs of Ridge Pike, Route 724, and additional feeder roads as well as the feasibility of the return of passenger rail, an extremely comprehensive study. It is vital that we review and adopt the whole project; this will be the only way we will be able to solve the "congestion." If we break it apart into municipal approvals, it may never happen. It is imperative that this is a business drive process and project.

How much? Where does the money come from? As with any capital or maintenance project funding is always the final and most critical issue to move forward. Federal monies are not "available" for this project, and PennDot doesn't have efficient funds to sustain this project. This leaves few funding options for future maintenance and growth. The concept of tolling continues to fuel the feasibility debate of these future projects.

Route 422 has become a significant economic driver in southeastern Pennsylvania. The business community must take an active role in solving its congestion problem and "control our destiny." I continue to work with the planners, engineers, business owners, employees, municipal leaders, legislators, and the Chamber Board to understand and find solutions to this complex problem. More so than ever in today's economy time is money; whether in traffic or in planning we don't have enough. We must keep an open mind to all funding opportunities.

The Chamber is actively involved in the 422 and regional rail dialogue. We are living the motto – "Be seen. Be heard. *Belong!*" 🗣️

Tim Phelps, TCACC President

CONTACT YOUR TRICOUNTY AREA CHAMBER STAFF:

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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

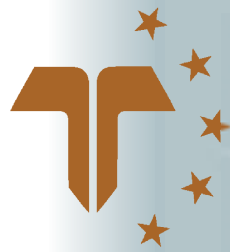
Ashley Eisenhower, Marketing and Communications Director
ashley@tricountyareachamber.com

**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., April 2

TRI-COUNTY AREA SPRING JOB FAIR – BE SEEN. BE HEARD. BE HIRED!

10 AM – 2PM

Norco Fire Company, Rte. 724, Pottstown

Exhibit at the job fair to meet potential employees, accept resumes, conduct on-site interviews or hand out applications! This event is FREE for job seekers.

Sponsored by 107.5 FRANK FM

\$200 per table for Chamber Members, \$250 per table for non-members (fee includes 8' table and lunch for two representatives)

Thurs., April 2

CHAMBER 101

3:30 PM

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., April 8

ANNUAL DINNER FEATURING MIKE SCHMIDT

5 – 6 PM

5:30 – 6:30 PM

7:00 PM

RiverCrest Golf Club & Preserve, 100 Golf Club Drive, Phoenixville

VIP Reception

General Reception

Dinner & Program

Only a few days left and you *Belong* at the largest Chamber event of the year, the Annual Dinner featuring **Mike Schmidt**, Hall of Famer & Former 3rd Baseman for the Philadelphia Phillies.

\$150 Individual Annual Dinner Ticket per Member.

\$200 Individual Annual Dinner Ticket per Non-Member.

Want to meet Mike Schmidt? Join him at the VIP Reception!

\$300 (includes VIP Pass & Individual Annual Dinner Ticket) per Member

Thurs., April 16

WOMEN OF THE WORKFORCE LUNCHEON (WOW)

11:30 AM – 1:30 PM

Spring Hollow Golf Course, 3350 Schuylkill Road, Spring City

Keynote speaker, **Jill M. Michal**, President & CEO, United Way of Southeastern Pennsylvania, will present **"Philanthropy – Getting a Good Return on Your Investment."** Jill will discuss how investing in Education for Children, Income for Families and Health for Seniors advances the common good in our community and creates opportunities for a better life for all.

Sponsored by United Healthcare

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

Tues., April 21

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.

Tues., April 28

MEMBERSHIP MIXER

4:30 - 6:30 PM

Susquehanna Bank, 159 E. High Street, Pottstown

Networking Program

Come join the Hollywood Elite at Susquehanna Bank for the red carpet event of the season. Enjoy food, fun, and door prizes from businesses throughout the tri-county area as you network with these stars.

Sponsored by Susquehanna Bank

No Charge, Members Only Event.

SAVE THESE DATES:

Tues., May 5

2 – 4 PM

SPEED NETWORKING

Chamber Conference Center*, 152 High Street, Suite 360, Pottstown

Do you feel intimidated and nervous at networking events or do you just want to gain business contacts while having a little fun? Attend Speed Networking to meet 39 other chamber member business contacts. Limited to 40 participants. Bring your business cards!

\$25 per Member; Members only (one person from each business)

Fri., May 8

7:05 PM

TRICOUNTY AREA CHAMBER NIGHT AT THE READING PHILLIES

Chamber Members – Look for your complimentary tickets in this newsmagazine!

Thurs., May 14

MEMBERSHIP BREAKFAST

Spring Ford Country Club, 48 Country Club Road, Royersford

Networking

Program

"Economic Development Outlook", will feature the county private economic development councils within the tri-county area. Presenters include **Carmen S. Italia, Jr.**, President, Montgomery County Industrial Development Corp; **Gary W. Smith**, President & CEO, Chester County Economic Development Council; and **Jon Scott**, President & CEO, Berks Economic Partnership.

Sponsored by Corporate Psychological Resource Center and West-Mont Christian Academy. Sponsorship Opportunity Available – contact 610.326.2900.

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

Mon., May 18

MUNICIPAL DINNER

The Lakeside Inn, 594 W. Ridge Pike, Limerick

Networking (Cash Bar)

Dinner & Program

"Regionalization and Shared Services" - Is This an Effective Policy for the Future?, is presented by the Chamber's Regional Planning and Economic Development committees. Featured panelists **State Representative Bob Mensch**, 147th District; **Steven T. Wray**, Executive Director, Economy League of Greater Philadelphia; and **Richard G. Bickel**, AICP – Director, Division of Planning, Delaware Valley Regional Planning Commission will discuss and answer questions on this much talked about issue.

\$35 per person

Mon., June 1

29TH ANNUAL GOLF OUTING & DINNER

Brookside Country Club, Prospect & Adams Sts., Pottstown

Registration begins

Range opens

Shotgun start is at 12 Noon.

The cost per golfer is \$150. This fee includes lunch, greens fees with cart, and dinner. Non-golfers can join everyone for the Social Hour at 4:30 PM and Dinner at 5:30 PM. The cost for an individual dinner ticket is \$40. Contact the Chamber at 610.326.2900 for more details. Members Only.

RAINDATE: Monday, June 8, 2009.

Thurs., June 11

MEMBERSHIP BREAKFAST

The Elks Lodge, 61 High Street, Pottstown

Networking

Program

"TriCounty Talks Transportation"

Sponsored by Pottstown Memorial Medical Center and Pottstown Public Library

tricountyareachamber.com

**Registering for events
is fast & easy: Visit us online
or call the RSVP line,
610.326.5158**

**For additional upcoming
events, visit the Chamber
Calendar on our website –
tricountyareachamber.com**

***PARKING:** There is NO visitor parking available at the Security Trust Building, 152 High St. Parking is available on High St. for up to 3 hours at no charge or in the Freight Station Municipal lot, across the railroad tracks for \$.10 per hour (enter off of Hanover St.). You must have a permit to park in the 152 lot or you will be ticketed. In case of inclement weather, visit tricountyareachamber.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@tricountyareachamber.com

The TriCounty Area Chamber of Commerce is a business advocacy organization whose mission states "as the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region." The vision of the Chamber is "effecting change to create a thriving region."



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

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

5 Years

American Realty Services

Camp Skyler, LLC
Green Valleys Association

Barry Isett & Associates, Inc.

iSIGN

McGee Electric, LLC

Montgomery County Assisted Living Services

Olympic Oil Heating and Air Conditioning
Unlimited Staffing Solutions, Inc.

10 Years

Cohen, Marvin J., D.M.D.

Transamerican Office Furniture, Inc.

15 Years

CBDI, Inc.

20 Years

American Heart Association

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

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Kaiser Construction Co., Inc.

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Are you 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



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

**ALWAYS
BUY CHAMBER**

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.

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Clark, New Jersey 07066
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Employee Benefits / Consulting / Human Resources Consultants / Insurance Companies

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For over 60 years, ARS has developed products and services that help manage business's most expensive, most volatile, but most important assets, people. Services offered include The Accountability Evolution, Employee Communications, HR Outsourcing, Strategic Benefit Planning and Retirement Services.

Buttercup Beads

2151 East High Street, Suite A
Pottstown, PA 19464 (484.524.8231)

Artists / Artisans / Retail Sales

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A full service bead store and artisan gallery provides high-end and unusual findings for creative jewelry making. Specializing in hand lamp worked beads, porcelain and fine silver/clay pieces by local artists, classes range from basic to advanced and are friendly and fun.

N. E. Fisher & Associates

329 East Second Street
Boyetown, PA 19512 (610.369.3190)

Energy Consultants Engineers – Civil / Environmental / Mechanical / Municipal Environmental Consultants

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N.E. Fisher designs hvac, plumbing, and electrical systems for all types of buildings and is dedicated to providing energy efficient design with LEED certified professionals on staff and working with LEED certified architects.

Prime Business Systems

3793 Mill Road
Collegeville, PA 19426 (610.831.2200)

Telecommunications Equipment / Services Communications Consultant

www.primebus.com

Prime Business Systems is an Avaya Business Partner located in Collegeville, PA. Prime provides products and services for businesses' voice and data communications needs. Contact us today for a free evaluation of your companies' communications environment.

Quality Inn

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Pottstown, PA 19464 (610.326.6700)

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www.QualityInnPottstown.com

This full service hospitality center offers guest rooms, meeting rooms, and banquet facilities. An on-site bar/lounge provides live entertainment.



FEBRUARY'S MIXER

SPECIAL THANKS to
Creative Health Services, Inc.
for hosting the February 24
Membership Mixer at their facility.

Working Toward A Brighter Tomorrow

TCACC MARKETING TIPS

LET THE NUMBERS SPEAK FOR THEMSELVES

Insert your marketing flyer into the next Route 422 business Advisor Member Mailing

Are you looking to **BE SEEN** by the Chamber membership at a cost you can't refuse? Place a flyer in the Route 422 Business Advisor member mailing & **BE SEEN** by hundreds!

If the Chamber does the work for your business via our member mailing, simply drop off 1,150 flyers for a cost of **\$275**.

If you can't run the 1,150 copies, we can for a cost of **\$350**.

If your business does the work and the mailing. The cost of postage is \$ 0.42 x 1,150 flyers for a cost of **\$483 plus your staff time and supplies**

DO THE MATH & get your message out **TODAY!**

You must have your flyer approved by a Chamber staff member before the copies are printed.

Call Ashley at the Chamber Office at 610.326.2900 to schedule the month(s) you want to **BE SEEN!**

Promote Your Company At The Chamber's Golf Outing

GOODIE BAG ITEMS: Market your business at the Chamber's 29th Annual Golf Outing & Dinner in June by putting your promotional items in the golfer goodie bags. Give the Chamber 175 items with your logo on it – shirts, golf towels, etc. and in exchange, you will receive the following benefits: listing in the program, listing in the *Route 422 Business Advisor* and acknowledgment at the June Membership Breakfast. If you would like to donate 175 of the same promotional item, please contact Kitty at the Chamber Office at 610.326.2900 or email her at kitty@tricountyareachamber.com.

BE FEATURED: TELEVISION

Reach 75,000+ homes in western Montgomery, northern Chester, and south-eastern 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.

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.

RESUMES:

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

Accountant – 1
Administrative Assistant/Office Manager – 1
Banking/Branch Management - 1
Business Administration - 1
Business Analyst – 1
Manufacturing Plant Supervisor - 1
Writing/Communications - 1

FEATURED MEMBER BENEFIT OF THE MONTH

Reading Phillies Tickets!

A "Night with the Reading Phillies" will take place on Friday, May 8, 2009. Come see the Phillies take on the Altoona Curve! Chamber Members receive four complimentary tickets (included in this issue) to the game thanks to some very generous Chamber members. For additional tickets, please contact the Chamber for availability. Reading Phillies Night is sponsored by: Smale's Printery, Orlando Law Offices, P.C., Berks County Abstract Company, Pottstown Health Club, Chestnut Knoll Assisted Living and At Home Services, About All Floors, H & H Systems, Inc., Granor Prices Homes, and Media Fusion Technologies, Inc.

AS BASEBALL SEASON FAST APPROACHES, now is the perfect time to consider adding **Reading Phillies season tickets, or hospitality outings** to your client servicing and/or employee rewards mix. Your clients and employees will have a tremendous time when they attend the games with their guests and, as always, the Reading Phillies are bullish on fun. This season's line-up of promotions is not scaled back – **it's ramped up!**

For details on both **GROUP OUTINGS & SEASON TICKETS**, contact Scott Hunsicker at 610-375-8469 ext. 201 or visit readingphillies.com.

MEET OUR CHAMBER INTERN – CATHIE SATTERFIELD

Cathie Satterfield is currently a senior at Albright College majoring in Communications and Digital Media. Cathie is a member of Alpha Delta Pi sorority and has held several leadership and committee roles within the organization. In the past, she was a member of the Albright College Dance Team, a Digital Media departmental lab assistant, and interned for the Sponsored Projects and Shared Services department at Johns Hopkins University in Baltimore, Maryland. She has also volunteered with the Ronald McDonald House in Hershey and the Humane Society of Berks County.

Despite her passion for writing and design, Cathie is finding it difficult to decide on a career path in the tumultuous world she is currently poised to enter upon graduation day. Her ultimate aspiration is to become a published novelist and hopefully, one day, a fashion editrix. In her free time, she likes to travel, socialize with friends and cultivate the contents of her closet. She is also attempting to learn how

to cook, all the while hoping she doesn't burn down her house.

Since arriving at 152 High Street, Cathie has been delighted to feel like a member of the Chamber staff, not just a coffee-fetching intern. Her responsibilities at the Chamber include designing print and promotional materials, assisting with the 2009-2011 Membership Directory, working on the TriCounty Chamber of Commerce section of the *Route 422 Business Advisor*, writing press releases, and various other marketing and communications based assignments.

"The Chamber is an organization that is truly committed to helping the Tri-County Area and its businesses flourish despite the challenges everyone faces in today's market place. I would encourage businesses to join because it is a beneficial partnership for all parties involved," Cathie says. She has been glad to find everyone at the Chamber incredibly friendly and genuinely concerned about their members and community, not just about the bottom line. 🍷

INTERNSHIPS AVAILABLE AT THE CHAMBER

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

Visit tricountyareachamber.com for Chamber Events and Community Events!



Pictured at the first "Pancakes & Politics" breakfast (from left to right): Tim Phelps, President, TriCounty Area Chamber; State Representative David Kessler of the 130th District; State Representative Thomas Quigley of the 146th District; State Representative Bob Mensch of the 147th District; Joseph Voytilla, Precision Polymer Products, Inc. (event host); Brad Okoniewski, Cabot Supermetals & Chairman of the Board, TriCounty Area Chamber; State Representative Timothy Hennessey of the 26th District; and State Representative Curtis Schroder of the 155th District.

LEGISLATIVE CONCERNS BROUGHT TO THE "BREAKFAST" TABLE

The TriCounty Area Chamber of Commerce held their first "Pancakes & Politics" event Friday, February 27 at Precision Polymer Products in Pottstown. The "Pancakes and Politics" event focused on the importance of small manufacturers and trades and the issues facing those industries in the tri-county community. Concerns such as employee training programs, alternative fuels, property taxes, the current and future economic climate, business tax competitiveness, healthcare, energy conservation, and union "card check" legislation were discussed by several of the Chamber's honored guests. Members from the Pennsylvania House of Representatives joined the chamber members to address concerns and lend their support. Exelon Nuclear sponsored this event and will also be sponsoring two more "grassroots" breakfasts this year. 🍳



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SPRING TRAINING HAS ARRIVED!

Chamber Opens the Season with Baseball Legend **MIKE SCHMIDT**

**Hall of Famer &
Philadelphia Phillies 3rd Baseman**



TriCounty Area Chamber **ANNUAL DINNER**

Wednesday, April 8, 2009

VIP Reception from 5 – 6 PM

General Reception from 5:30 – 6:30 PM

Dinner & Program at 7 PM

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

VIP Reception Sponsor: Cabot Supermetals

General Reception Sponsor:
Pottstown Memorial Medical Center

Platinum Table Sponsors:
Media Fusion Technologies, Inc. and Exelon Nuclear

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

U.S. Department of Labor's OSHA establishes alliance with the TriCounty Area Chamber of Commerce

As provided by the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA), OSHA and the TriCounty Area Chamber of Commerce joined forces to promote workplace safety and health by training the employees of Chamber members in the prevention of injury and illnesses. Jean Kulp, area director of OSHA's area office in Allentown represented the agency at a recent signing ceremony.

The TriCounty Area Chamber of Commerce, located in Pottstown, Pa., serves more than 700 businesses in northern Chester, southeastern Berks, western Montgomery counties, and along the Pennsylvania Route 422 Corridor.

"OSHA and the TriCounty Area Chamber of Commerce recognize the value of an alliance which will help foster workplace safety and health for area employees," said Kulp. "Our goal is to educate employees on injury and illness prevention."

Through the alliance, OSHA and the TriCounty Chamber of Commerce will work together to develop and deliver training and

education programs on occupational safety and health issues relevant to area businesses.

For more information, contact OSHA's Allentown Area Office at 610-776-0592.

More than 1.4 million employees and nearly 28,000 employers across the U.S. have participated with OSHA in more than 584 strategic partnerships since the program began in 1998.

OSHA operates a vigorous enforcement program, conducting almost 39,000 inspections and finding nearly 88,000 violations of its standards and regulations in fiscal year 2008.

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing a safe and healthy workplace for their employees. OSHA's role is to promote the safety and health of America's working men and women by setting and enforcing standards; providing training, outreach and education; establishing partnerships; and encouraging continual process improvement in workplace safety and health. For more information, visit www.osha.gov. 



Tim Phelps, TriCounty Area Chamber President, signs alliance agreement with Jean Kulp, Area Director of OSHA's Allentown office, after the announcement of the alliance at the first "Pancakes & Politics" breakfast in February.

U.S. Department of Labor releases are accessible on the Internet at www.dol.gov. The information in this news release will be made available in alternate format (large print, Braille, audiotape or disc) from the COAST office upon request. Please specify which news release when placing your request at 202-693-7828 or TTY 202-693-7755. The Labor Department is committed to providing America's employers and employees with easy access to understandable information on how to comply with its laws and regulations. For more information, please visit www.dol.gov/compliance.

FEBRUARY WOW

WOW ENCOURAGES BRANDING FOR A BETTER BUSINESS PROFESSIONAL

The Anderson Group's presentation "Brand New Year: Brand New You" provided key tips for branding yourself individually and as a company at February's Women of the Workforce (WOW) luncheon, held at Cutillo's Restaurant in Pottstown. Nancy Hohns and Marcia Fortley taught attendees how to cultivate their personal brand, encouraging them to "make better, not make over". They also emphasized that repetition reinforces the image, positive or negative, that you are currently projecting to the world. The duo encouraged the WOW group to take the opportunity that the New Year presents to cultivate a brand for themselves and their company that will help their businesses flourish despite difficult economic times. 

The event was sponsored by Family Caregivers Network, Inc. and Klein Transportation.



Marcia Fortley (left) and Nancy Hohns (right) speak at February's WOW Luncheon

TRICOUNTY AREA CHAMBER OF COMMERCE ROLLS OUT NEW ONLINE OSHA AND HR COMPLIANCE STORE HELPING MEMBERS AVOID COSTLY FINES AND LAWSUITS

The TriCounty Area Chamber of Commerce is coming to the aid of businesses and workers. Challenged by fluctuating employment regulations, complex HR requirements, and rising lawsuits, businesses need relief.

The new online OSHA Compliance Store, managed by MyOSHASTore.com, assists employers with their safety, health, and nondiscrimination policies. When it comes to compliance, most employers are unaware of how to meet State, Federal, and OSHA regulations until it is too late. There are hefty fines and other penalties for failing to comply.

Now, Chamber members will have access to hard-to-find compliance information and products, including:

- Labor Law Posters
- First Aid Products
- Workplace Harassment Training
- Business & Human Resource Guides
- OSHA Safety Products

Chamber President, Tim Phelps, commented, "We are proud to be able to provide information and products that assist companies in meeting their employer obligations. These products can assist the employer in avoiding hefty fines and lawsuits."

The new Chamber Compliance store can be accessed through the "Are you Compliant" link on the Chamber's homepage at tricountyareachamber.com. The Chamber is proud to announce this new program offering a very relevant service to the Chamber Membership. 

TOLLING US 422, GOOD FOR BUSINESS?!



Shayne Trimbell,
Project Coordinator,
GVF Transportation

The recent announcement by Montgomery County Planning Commission regarding a feasibility study for tolling US 422 has inspired discussion throughout the corridor. Whether people are for it, or against it, tolling is being discussed. If you own, operate, or work in a business in the US 422 corridor, tolls will affect you. Much of the opposition to tolling originates from a general misunderstanding of public financing for public roads, and also from a perceived notion that tolling will be ineffective and only increase traveling costs.

In the past fifteen years, projects to restore rail have been proposed yet were unable to materialize, all the while US 422 congestion gets worse and worse. The quality of the roadway is declining, and the amount of time it takes a commuter to drive to work is steadily increasing. All of this is occurring during a time where state and federal funding for road improvement and transit expansion projects are quickly diminishing. Why has this been occurring, where is the money going? The funding mechanisms for highway and transit improvements are incredibly complex systems. Highway funding is primarily based upon the liquid fuels tax. Every time liquid fuels are purchased, 18.4 cents is paid to the federal government as a gas tax. The trouble is that the gas tax is not measured as a percentage, but as a flat fee. When gas was over \$4 per gallon, the tax contribu-

tion remained 18.4 cents. Because the amount is a fixed amount, rather than a percentage, it does not adjust for the constantly rising costs of road construction, essentially providing less money each year. Transit funding is equally complex, with strict guidelines for project eligibility and limited federal funds for projects. These factors make it more costly for the individual states to fund transit expansion projects. What does that mean at the end of the day? It means that less money is available to fund more expensive projects.

Gas tax, more congestion, no train, how does this add up for the US 422 corridor? It all adds up to limited funds available for maintaining US 422, let alone the making much needed improvements. If improvements are going to be made to US 422 the money has to come from somewhere. Tolling is the best and most direct method that can be employed to raise funds and make the needed improvements to US 422, as well as restore rail service. Unlike other methods, tolling puts a direct cost to the user of the roadway; however it also provides a direct benefit to the user of the roadway. By paying a toll to drive on the highway, the toll money will be applied to make the needed improvements that reduce congestion. These improvements will happen much faster than if they were funded through traditional methods. Raising a toll on US 422 provides enough revenue to make the needed improvements at the Schuylkill River Bridge, the Pottstown Bypass and provides enough excess revenue to fund passenger rail expansion. Any revenue raised in excess of what is needed for the improvement projects and passenger rail can fund local improvements that ease any congestion related to drivers diverting from US 422 to avoid the paying the toll.

Tolling means that the users of US 422 are controlling their destiny, and are benefiting from their daily actions.

How can a toll be good for business if it is another added cost to transportation? It can't be denied that a toll on US 422 is going to be added to the cost of driving on the highway. What it does mean is shorter travel times as a result of an improved roadway. Completing the improvement projects with toll revenue will cut rush hour traffic congestion significantly, resulting in much shorter travel times. The roadway itself will be improved to provide a more comfortable, and safe driving experience. With passenger rail extending up the corridor, it will allow a larger employment population to move with greater ease, opening up new job markets for employees and employers. Most of all, it will revitalize existing downtowns, creating untold business opportunities. These improvements will happen much faster with tolling revenue, and may never happen if funded through traditional means.

Tolling US 422 is a controversial proposal with more positives, than negatives. For the proposal to move forward, and either be accepted or rejected, it is important that the public makes an informed decision. By fully understanding the benefits of action, as well as the consequences of inaction, the corridor can maintain its competitive edge in the global economy. The US 422 Corridor Coalition, managed by GVF Transportation, will continue to provide up to date information on this topic, and all the other transportation projects proposed for the corridor. Please visit www.422coalition.com to stay informed. ■

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

Ribbon Cutting Event

HUPEROON OPENS ON CHARLOTTE STREET IN POTTSTOWN WITH CHAMBER AMBASSADORS AND OFFICIALS

Huperoon, LLC, located at 28 South Charlotte Street, Pottstown, celebrates their opening with a TriCounty Area Chamber ribbon cutting. The cozy coffee house features fresh quality local, organic and natural gourmet beverages and specialty items and offers free internet service to its patrons.

Pictured from left to right are: Sara Scott, Schuylkill Watershed Perm Culture Guild; Chamber Ambassador Janet Flack, Keller Williams Realty; Huperoon owners Dawn and Matt Theis; Borough of Pottstown Mayor Sharon Thomas; Chamber Ambassador Katrina Belcher of Susquehanna Bank DV; Scott Savett of Congressman Jim Gerlach's office; Chamber Ambassador Jackie Gofus, Janney Montgomery Scott, LLC. Chamber Ambassador Hanna Hartman of National Penn Bank attended the ceremony and is not pictured. ■



TRICOUNTY AREA CHAMBER MEMBER NOTIFICATION:

EFFECTIVE IMMEDIATELY

The TriCounty Area Chamber will no longer be in partnership with CertifiChecks, Inc., as CertifiChecks, Inc. has ceased operations, effective immediately.

Please contact the Chamber at 610.326.2900 if you have any questions.

Promoting employees?
Proud of your recent awards?
The Chamber strives to recognize Members for their success.

Send press releases regarding awards received, promotions, events, etc. to Eileen at: eileen@tricityareachamber.com or fax them to 610.970.9705 for upcoming issues of the Route 422 Business Advisor.

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

RECRUITING FOR LEADERSHIP TRI-COUNTY

Leadership Tri-County, a program of the TriCounty Area Chamber of Commerce Foundation, Inc., graduated its first class in 1993 and to date has graduated over 100 community members.

If you are you new to the area and want to learn more about the tri-county region, interested in developing yourself as a local leader and giving back to your community by serving on a non-profit board of directors, and want to create a valuable business relationship with several peers then you should apply to join the class of 2010!

This unique and informative, 10 month program begins in September of 2009. Please contact Eileen Dautrich, Director of Leadership Tri-County at 610.326.2900 or eileen@tricityareachamber.com to obtain an application or for more information. 📧

CONGRATULATIONS to the Following Chamber Members Who Were Named Winners at the 2007 BIE Home Show!

3rd Best of Show

Kutz Builders, Inc., Pottstown

Blue Ribbons

The Longacre Company, Bally

Whitegate Contracting Co., Douglassville

Red Ribbons

Evans- Hausman & Richard, Inc. Pottstown

Oehlert Bros., Inc., Royersford

Sanatoga Water Conditioning, Inc.,
Pottstown

Yellow Ribbons

Harleysville National Bank, Pottstown

Olympic Oil, Heating &
Air Conditioning, Pottstown

CONCERNED ABOUT WETLANDS AND YOUR BUSINESS? BETTER READ THIS ARTICLE

I recently listened in on a conversation about the encroachment of wetlands and subsequent fines. It was told by Tammy Hessler (thessler@synergyenvinc.com). She is a person I rely upon concerning Wetlands issues. She spoke about a company which had filled in a section of its property that had been a floodplain for a stream. Eventually, the Army Corps of Engineers and the Pennsylvania Department of Environmental Protection identified this encroachment and began the process to assess fines upon the property owner. The story did not have a happy ending.

Does your company own property or is your company considering purchasing property that is bisected by a stream or wet area? Do you know if you can fill it in or rearrange its contour without interacting with a regulatory agency?

For this article I wrote up a list of questions for Tammy.

How are you involved in wetlands?

I have been involved in assisting clients identify and delineate wetlands areas on their properties for the past 18 years. I have also helped clients mitigate impacts to wetlands areas and obtain permits for various activities in wetlands areas. In addition, I was qualified as an expert witness on wetlands in Berks County, PA.

What are wetlands?

A non-technical definition of wetlands, as provided by the US Environmental Protection Agency (EPA), is "areas where water covers the soil, or is present either at or near the surface of the soil all year or for varying periods of time during the year, including during the growing season". The typical definition used by both the Pennsylvania Department of Environmental Protection (PaDEP) and the EPA for a wetland is "Those areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions."

Under the current PaDEP and EPA regulations, three criteria must be present for an area to be delineated a wetlands. These criteria are: plants that are adapted to growing in saturated soil conditions; soils that show evidence of periodic flooding or poor drainage; and hydrology indicators showing evidence of water movement, either horizontal or vertical, in the area.

The PaDEP and EPA regulate wetlands; however, the EPA has granted enforcement of the regulations to the US Army Corp of Engineers (ACOE).

The most common type of wetlands found in the TriCounty area and in Pennsylvania are those found: on floodplains along rivers and streams; in isolated depressions surrounded by dry land; along the margins of lakes and ponds; and in other low-lying areas where the groundwater intercepts the soil surface or where rainwater ponds for periods of time. These wetlands can include marshes, wet meadows, swamps, vernal pools, bogs, areas around groundwater seeps, etc.

How does the identification of wetlands impact a business owner?

The identification of wetlands on a parcel of land can limit the developable area or increase the cost of development. It is always best to know if wetlands are present prior to developing design plans for a parcel of land.

What can happen to a property owner if he/she ignores the existence of wetlands and builds on or impacts it?

The penalty for disturbing wetlands without the proper permits can range from a notice of violation or administrative orders to fines and/or civil or criminal prosecution. In some cases, restoration of the wetlands or the construction of replacement wetlands is ordered.

What should a property owner expect if he/she asks for someone to delineate wetlands at his/her property?

The property owner should expect to know the approximate wetlands/uplands boundary on their parcel at the conclusion of the delineation. This boundary is typically flagged for survey location. In most cases, this is sufficient for development plans and general permits; however, if a verification of the wetlands/upland boundary line is needed (i.e. for a joint permit application), a jurisdictional determination must be requested from the ACOE.

What are the most common issues you see related to wetlands in the TriCounty area and Pennsylvania?

I believe that the two most common issues are:

1) the misconception that wetlands are just "mosquito breeding grounds" and not beneficial. It is interesting to note that approximately one third of all threatened and endangered species in the US live exclusively in wetlands. In addition, nearly half of all threatened and endangered species use wetlands at some time in their life cycle.

2) the impacts to wetlands through development. These impacts can be obvious (i.e. filling) or subtle (i.e. changing surface water flow or rainwater infiltration pathways or the introduction of an invasive plant species).

How can you help?

I would be happy to provide wetlands information, identification and/or delineation services to anyone who thinks they have wetlands on their property. 📧

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

REDUCING SUGAR IN YOUR DIET CAN RESULT IN WEIGHT LOSS, INCREASED ENERGY, AND A HEALTHIER YOU

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

The notion of having to cut sugar from your diet seems extreme – you don't eat *that* much sugar. It's not like you eat donuts everyday for breakfast or dessert after every meal. You don't even touch candy bars except for those rare occasions that they call out to you at the convenience store. And you buy sugar-free items when available. So just where IS the excess sugar that you should consider cutting from your diet?

If this is the way you think about your sugar intake, that's probably the first question you may want to ask yourself. Do you eat spaghetti sauce? Canned soup? Do you drink those fancy coffee drinks or regular soda? Do you use salad dressing? Ketchup? Mustard? Do you eat bread or crackers? Yes? Well, you are consuming *added* sugar. In fact, it is nearly impossible to avoid sugar in your diet. All foods, unless you only eat meat and drink water, contain sugar. The amount of sugar America eats has soared nearly 30 percent since 1983 and is a major contributor to obesity, osteoporosis, heart disease, diabetes and cancer. Americans consume on average 34 teaspoons of sugar per day, more than triple the USDA recommended daily intake of 10 teaspoons (4 grams of sugar equal one teaspoon). This recommended daily intake does not include naturally occurring sugars found in fruits and dairy products.

Sugar is a type of carbohydrate and carbohydrates are present in any food that comes from plants—fruits, vegetables, grains and legumes. Carbohydrates are our primary energy source so you cannot eliminate them from your diet, it is just important to be eating the right kind. Empty carbohydrates contain little or no fiber, vitamins or minerals—soda, cookies, cakes—foods high in sugar. Healthy carbohydrates are the opposite; they have minerals, vitamins, fiber and antioxidants—fruits, vegetables, milk, yogurt, and legumes. When a food item is labeled “sugar-free” or “no added sugar” it means that the product has had no *added* sugar during processing, however foods may naturally contain significant amounts of sugar.

Why is sugar so addictive? When you consume sugar your body increases its production of insulin. This increase can be drastic and fast because your body works hard to regulate the influx and it does this through insulin production. The insulin dispatches the sugar from your system quickly, but in the process your body's overall insulin levels drop drastically. These low levels of insulin create a craving for sugar because that will give your body the quickest relief. So the cycle begins—you eat sugar, your body spikes insulin to compensate, your sugar levels become too low for the amount of insulin in your body, your body creates a sugar craving, you eat sugar.

How to Identify Hidden Sugars

By now, you can see why reducing your sugar intake will result in a healthier you! But figuring out how much sugar you are eating can seem daunting, especially since sugar is disguised under many names. The first thing to do check your nutrition labels, but know that the sugar grams listed lumps all sugars together including naturally-occurring milk and fruit sugars which we know can be deceiving. To determine how much sugar has been added to a product, learn to identify terms listed *under the ingredients* that mean “added sugar” such as table sugar, brown sugar, powdered sugar, cane sugar, molasses, beet sugar, Turbinado sugar, corn syrup, sorghum, maple syrup, honey, glucose, sucrose, dextrose, lactose, maltose, fructose, Sorbitol, Xylitol, Mannitol, Maltitol. By recognizing these sugar names in disguise you can immediately see that sugar has been “added” to the food item.

ABOUT THE FOUNDATION

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

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

Ways to Wean Yourself Off Sugar

So, where do you begin? First, start cutting down slowly. If you put two teaspoons of sugar in your coffee or tea, just put one and a half in and slowly reduce the amount weekly. Slow and steady reduction is the best way to break the cycle and tame that sweet tooth. Establish rules about dessert. Only eat a dessert after dinner, not lunch. Or only eat dessert on the weekends or at restaurants. Instead of drinking sugary-sweet drinks like lemonade or soda, make your own homemade ice tea or better yet drink a refreshing glass of water and add lemon or lime juice for flavor. Consider purchasing reduced sugar condiments at the grocery store—one tablespoon of ketchup contains ½ a teaspoon of sugar—that can add up. Other ideas include:

- Try all-fruit spread, it's as sweet as sugar, but has no added sugar
- Substitute applesauce or pureed prunes for half the sugar in recipes

- Give up sports bars and drinks—they should be called sugar bars and drinks
- Choose a breakfast cereal with 8 grams of sugar or less per serving
- Do not skip meals, it drops your blood sugar and thus increases your craving for sugar
- Do not add sugar to recipes—recipes that call for added sugar usually taste fine without it
- Go for a walk when you crave sweetness, your preference for sweets declines after exercise

Eliminating sugar completely from your diet is unrealistic, however taking small steps to reduce your intake and work toward consuming the recommended 10 teaspoons a day is realistic. The best way to consume less is to become aware of how much you are consuming. By consciously eating less sugar you will be delighted with the results—you'll feel better, lose weight, and reduce your risk for obesity, diabetes, cancer and heart disease. Now that's sweet. 🍯



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5 WAYS TO REFUSE to Participate in the Recession



PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

Let's face it; the continuing news regarding the economy is not great; every day the news talks about companies closing and business cutting back— just gloom and

doom. As a business leader, it is hard to know exactly where to turn and what to do in order to make your company refuse to participate in the recession. Wouldn't it be even better to figure out a way to thrive in these trying times?

Recently, I took a look at companies that are refusing to participate in the recession to see what they might be doing right and what others might be doing wrong. I boiled some of these differences down into five ways successful companies in this economy use technology to win in these challenging times.

No 1. Use Open Source Software

Open Source Software has come along way since the beginning and gives businesses real alternatives to proprietary software. Open Source Software is software that has been placed under special licenses so that users of Open Source software need not pay hefty license costs. In many cases the features and functions of Open Source software has surpassed that of traditional software. These days businesses have open source alternatives for company workstations, Customer Relationship Management, Enterprise Resource Planning, Telecommunications and much more. As the economy drags on, we see business really take a hard look at Open Source software. We have seen and implemented many open source alternatives that have saved companies tens of thousands of dollars in licensing fees compared to proprietary solutions. In one

case, a company needed to replace their telephone system and the proprietary alternative was over 5 times more expensive than the Open Source alternative

No 2. Leverage your Customer Relationship Management (CRM) Software.

To close the sale and increase business, we see a need to track an almost endless amount of information about customers. Companies that are thriving are leveraging their CRM Software, to allow them to stay on top of sales leads and customer relations. There are a multitude of CRM packages available: ACT or Goldmine and a few others for small business, Microsoft Dynamics, Salesforce.com for mid-size companies and Siebel, Oracle, and SAP on the high end. If you do not have CRM Software get one as fast as possible. In addition to the proprietary ones mentioned above, there are also Open Source alternatives such as SugarCRM and openCRX. Just to add to the choices there are some inexpensive hosted solutions such as Highrise.

If you already have a CRM application, spend some time or locate a consultant to help you make it fly. The investment will be well worth it as you will be able to track

(See "Performing Technically" on page 50)

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PERFORMING TECHNICALLY

(Continued from page 48)

better sales and prospect information than your competitors. Ensure that your staff is well trained in its use and that it has been implemented correctly so that you get the maximum benefit out of the application. Information about your prospects is critical and your CRM application should be tracking as much information as possible.

By successfully implementing and using CRM, I have actually closed deals in the half million dollar range due to the information that was contained in the application. These deals would have gone to a competitor had it not been for the CRM application.

No 3. Embrace Managed Services

Managed Services takes a proactive approach to meeting a customers information technology needs. In essence Managed Services is the concept of outsourcing your IT department for one flat rate fee per month. The business wins because, it can finally budget for technology cost and they also realize increased performance and uptime with their technology. Managed Services takes control of a business's technology and the associated resources needed to manage it, resulting in lower costs compared to the traditional method of hiring a full time IT team. For

most small to mid-size companies there are just not enough IT management needs to justify a full time team..

The cost savings for use of Managed Services can be large. In one case a property services company saves \$1 million per year by outsourcing a part of its technology management. Small to mid size companies are also able to see significant cost savings with managed services as opposed to the traditional break-fix model.

No. 4. Demand Document Management

Document Management is making sure that electronic documents are filed and stored in the correct place so that other users can locate them in the future. No business is too large or too small for document management. When times are tough and staff lean, it is vital that your staff has the ability to get to information as fast as possible.

Document Management systems can be as simple as making sure there is a good file and directory structure for document filing. At the other extreme, document management entails working to get rid of paper and putting in a system that manages documents along with version information and contains detailed document

(See "Performing Technically" on page 52)



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PERFORMING TECHNICALLY

(Continued from page 50)

profiles that allow sophisticated search and retrieval. These documents management systems will typically integrate with office applications such as Microsoft Word and Excel.

One Hospital saved \$40,000 per month after the implementation of a document management system due to the fact they did no longer misplaced health records.

No 5. Survive on Software-as-a-Service and Hardware-as-a-Service

Software-as-a-Service or SaaS is the idea that software should be delivered over the internet with out requiring custom software to be installed on every machine using the application. We have found that applications installed on workstations take more money to support, cause more issues and are only available on that workstation. When using SaaS there is also no need to install a technical infrastructure and there are no up front costs. Hardware-as-a-Service or HaaS is the idea that you purchase the use of Hardware on a monthly subscription basis. Both SaaS and HaaS allow businesses to 'rent' only what they need and pay for only what is used for both Hardware and Software. Under this model, both hardware and software

become very similar to a utility such as electricity because they are always available, you purchase only what you need and as a result businesses have seen significant benefit by taking advantage of these models.

In one case, a cable services company improved sales-lead qualifications and reduced its sales cycle by 40 percent by using the SaaS model. Now that is a winner no matter what.

Just because the news is gloomy dose not mean that you need to participate in the recession. Take a look at these five ways to reduce your costs and find a service provider who has both the technical and business expertise to be able to help you realize the Return on Investment. You may be surprised with how little it actually costs to implement some of these solutions and the rewards may be big. ■

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 successfully aligning technology to business performance for companies from Global Fortune 10 to small local businesses.

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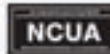
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BUSINESS, HEALTH AND FITNESS

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

See if this sounds all too familiar. Wake up at 6 am; get a cup of coffee and perhaps eat breakfast; watch the morning news programs or read the paper; get in the car for a one hour commute to work; get to work and go through the motions for eight hours; get in the car again for another one hour commute back home; eat a dinner or something called a dinner; watch four hours of moronic TV; have another terrible night of sleep and start the entire process all over again. Does this sound like a typical day for you? If it is, or is something similar to a typical day for you, you may be living your life on autopilot.

For many of us, our lives could be compared to the experience of learning to drive a car. When you first learn how to drive a car, you are very conscious of what you are doing. You consciously hit the breaks when it is time to stop, step on the accelerator when it is time to go, and check the rear view mirror consciously before changing lanes. Once you get comfortable driving, you no longer really think about it. You just get in the car and go. After something becomes comfortable, we no longer have to think. This is fine for mundane activities, like brushing your teeth or answering the telephone. However, what happens when your entire life is in process, or cruise control, without thinking?

Do you ever stop to wonder how much

of your life is lived consciously? How often are you engaged actively in what you are doing day to day? The brutal reality is that most people are simply going through the motions in life. Only as each day that gets closer to Friday, do you start becoming more conscious about your life. You live for the weekends and have to get as much life in as possible on Friday and Saturday. Sunday is a wash because the next day you have to go back to work. Where did you learn to accept such a life? From your parents, friends, TV, the movies? It does not really matter where you learned it. What matters is being aware of it and changing it. That is, unless of course you are satisfied with your life

(See "Business, Health & Fitness" on page 57)

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VILLAGE PRODUCTIONS

Lettice and Lovage Back By Popular Demand!

Have you ever wondered what history would be like if it was “spiced up” a little bit?

Come and find the answer at Village Productions’ performances of the Peter Shaffer play, *Lettice and Lovage* at the Tri-County Performing Arts Center, 245 E. High Street, for 3 performances, April 24th through 26th. This show was so popular when it was last performed it has been brought back by popular demand – book your tickets now so you don’t miss this final chance to see a wonderful comedy!

Lettice and Lovage follows the antics of two British women who decide to “improve” upon historical facts. Our guides are Lettice Douffet, a flamboyant and eccentric tour guide at a Tudor mansion, and her straight-laced ex-employer Charlotte “Lotte” Schoen. With a shared love for the aesthetics of the past and



mutual disdain for the dullness of the present, the two forge an unlikely friendship as they decide to reinterpret some of Britain’s most memorable historic moments, with near fatal results! A funny farce looking at two kindred spirits in the modern world trapped by their imaginations, Lettice and Lotte make a formidable team dedicated to their crusade of “Enlarge, Enliven and Enlighten”! A great play for the whole family, this Tony Award winning comedy by Peter Shaffer (*Amadeus*, *The Royal Hunt of the Sun*) is

sharp, witty and elegant!

The cast includes Christine Emmert (Valley Forge), Barb Hannevig (Pottstown), Porter Eidam, III (Royersford), Christine Cieplinski (Reading), Earl Boehmer (Boyertown), Richard Emmert (Valley Forge), Andrea Hartman (Boyertown), Linda Powell (Pottstown), and Matt Samluk (Gilbertsville).

Tickets for all shows at the Tri-PAC are now available online. Please note that seating is limited, and shows do fill quickly, so

go to www.tripac.org to purchase your tickets now! You can also call the Tri-PAC at 610.970.1199 for additional information. Showtimes are Friday, April 24th (8 PM), Saturday, April 25th (8 PM) and Sunday, April 26th (3 PM). Tickets are \$12 for children, \$14 for students and seniors, and \$17 for adults. Discounts are available for groups of 10 or more. When available, tickets will be sold at the door. Remember, it’s all happening on High Street in Pottstown! 🍷

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(See “New York State of Mind” on page 58)

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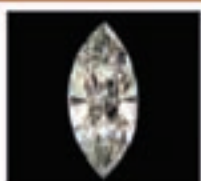
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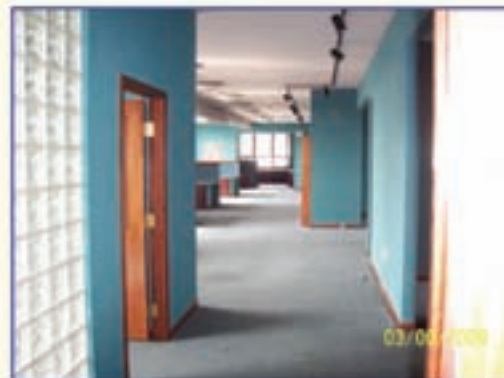
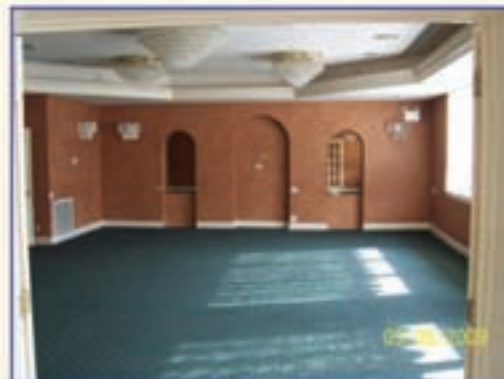
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BUSINESS, HEALTH & FITNESS

(Continued from page 54)

Brutal self-analysis is a difficult thing. Change is difficult because most of us resist the process. We may want to change, but the person you know today is more comfortable than the unknown person you have the ability to become. Yet, without careful examination of who you are, you will never go from living a barely engaged life to an actively engaged life. When it comes to your health, do you actively take care of yourself or do you like to convince yourself that you do? If you exercise, are you truly seeing the benefits or are you just going through the motions blaming exercise for your lack of progress? It is far too easy to blame everything on something or others for where you are today. You have become a pinball in the game of life, allowing everything else to push you all over the table. Not the way to live and certainly not the way to live an exciting, healthy, and vibrant life.

You must learn to think for yourself

and take both personal responsibility and accountability. Stop reacting on autopilot and get engaged in the moment. Figure out why you do what you do and if it is ineffective, have the courage to change it. You can change at any moment. How you live your life is up to you. How you react to what happens in your life is up to you. You do not have to do what you have learned from TV, movies, magazines, friends, and family. You can break the cycle, but you must know where and how to start.

First you need to learn more about yourself. One effective way is to keep a daily journal. Just as a journal is effective for tracking workout progress or dietary intake, a daily journal is an effective way to determine who you are. Be brutally honest with yourself too as no one else should read it but you. Write down what ever comes to mind no matter how crazy it sounds. Write about how you reacted to various situations through out the day;

what you accomplished that was meaningful; why you skipped your workout; how did you spend your time; etc. After a month or so you will start seeing some patterns and what you will learn about yourself may be frightening. Work through it for as the sooner you work on this process the better. Take a look at your journal after thirty days. Read through each entry and you will be amazed by how much you will learn about yourself and the way you think.

Life is not meant to be lived passively. When you are always comfortable, you are not growing, and when you are not growing you are not living. Break out of the comfort zone and stay out of it. As Sir Isaac Newton theorized in his first law of motion, "an object at rest tends to stay at rest; an object in motion remains in motion until acted on by another external force." Switch gears. Take control. Make a change. 🗑

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NEW YORK STATE OF MIND

(Continued from page 55)

than 245 E. High Street in Pottstown, where parking is plentiful, and there is no bad seat in the house!



Maggie Moliterno, an award-winning dramatic coloratura soprano and Pottstown native, has been applauded by audiences in the United States and Europe for her refined vocalism and powerful stage presence. A versatile actress, she has appeared in principal roles in opera, operetta and musical theater such as the Countess Almaviva in *The Marriage of Figaro*, Laurie in *Oklahoma*, and Audrey in *Little Shop of Horrors*.



Mark Moliterno, bass-baritone, has performed throughout the United States, Canada, Great Britain, and the Far East, with numerous opera companies, symphony orchestras and festivals. His vocal repertoire covers a wide range of eras and composers, including leading opera roles such as Falstaff in *Falstaff*, Escamillo in *Carmen*, Germont in *La Traviata*, Count Almaviva in *Le Nozze di Figaro*, Marcello in *La Bohème*, Sharpless in *Madama Butterfly*, Leporello in *Don Giovanni*, and Falke in *Die Fledermaus*. He is currently an Adjunct Associate Professor of Voice at Westminster Choir College of Rider University in Princeton, NJ.

Bites from the Big Apple kicks off on Friday evening, April 3rd at 8 PM with a special champagne reception to celebrate these talented performers and benefit the Tri-PAC. The fun continues on Saturday, April 4th at 8 PM, and then concludes with a matinee on Sunday, April 5th at 3 PM. Don't miss out – reserve your tickets now!

Tickets for all shows at the Tri-PAC are now available online. Please note that seating is limited, and shows do fill quickly, so go to www.tripac.org to purchase your tickets now! You can also call the Tri-PAC at 610.970.1199 for more information. Tickets range from \$12 for children, \$14 for students and seniors, and \$17 for adults, with premium pricing for the Friday night champagne benefit reception. Discounts are available for groups of 10 or more. When available, tickets will be sold at the door. Remember, it's all happening on High Street in Pottstown! 🍷



Village Productions

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Village Productions is a dynamic nonprofit performing arts organization that seeks to strengthen community, inspire creative exploration, educate, and entertain, through the presentation of quality performing arts events and educational opportunities geared toward a diverse audience. The new **Tri-County Performing Arts Center** is the home of Village Productions. You may contact Village Productions through their website at www.tripac.org, or by telephone at 610.970.1199.

Senior Follies at the TRI-PAC!

**“There’s No Business
Like Show Business”, at
any age! Want the proof?**

Come to the *Senior Follies* at the Tri-County Performing Arts Center, 245 E. High Street, Pottstown, PA. There are only two chances to see this fantastic production, April 18th at 8 PM and April 19th at 3 PM.

Part of the Tri-PAC's Senior Theater Project sponsored by the Teleflex Foundation, the *Senior Follies* features mature adult performers from the region presenting musical numbers, scenes, and monologues from some of your favorite Broadway musicals and plays, as well as sketch comedy selections.

Seniors appearing in the production include Joanne Arnold, Earl Boehmer, Maureen Braun, Mason Craig, Nancy Dolan, Robert Douglass, Bonnie Heath, Pat Rhoads, Marlene Wrigley (all from the Pottstown area), Farnsworth Bisbee (Media), Kate Mallon-Day (Berwyn), Mary Lee Slemmer (Schwenksville), Bert and Bets Melli (Swarthmore), as well as Corinne Griffiths (Pottstown) who is the Music Director and accompanist for the production.

The Director for the production is Nancie Sanderson Byrne (Mount Airy, Philadelphia) and the Assistant Director and Production Coordinator is Tony Giruzzi (Exton). The production includes a special guest appearance by popular performer, Matt Hultgren (Philadelphia).

Tickets for all shows at the Tri-PAC are now available online. Please note that seating is limited, and shows do fill quickly, so go to www.tripac.org to purchase your tickets now! You can also call the Tri-PAC at 610.970.1199 for additional information. Showtimes are Saturday, April 18th at 8 PM and Sunday, April 19th at 3 PM.

Tickets are \$8 for children, students, and seniors (age 65+), and \$10 for adults. Discounts are available for groups of 10 or more. When available, tickets will be sold at the door. Remember, it's all happening on High Street in Pottstown!



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