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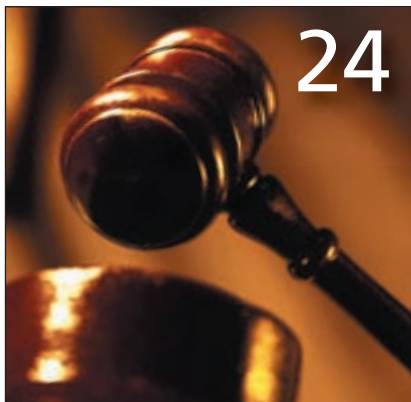
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In This Issue | JUNE 2009

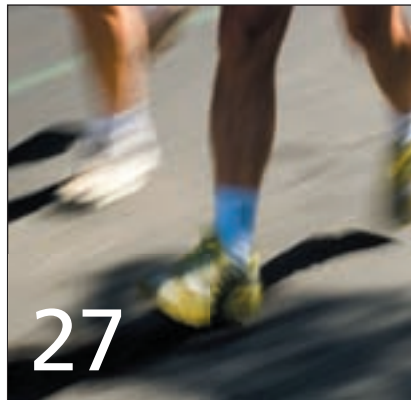


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Main Line HealthCare

Offering a world of Occupational and Travel Health Services



COVER STORY

By Jim Jannotti

Issues of occupational health and medicine pose increasingly difficult challenges for business decision makers. This is true even for larger companies, where the days of in-house medical care and testing are quickly passing into history. Add to this the ever-expanding compliance requirements for employee drug testing and physical exams, and occupational health is a more daunting concern than ever.

Main Line Health Occupational and Travel Health Services (www.mainlinehealth.org/occtravel) offers both the experience and expertise to help your business meet these challenges by providing assistance in developing occupational medicine programs which comply with regulations, varying corporate needs and bottom-line objectives, as well as a variety of individually tailored examinations, evaluations and



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diagnostic services. Main Line Health Occupational Health Services provides a full range of medical services to manage work related illnesses and injuries as well as promote wellness in the workplace.



Dr. Francesca Litow,
Medical Director

"Historically big companies had a company doctor," explains Dr. Francesca Litow, Medical Director, Occupational / Travel Medicine at Main Line Health Care. "Now it's difficult for even large companies to afford their own clinic, so it has become more common for companies to contract with free-standing occupational health clinics or hospital-based clinics like ours."

Services Offered

"Various types of physical exams help ensure compliance with federal and other regulations," Dr. Litow said. "Main Line Health Occupational and Travel Health will administer physical exams such as post-offer, pre employment physicals, and medical surveillance exams, which are performed periodically to detect early signs of exposure to certain workplace risks."

"Many employers actually do more than they're required by law in this area," Dr. Litow said. "For example, if you're exposed to a lot of noise at work, Occupational Safety and Health Administration (OSHA) regulations require a hearing exam every year."

"Another main service we provide is taking care of ill and injured workers," Dr. Litow said. "This is part of workers' compensation."

Drug testing is another service provid-

ed by Main Line Health Occupational and Travel Health. "We provide drug testing services for regulated programs. There are some laws that define groups of workers that need to have drug testing at regular frequencies, for example, commercial drivers and commercial pilots," Dr. Litow said.

Additionally, any employer can set up a drug-free workplace. "What this means is that the employees are required by company policy to submit to periodic drug testing," Dr. Litow explained. Main Line Health Occupational Health Services can support the establishment and management of such programs.

One relatively unique feature of the clinic's offerings is the Executive Physical Exam Program. "These are physicals designed to identify and prevent costly health problems in an employer's most highly paid individuals," according to Dr. Litow. "The program is designed to target risk factors for heart disease, cancer and other preventable illnesses."

Travel Health

In addition to these services, Main Line Health Occupational and Travel Health has created a travel medicine program for employers, their workers and the general public as well. "Not all occupational health clinics would do this. We started doing it as a way to add value for people who are business travelers. But it has expanded, and we now have a robust leisure travel business," says Dr. Litow.

(See "Cover Story" on page 7)

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COVER STORY

(Continued from page 5)

Of course, the travel medicine program will make sure that all necessary vaccinations are administered, but Dr. Litow says that the majority of a travel health consultation is spent on preventive health education. "The most common reasons that people are repatriated during their trip are preventable illnesses and injuries. Knowing that, we spend the majority of the hour-long consult sitting down and talking with them. In fact, many people say it's the longest time they've ever spent talking with a doctor."

"We can even come to where a group of travelers is meeting," Dr. Litow said. "With a school, for example, we can come in and do a group class and even offer the vaccinations on-site at the school."

Value to Employers

Main Line Health Occupational and Travel Health Center serves more than

1,000 external clients throughout the region and in virtually every industry. "If you can think of an industry, we probably have a client in it, ranging from 'mom and pop' businesses to multinational corporations," Dr. Litow said.

No two companies are exactly alike. Occupational health programs work best when specifically designed to meet individual corporate needs. "There are very few things that we can't do in the scope of occupational medicine," according to Dr. Litow. "We provide almost the same services that an in-house provider would provide. The bigger and more industrial the company, the more people are on the workforce and the more potential for us to provide assistance."

At the other end of the spectrum, Main Line HealthCare Occupational Health staff will come on-site to offer

(See "Cover Story" on page 9)



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YOU'VE MADE YOUR MARK

BUT WHAT HAVE YOU DONE TO PROTECT IT?



MARKETING 101

By Todd Palmer, Virtual Farm Creative

In last month's column we discussed what happens to a great marketing idea once it is hijacked and absconded by the masses. It was original and powerful, now it's watered-down and ineffectual. It was someone's unique creation and now it's not.

The same thing could happen to your brand if you don't take a simple step to protect it. It happened to aspirin, cellophane, Kleenex, elevator and thermos and it could happen to you too.

Of the more than 100 clients that Virtual Farm Creative has branded over our more than ten years in providing that strategic service, less than half of them elect to register their new brand with the United States Trademark and Patent Office (USPTO). Admittedly, until very recently, we didn't offer it as an in-house service, but the onus is on any business with a brand to federally register their logo.

LIGHTNING STRIKE

What does registering with the USPTO get you? Like homeowners insurance, it's protection you'll be glad you have if, and only if, you need it and the odds of needing it are about the same as your house getting struck by lightning. Still, because you know your house has the potential of being struck, or succumbing to some other unthink-

able disaster, you protect the investment.

You cannot put a value on having the right coverages after a natural disaster and registering your trademark prior to a dispute or competitive use of a similar mark is equally priceless. The process is actually relatively simple and, barring any conflicts, reasonably affordable.

(See "Marketing 101" on page 10)

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COVER STORY

(Continued from page 7)

vaccinations. "No number is too small," says Dr. Litow.

The goal is to keep employees healthy so they can continue working, or restore them to a state of health so they can return to work. "We take care of several local plants," Dr. Litow says. "I received an email from an on-site nurse at one of those facilities. She sent me a file on a serious medical condition and wanted my opinion on how to proceed. I will do a fitness for duty evaluation for this worker; it's part of our comprehensive service. I'm going to evaluate this worker to see if he can safely come back to work. In situations like this, you need a clinic like ours because we tailor our services to what you need."

H1N1 Flu Pandemic

As the H1N1 Flu outbreak has been moving toward a global pandemic, Main Line Occupational and Travel

Health has been busy helping their clients make sense of the various developments and take appropriate steps within their industries. "When the World Health Organization announces a level five alert, that means the disease has crossed borders. It allows access to specific resources. At that level we know it's time to use the resources that are set aside for just such a situation," she says.

"For employers, it means that they need to have policies about what their employees should do in this situation; whether they should expect to come to work or not. Companies need to know who is essential and how low can they go before curtailing services. If schools are closed, what do we do now with those people who can't work? These are important questions that employers need to address. This is when we can really be helpful," she says. ☑

For additional information, please visit www.mainlinehealth.org/occtravel



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MARKETING 101

(Continued from page 8)

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WHAT IS A TRADEMARK?

Literally speaking a trademark, it is the "mark" a company uses to conduct their specific "trade." Most often a registered mark is the word, or name, of your company like, say Virtual Farm, but symbols, phrases, logos, cartoon characters, packaging, color and even sounds can be trademarked. In short, if something tangible and recognizable represents a brand, it can be considered a trademark but it's not fully owned or protected until it is registered with the U.S. Government.

WHY REGISTER?

There are many reasons to federally register a trademark. First, a registration will prevent others from using the same or similar trademark for similar goods or services. Second, the process will give you further comfort that the name is available, and help avoid the dreaded possibility that you may have to change the name in the future. Finally, the owner of a registered trademark may be entitled to additional remedies if it commences legal proceedings for trademark infringement to prevent unauthorized use of that trademark by another competitor where confusion may occur.

In other words, if a company is using a name or glyph similar to yours and they are in a category similar to yours, you can get them to stop and/or pay damages to you if you have registered your mark. That statement contains a couple of critical gray areas and that's where securing the services of a professional becomes crucial.

"The registration process—undertaking a search, registering with the PTO and responding to office actions can be very complex," offers patent and trademark attorney, Mark McCreary of Fox Rothschild, LLP. "It's definitely a difficult DIY project for even the most fastidious small business owner."

How similar marks are, whether they're in similar categories and if confu-

sion exists are all the purview of the USPTO. The USPTO has clerks that, during the course of registration, define a mark's rights in great detail. That description accompanies the registered trademark and protects it against similar usages.

MAKE YOUR MARK

The two symbols associated with U.S. trademarks, TM (the trademark symbol) and ® (the registered trademark symbol)

(See "Marketing 101" on page 12)

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

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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**

FOR SALE- (#ZC2087) 1109 S. Hanover St., Pottstown- Commercial complex consisting of (3) separate buildings comprising over 10,000SF. All buildings are fully leased and owner occupies 1 unit. All tenants have a month to month verbal lease at this time. Room to expand current buildings. Good retail history. Recent improvements include roof replacements, updated bathrooms, newer heaters, added insulation to improve heat costs. **\$779,900.**

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(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. Tenant pays water & sewer. 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. Tenant pays water & sewer. Public parking within walking distance. Centrally located. Many possibilities. \$1,000/Month.

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

(ZC1077) Douglass Township, Berks County- (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.

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

(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

(ZC1086) 416 S. Hanover St., Pottstown- Approx. 1500SF second floor office space. Breakroom and full bath. Office (12.5 x 20 feet); Breakroom 10 x 20 feet). Heated 2 car garage (30 x 30 feet). Oil heat; radiant heat under floors including garage. \$750/Month. Includes water, sewer and lawn care. Tenant pays electric and snow removal.

(ZC1087) 100 S. Main St., Spring City- 1400SF office/retail space + 650SF storage space. Totally remodeled. Gas heat, central air, bathroom. \$1,150/Month + utilities and trash. Landlord pays sewer.

(ZC1088) 830 Chestnut St., Royersford- 900SF office space, offstreet parking, gas heat, air conditioning. Tenant pays gas heat, electric, water, sewer, phone, cable. Landlord pays trash. Call for more details. \$600/Month

(ZC1089) 871 S. Keim St., Pottstown- 6589SF could be used for storage or small business usage. Close to major highways, public sewer, well water, loading dock. \$750/Month + utilities.

(ZC109) 1 Security Plaza, Downtown Pottstown- (Train Station Building) 1150SF second floor office. \$1,000/Month Includes ALL utilities.


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MARKETING 101

(Continued from page 10)

represent the status of a mark and accordingly its level of protection. While TM can be used with any common law usage of a mark, ® may only be used by the owner of a mark following registration with the U.S. Patent and Trademark Office.

If you've been using your mark for a significant amount of time, chances are you can use the trademark and never have an issue but, if you're a newer brand or are branding a product or service that will be distributed widely, you'd be wise to explore registering the mark now. At the very least, you may be able to prevent third parties from using the mark for similar goods or services.

There are a thousand interesting stories about trademark disputes throughout the history of American commerce but, to those involved, they're more painful than provocative. You'd probably agree it would be intriguing to witness an actual lightning strike... unless, of course, the baneful bolt is bounding into your well prepared, completely protected home or business. ☛

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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The Importance of DESIGN



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

The design of a product or service is something most of us don't think about. That is, we don't think about it unless the product doesn't work the way we think it should.

Design considerations factor into everything, from buildings and shopping malls to the pipes and wires that bring utilities to those buildings down to the contents in the smallest packages that are received by occupants, even to the packages themselves.

In this edition of the Buzz we'll here from a few of the many professionals who work with area engineering firms to help ensure that everything from landscapes to the buildings that sit on them, from products to the processes that produce them get designed right.

KENT SURVEYORS AND ENGINEERS

Joseph Zucofski, P.E. is Project Manager for Kent Surveyors and Engineers, an affiliate of Lake Roeder Hillard and Associates of Lancaster. The company employs 51 staff members. That number includes licensed engineers and landscape architects, engineers in training, surveyors, CAD technicians and administrative support staff.

"We are a full-service site engineering, planning and surveying firm," says Mr. Zucofski. "Our services range from planning large residential and commercial developments to performing boundary surveys on a typical residential lot. We provide all planning and engineering needs including storm water management design, erosion and sediment control design, and obtaining permits required by Penn DOT and DEP. Our staff will take a client's plan from original concept to approved plans."

Kent Surveyors has been involved in projects across the region, including surveying and engineering work for Phase I of Bryn Eyre, a residential community in New Morgan. "Another of our recent projects was for the Hampton Inn located on Paper Mill Road in Wyomissing. Our involvement included performing

an ALTA survey of the existing site, preparing land development plans for a proposed 5-story addition, and performing the construction stakeout of the new building and site construction. That project demonstrates how we would take a project from conception through construction," Zucofski says.

"One of our newest projects is a land development near Mount Joy for a company called Maibach LLC. Our firm will be doing the site plans for a proposed agri-energy facility on a 33-acre tract in Rapho Township. The facility will process sugar beets to create biofuel that will be used as an additive to gasoline."

Zucofski says that certain projects, despite their small size, present design challenges that Kent Surveyors are well equipped to handle. As an example he highlights the site engineering work they did for a dentistry office in Morgantown several years ago. "While not a large project, it was challenging because it was an "in fill" project and we had to provide the necessary site amenities while not disrupting a traditional neighborhood."

"Our clients are able to receive the attention to detail and customer service a small firm provides while having the resources, personnel and knowledge of a larger firm readily available. We have the knowledge and experience of people who have spent decades in the industry. Yet we are also keeping pace with the advances in technology and the ever-evolving challenges and requirements facing the development and construction communities," he says.

GILMORE & ASSOCIATES

With its local office in Trappe, Gilmore & Associates, Inc. (www.gilmore-assoc.com) is a full service civil engineering and consulting firm. The company serves

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

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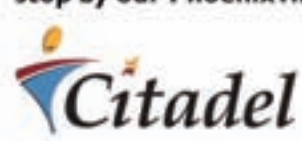
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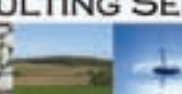





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"BUZZ AROUND THE BLOCK"

(Continued from page 13)

eastern Pennsylvania with offices in Bucks, Montgomery, Chester, Lehigh and Monroe Counties, and has an office in Flemington, NJ.

John P. Sartor, P.E. is Vice President of Gilmore & Associates Inc. "Our firm provides a wide range of professional services." Among these are land surveying, municipal consulting, code enforcement and building inspection, civil engineering and storm water management design, landscape architecture, transportation and traffic engineering and many others. "Our Clients come from a diverse variety of business sectors, including healthcare, institutional, higher education, municipal government, commercial, industrial, residential, and redevelopment."

Mr. Sartor highlights one of the company's recent projects: the recently completed Dansko Business Facility near Kennett Square. Gilmore & Associates, Inc. provided site planning and surveying, civil engineering, storm water management design, and LEED consulting services in conjunction with the owner and project architect. The Dansko Business Facility comprises approximately an 80,000 square foot structure with 188 parking spaces on a 5.5-acre

tract. The Dansko building incorporates a 'Green Roof' as well as storm water bio-retention/infiltration rainwater harvesting systems. Permeable paving installed in the facility's parking lot promotes recharge of storm water runoff into the underlying soil. The result is a site and building design that reduces environmental impacts, uses less energy, is less costly to operate and maintain, and enhances marketability."

The firm has also been involved in local redevelopment efforts around the region. "Gilmore & Associates, Inc. has assisted our municipal clients in securing over \$6 Million of Federal and State grant funds for the design and construction of a wide variety of public infrastructure (storm drainage, roadway reconstruction, etc.), streetscape enhancements, trails and parks, source water protection, traffic signal upgrades, and municipal revitalization projects throughout the Delaware Valley since 2002," says Mr. Sartor.

"We strive to offer a wide range of professional services that even some larger firms do not offer, but yet we manage to do so with a personalized touch to our clientele. When our clients have questions or need our assistance on a project, they know that when they contact us, they will receive a prompt and personal reply from a recognized leader in our profession."

Mr. Sartor adds that many of the 150 professionals employed by Gilmore and Associates have experience in construction or environmental work at the municipal, county and state government levels. As such Gilmore & Associates, Inc. "offers our clients unique perspectives on project planning, design, and construction as well as assistance in navigating the regulatory permitting process that other civil engineering firms are not able to provide."

APPLIED TECHNOLOGY AND SCIENCE

Ensuring manufacturing processes and the resulting products are designed at maximum efficiency requires a unique set of disciplines and skills. That's where a company like Applied Technology and Science (www.appliedtechnsci.com) comes in. Donald W. Havas is President of the Gilbertsville based company. "Applied Technology and Science provides manufacturing engineering services when there is a need for assistance in troubleshooting production problems, improving productivity or documenting your processes."

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



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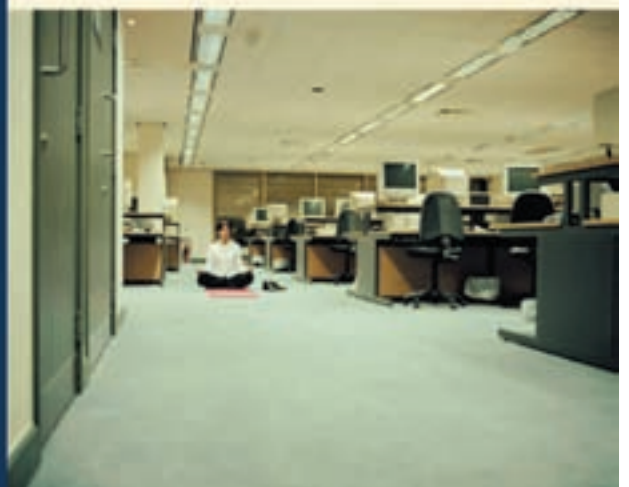
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STAYING FOCUSED



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

How many of us have vowed to get back in shape? We want to start working out on a regular basis and lose that extra few pounds.

So we join a gym or start an in home exercise program. We are gangbusters for the first couple of weeks but there is that one morning when we wake up and say, "maybe I'll skip today, I just don't feel like I have it this morning." Then you try to get back into your exercise routine but you start exercising only three days a week instead of four. Then it goes to two days a week and then you get to the point you haven't exercised in over a month. What happened? You were so focused in the beginning and somehow you lost your vision of what you wanted to achieve and simply gave up. I see this in business every day.

Business owners start their business with grandiose expectations. They have dreams of what this thing is going to look like some day. After not too long they are working so hard "IN" the business they have no time to dream anymore. Consequently, they are no longer focused on why they started their business in the first place. They've lost their vision and have stopped working "ON" their business.

If you study those people who are successful in business you will discover many important traits. But one that I find is probably the most important is to stay focused on what you are trying to accom-

plish. Don't lose sight of the big "WHY." Why did you start this business in the first place? Did you want financial security? Did you want to give back to the community? Did you envision your business providing you with a passive income at some point? Did you want to eventually sell your business that would provide you a means for retirement? What is your WHY? It is very important to be clear on what your WHY is. Write it down.

Once you have clearly defined what your WHY is here are 5 suggestions on how to stay focused so you don't lose sight of that vision.

(See "Business & Marketing Strategies" on page 18)

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#993 - Upper Providence

On old Route 422. Seven acres with sewer and water zoned neighborhood commercial. **\$1,250,000.**



9-C - Limerick- Bordering Rte 422 on Airport Road

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#996-Pottstown Farmers Market

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#995-Boyertown Area

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"BUZZ AROUND THE BLOCK"

(Continued from page 15)

Their clients come from many different industries. "Recently we have completed projects for clients who needed assistance in several different areas. For one company, the specification and selection of equipment subsystems for a new production process, for another a product risk analysis and for a third, a capability assessment of their production processes in order to know where to focus yield improvement activities," says Mr. Havas.

Applied Technology and Science not only helps clients increase the efficiency of existing processes. "For other clients we have performed research into new processes and equipment alternatives as well as assisted them in applying the Lean Manufacturing concepts."

Associations with three strategic partners have further enhanced the company's ability to assist clients in improving production operations. Business Systems Review provides bar code and RFID solutions that improved the information efficiency and accuracy of the information-flow processes so MES or ERP business systems work better. Performance Essentials, Inc. leads organizations in the application of Lean Manufacturing. The Principal Consultant is called the Lean Ranger for his ability to identify waste and destroy it using group creativity and problem-solving (kaizen) methods. And TJ Green Associates, LLC provides teaching and consulting services with expertise in materials and processes used to assemble Hybrids, Multi Chip Modules, RF/MMIC Modules, MEMS, medical implants, optoelectronics and other types of packaged microcircuits.

TRAFFIC PLANNING AND DESIGN

Design plays an important role in not only in the manufacturing process and in the construction of neighborhoods, offices and stores, but also in the creation

of the roads that lead to those places. This is where Traffic Planning and Design, Inc. comes in. Kevin L. Johnson, P.E. is President of the company, which he founded in 1989. Traffic Planning handles all varieties of roadway and even railway design projects from transportation planning and highway design to bridge design, as well as inspection of highway projects and traffic signal design. "Everything we do is related to transportation," says Mr. Johnson. "It could be for developers, municipalities, Penn DOT or the PA Turnpike."

"Some of the big projects we've worked on locally include design for the construction of the pedestrian tunnel underneath high street, near MCCC. We're also doing a closed loop system for the borough of Pottstown to coordinate all the traffic signals in the borough, he says. "We've did all the transportation and highway design for the new shopping center at 422 and Route 29."

"We try to mitigate the traffic impact from the development, and then we design those improvements." Once Traffic Planning has produced its design, it then goes to a contractor who constructs the improvements. "Usually our involvement ends once it's designed and approved. We don't actually do any of the construction," says Johnson.

Traffic Planning has grown from its founding with a staff of five to become one of the top engineering firms in the country as well as one of the best places to work, according to various publications and organizations. Their achievements include being chosen as one of the top 25 firms to work for by Civil Engineering News in 2008, and one of the top 10 best places to work in PA in 2008 by The Best Companies group. Traffic Planning has also received the distinguished Pinnacle award multiple times. This award recognizes companies

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

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BUSINESS & MARKETING STRATEGIES

(Continued from page 16)

1. Define a plan of action —

Determine what steps you need to take in order to accomplish your WHY and break it down into small tasks that can be done every day. Make it a point to work on your action plan EVERY DAY. You should wake up every morning asking yourself "what am I going to do today to get me closer to my WHY?" Be consistent.

2. Kill the negative talker —

We all seem to have two inner voices. The first one is the positive talker. The cheerleader. The one that encourages you to go forward and make things happen. The second one is the negative talker. The one that says it's too hard, too expensive, it can't be done, there's no way you can do it. This voice is a confidence sucker. You need to kill it and kill it dead!

3. Celebrate your success —

Even the smallest of accomplishments need to be celebrated. This will keep you positive and enjoying the journey. You deserve it.

4. Don't eat the elephant in one sitting —

Pace yourself and be patient. Don't try to accomplish your goals over

night. Good things will take time. That is why you need to break down the action plan into small tasks. Eat the elephant one bite at a time.

5. Don't fricken quit — We all get discouraged because of perceived failure. But if your WHY is strong enough you won't quit. Stay with it and don't stop!

And here is the 6th suggestion (ok, I know I said 5 but this is a bonus)

6. Get a coach — As a business coach I know this may sound like a shameless promotion. But if you really struggle with staying focused get someone to hold you accountable. It doesn't have to be someone like me. It could be your spouse, a partner, another business owner. Just get someone to ask you what you did today to get you closer to your WHY. 📅

Now, getting back to that exercise program...

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"BUZZ AROUND THE BLOCK"

(Continued from page 17)

that are leaders in both business growth and best workplace practices. "We've received the pinnacle award for the last three years and we are one of only 15 companies in the nation that fall into that category," says Johnson.

TPD's employee retention rate is an incredible 99 percent. "For the last 10 years we've had about 1 person leave per year," says Johnson. "We really value our employees; we want to retain our employees and we treat them well. In addition, our clients have the same client manager the entire time they're with TPD. Our growth is all internally generated and not the result of buying other engineering firms. We like giving our own employees room to grow."

LANDMARK ENGINEERING, INC.

Landmark Engineering, Inc. is a civil and site engineering specialist consulting firm that provides engineering and survey services to public and private clients in Pennsylvania, Delaware and Maryland. The company's focus is on commercial, industrial, institutional and residential land development projects, with a special emphasis on school projects.

The company was founded in 1987 by five experienced engineers and has grown to a staff of 60, mainly registered and graduate engineers, designers, CADD technicians, and surveyors. Headquartered in New Castle, Delaware, the company also maintains branch offices in Wayne, Pennsylvania and Dover, Delaware.

Associate firm member Kevin McAgdon, P.E. has managed the Pennsylvania office in Wayne for five years and says he is most pleased with the trend of being hired by local clients,

"especially in our specialty area of helping school district officials and architects work through their school improvement projects." The company helps clients with the entire site development process: from site selection and acquisition, through site design, approvals and permitting through the construction phase. Kevin pointed out that while "we work extremely well as part of a multi-disciplinary team led by an architect or design-build contractor, when it comes to land acquisition and the land development process, often the client just needs a good civil engineering firm to get the project rolling."

BERKS SURVEYING & ENGINEERING, INC.

Berks Surveying & Engineering, Inc. is a professional corporation (PA) owned and operated by Bruce T. Rader, P.E., P.L.S. Bruce is a Licensed & Registered Professional Engineer (since 1974) and a Licensed & Registered Professional Land Surveyor (since 1982) in the Commonwealth of Pennsylvania. He began his career at UGI Corp. in 1968, where he worked closely with contractors, engineers, land surveyors and state & municipal officials.

Formerly known as Bruce T. Rader, P.E., P.L.S., in 1991, Bruce expanded the business and became incorporated as Berks Surveying and Engineering, Inc. The company is now located at 311 East Main Street, in Fleetwood, PA. This location in central Berks County allows convenient access to service southeastern Pennsylvania.

The business serves a wide range of clients, including attorneys, building contractors, developers, homeowners, and municipalities. The company's

(See "Buzz Around the Block" on page 21)

NAVIGATING TODAY'S ECONOMY



INVESTMENT IDEAS

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

While changes in the economy occur regularly, what we have experienced recently is anything but a "normal" change. The challenges of the current economy haven't been seen or experienced in our country in decades. Like most investors, you may wish you could figure out some way to know when economic conditions were about to change, or what adjustments you should make in your portfolio based on current conditions. It's a tricky topic, and even economists disagree about the nature and causes of economic cycles. But we can at least take a look at some of the issues you need to be aware of, and help familiarize you with how the economy works.

Some people tend to refer to changes in overall economic conditions as "economic cycles" or "business cycles." However, it could be a misnomer to label these changes this way. Because they are not, in fact, predictably cyclical, some economists prefer to call them "economic fluctuations." Regardless of the terminology you choose to identify them with, changes in economic activity generally follow four phases:

ADVANCE OR EXPANSION. When times are good and the economy is growing, we typically see indications such as falling unemployment rates and factories taking advantage of excess

capacity, to name a couple. While the news during this phase is typically positive, you may soon start to see signs of problems ahead. If inflationary pressures begin to creep in, this is typically when the Fed raises interest rates in an attempt to help keep the economy from overheating.

PEAK. By the time we get to this point, the economy tends to be operating at full employment, factories have generally used up their excess capacity, and inflationary pressures are usually building. When rising labor and materials costs squeeze companies' profit margins, the

(See "Investment Ideas" on page 22)

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"BUZZ AROUND THE BLOCK"

(Continued from page 19)

principal services include land development, planning, zoning, subdivisions, and all types of land surveying. Engineering Design services include but are not limited to: stormwater, erosion & sedimentation control, state highway occupancy permits, flood plain analysis for FEMA elevation certificates, road and streets, and storm & sanitary sewer.

One of BSE's larger Residential projects was completed in 2000 and included Land Surveying & Fieldwork for 150-lots in "Limerick Village", located in Montgomery County. During the past 20 years, we have completed hundreds of small lot surveys for private homeowners. Standard types of boundary surveying work usually consists of locating and marking property corners for fence installation or new home, garage, and/or driveway construction. They specialize in planning and subdivision, intended to create new lots for single-family homes. By utilizing a one-person field crew, equipped with a robotically operated surveying instrument, their clients receive greater savings for simple boundary surveys.

Recently, BSE completed a Commercial Land Development Plan for the Pennsylvania National Guard's Stryker Brigade Armory in Reading, PA. Also, Land Development work is nearing completion

for "Growing Hearts Early Childhood Development Center" on Hartz Road in Ruscombmanor Township, Berks County. The project included special "green design" for sustainable Stormwater and Erosion & Sediment Control that is getting recognition from state and county environmental organizations. Just a few of the company's past projects have included airports, hospitals, highways, farms, and golf courses.

Berks Surveying & Engineering, Inc. works closely with local townships and boroughs for zoning, planning and other projects. One of their largest Municipal roadwork projects was land surveying of 4 miles (including all four lanes) of Highway State Route 61 in Leesport, PA. They have also surveyed miles of proposed sanitary sewer mains in Berks and Lancaster counties.

Professional memberships include Pennsylvania Society of Land Surveyors (PSLS), PA Builders Association (PBA), Home Builders Association (HBA of Berks County), National Association of Home Builders (NAHB), PA State Association of Township Supervisors (PSATS), NFIB, Northeast Berks Chamber of Commerce, Greater Reading Chamber of Commerce & Industry, and Berks Conservation District (Affiliate Member).



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As a locally owned company built on personalized service, Earth Engineering Incorporated (EEI) is very proud to be approaching its 20th anniversary.

EEI is a geotechnical engineering consulting firm that offers a wide range of soils investigation, environmental consulting and construction inspection services. Based in East Norriton, the 85-person firm has been and remains a part of much of the development of the Tri-County area. As the firm has grown, their ability to stay close to the communities they serve was made pos-

sible through the establishment of branch offices in the Lehigh Valley, Central PA and South Jersey.

EEI is proud to be recognized for excellence in its contributions to such important projects in the area as Providence Town Center, Bard Complex, Exeter Commons, Upland Square and Uptown Worthington. Several members of EEI's team who contributed time and effort to ABC's Extreme Makeover-Home Edition also found it to be a rewarding experience. The company's growth is a testament to the professionalism of its employees and their constant effort to "do the right job." ■

(Related story "Civil Engineers" on page 23)



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INVESTMENT IDEAS

(Continued from page 20)

Fed will usually move more aggressively in an attempt to slow growth by raising rates to help ease inflationary pressure.

DECLINE, SLOWDOWN OR RECESSION. Ideally, action by the Fed to tame inflation should allow the economy to gradually adjust to a sustainable long-term growth rate without the threat of inflation. In reality, however, the combination of the Fed's tightening and the need to correct accumulated imbalances in labor and materials supplies typically slows growth to a level that's actually below the economy's long-term potential. Unemployment rises, factories slow down, and inflationary pressures ease.

TROUGH. At this point in the cycle, inventories are depleted. The Fed lowers interest rates in an attempt to help stimulate the economy, and businesses and homeowners may consider refinancing mortgages to take advantage of lower rates. Companies will eventually purchase new equipment and expand operations, helping inventories to grow and marking the beginning of a new expansion.

As you can see, there are some telltale signs that can at least give some idea of where the economy is in its cycle.

However, to make matters more complicated for you as an investor, the stock market tends to move in advance of the economy, usually in response to investors' anticipation of what they see down the road. The biggest challenge, is knowing when the shift to the next phase will occur, because predicting the market and the economy is a bit like forecasting the weather.

As an investor, your level of concern for economic fluctuations will depend on several factors. You may pay less attention to them if you have a long-term approach and your portfolio is positioned to weather the ups and downs. Alternatively, you may see this as a time of opportunity to reposition holdings or even add attractively priced securities to your portfolio. Working with a financial advisor could prove valuable if you decide to employ such a strategy. ▀

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CIVIL ENGINEERS: THEIR IMPORTANCE TO THE LAND ACQUISITION AND LAND DEVELOPMENT PROCESS

By Kevin McAghon, P.E., Associate,
Landmark Engineering, Inc.

Civil engineers are an extremely important part of the land acquisition and land development process.

Civil engineers provide services and information that allow developers to make sound financial decisions on the potential value of a property - from acquisition of the property, whether that property was previously developed or is undeveloped.

Prior to the execution of a contract for the purchase of a property, the civil engineer can provide a "table top" review of available resource maps and zoning codes to determine the potential development yield of the property. This review would also include the review of existing record plans and deeds to determine if restrictions had been previously

placed on the property that would limit any development potential.



Once it has been determined as part of the "table top" review that the property has a development potential that matches the developer's desires the civil engineer can provide all the necessary professional services to obtain approval of a development plan.

The first items that will be provided by the civil engineer are the topographic and perimeter survey, wetlands survey and report, forest delineation and analysis of other protected resources that can impact the final development plan.

If a stream or drainage way with a non-delineated 100-year flood plain exists on the property the civil engineer can provide the required analysis to establish the limits of the flood plain.

If the development of the property

will generate significant traffic, the civil engineer can provide a traffic impact study to determine potential off-site roadway improvements.

After completion of the above services, the civil engineer can provide design services for preparation of the property record plans, the property site construction plans and any documents necessary for public hearings, meetings with civic associations and meetings with review agencies.

The civil engineer can also provide coordination with other consultants for such services for landscape architecture, soils testing, etc.

The civil engineer's services during each step of the land development process will provide the developer with the information necessary to make sound financial decisions as it relates to purchasing the property and proceeding with the development of the property. ■

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OFFSETS TO WORKERS' COMPENSATION BENEFITS



LEGAL PERSPECTIVES

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

Workers' compensation recipients in Pennsylvania became entitled to a little more recently when the Commonwealth Court clarified the state of the law regarding the effect of taxes on certain offsets to their benefits. With this clarification, claimants can now rely on the Workers' Compensation Bureau regulation, which provides that their benefits will be offset by certain net, not gross, collateral benefits which they may receive.

It is not unusual for workers' comp recipients to receive other benefits, such as unemployment compensation, severance benefits, pension benefits, and Social Security retirement benefits, at the same time as they receive workers' comp. Not everyone realizes that all of these benefits serve to reduce the amount of workers' compensation that an injured worker can receive.

Section 204(a) of the *Workers' Compensation Act*, 77 P.S. § 71(a), provides that if an injured worker is receiving workers' compensation wage loss benefits, the insurance carrier paying those benefits can take a credit, and reduce the worker's benefits, based on the amount of unemployment compensation benefits, severance benefits, pension benefits to the extent funded by the employer responsible for the injury, and 50 percent of Social Security retirement benefits received by the injured worker. It has been unclear, however, whether the employer or its insurance carrier has been entitled to take a credit for gross or net benefits received by the claimant.

Although the Bureau of Workers' Compensation promulgated regulations years ago indicating that the injured worker's benefits should be offset by the net, not the gross, amount of collateral benefits received by the injured worker, there has been some countervailing

(See "Legal Perspectives" on page 26)

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LEGAL PERSPECTIVES

(Continued from page 24)

authority from the courts. The cases of *Steinmetz v. W.C.A.B.*, 858 A.2d 182 (Pa.Cmwlth. 2004) and *Ferrero v. W.C.A.B.*, 706 A.2d 1278 (Pa.Cmwlth. 1998) dealt with offsets taken by employers a result of the claimants' receipt of severance and unemployment benefits respectively, from which taxes were not already withheld upon payment. In those cases, the Commonwealth Court indicated that employers could take a credit based on the gross amount of the severance and unemployment received by the claimant. The Commonwealth Court has now effectively overruled those cases.

On February 4, 2009, the Commonwealth Court issued its decision in *Philadelphia Gas Works v. W.C.A.B.* (Amodei), 964 A.2d 963 (Pa.Cmwlth. 2009), which now makes it clear that the Bureau's regulations should be followed. This is good news for injured workers, as now there is no dispute that Federal, State, and local taxes should be deducted from the collateral benefits received by the injured worker before any credits can be taken by their employers.

As a practical matter, the court may have unwittingly complicated the issue. Since the actual tax paid by injured workers will depend on multiple factors, such as any deductions to which they might be entitled, other sources of income which cannot be offset, a spouse's income, and the like, the calculation of the actual tax paid by the injured worker may be a complicated question. Attorneys for claimants and employers alike will wrestle with this issue in the years to come. Any injured worker or employer with questions about these issues is well-advised to consult with experienced workers' compensation counsel, as these rules, like most workers' compensation issues, can be extremely complicated. ■

Levi S. Wolf, Esquire is a shareholder in the Pottstown law firm of Wolf, Baldwin & Associates, P.C.. The firm employs three attorneys who practice workers' compensation law almost exclusively. He can be reached at 610.323.7436, or by e-mail to LVWolf@wolfbaldwin.com.

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7 NO-COST WAYS TO MANAGE YOUR STRESS



MAKE YOUR GOOD LIFE BETTER

By Jeannette Samanen, Ph.D.

In these times of economic downturn it's good to know that some of the most effective ways to manage your stress cost nothing at all. Here are seven of them:

Take a relaxation break

If you are overwhelmed with too much to do or when you get upset about people or things you cannot control, give yourself some time to calm down and get a fresh perspective. This might be as simple as taking a few deep breaths or going for a brief walk. You will return better able to handle whatever challenges you face.

Exercise

Exercise such as jogging or riding a bicycle helps you to relax and produces endorphins, those chemicals in your body that produce a natural high. The repetitive motion of such activities creates a meditative state that enhances creativity.

You can get extra energy during the day from simple stretches such as side bends or reaching high above your head and then bending over to touch your

toes. You don't even have to get up from your seat to turn your head slowly to the left and the right, holding the stretch for a minute or two. You can clench your fist and then expand your fingers as far as they will go to relieve the stress of key-boarding.

Spend time with people you enjoy

Whether on the phone, over the Internet or in person, interact with people you care about and who care about you. You stay connected when you share your joys and triumphs, your disappointments and sorrows. The support you give and receive helps you recognize how much you matter to others.

Release negative and self-critical thinking

There are many things, such as the economy, over which you have no control. You can, however, control your

(See "Make Your Good Life Better" on page 28)



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MAKE YOUR GOOD LIFE BETTER

(Continued from page 27)

thinking. Negative and self-critical thoughts create stress (and distress). Reducing or eliminating these thoughts will help you to manage your stress.

First become aware of negative thoughts when they arise. Gently challenge your negative or self-critical thoughts. Point out truths that contradict the undermining things you say to yourself. For example, when you hear yourself saying that you never do anything right or you always do everything wrong, point out contradictory examples to debunk these unfair judgments.

Engage in affectionate physical contact

Hug your friends and family. Find someone with whom you can exchange a neck and shoulder massage. Love your spouse. If you're not married, love your lover. Pet your dog or cat. Everyone needs to be rubbed. Create opportunities to give and receive physical affection.

Spend time in nature

We evolved over millennia in intimate connection with the Earth and the other creatures with whom we share this incredible planet. The more time you spend in front of the TV or a computer screen, or walking on concrete sidewalks along city streets or speeding along highways, the more cut off you become from the nourishing effects of connecting with nature.

Spend time in the woods or by a lake or stream or on a beach to create a sense of calm. Slow down to notice the beauty that is all around – birds singing, the

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

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Imagine you are a brand new, state-of-the-art performing arts center, and you want to end your inaugural season with a bang. Who do you call? The Wiz, of course! Ease on down to the Tri-County Performing Arts Center, 245 E. High Street, Pottstown, and you'll be off to see The Wiz from June 4th through 28th! This season started with a "Miracle", and it is going out with a blend of music, song, and dance not to be missed!

Join a cast of almost 50 actors, singers, and dancers, and a live band, as we meet the characters of L. Frank Baum's The Wizard of Oz in the Tony Award-winning Broadway smash, The Wiz. Dorothy, the little girl from Kansas is blown by a tornado into Munchkinland in the Land Of Oz. While there she meets the Scarecrow, the Tinman and the Cowardly Lion. She defeats the evil witch and goes to see the powerful Wizard who turns out to be a fraud. However, the Wizard is able to convince Dorothy that she can do anything she wants if she just believes in herself. Along the way, Dorothy also realizes the importance of home and her family.

A dazzling and funky musical set to a lively score combining rock, gospel and soul music, The Wiz includes such hit songs as "Ease on Down the Road", "He's the Wizard", "Slide Some Oil to Me", "Home", "Everybody Rejoice", and "If You Believe". The Wiz is the winner of seven Tony Awards on Broadway, including Best Musical and Best Musical Score.

A special preview performance (at a reduced price) will be held on Thursday, June 4th. The show's official opening night is Friday, June 5th and performanc-

es continue for the next four weekends. Thursday night shows are at 7:30 pm, Friday and Saturday nights at 8:00 pm, and Sunday afternoons at 3:00 pm.

Tickets for all shows at the Tri-PAC are now available online. Please note that seating is limited, and tickets are selling quickly, so go to www.tripac.org to reserve your tickets now or call 610.970.1199! Tickets for Thursday evening shows are \$13 for children, \$17 for students and seniors, and \$19 for adults. Tickets for Friday through Sunday shows range from \$15 for children, \$19 for students and seniors, and \$21 for adults. Discounts are available for groups of 10 or more. When available, tickets will be sold at the door.

This may be the end of the inaugural season, but the Tri-PAC will be bustling with activity all summer. Performing Arts Summer Camp for students ages 6 to 16 kicks off on July 6th, with additional sessions beginning on July 20th and August 3rd. In addition, several special concerts are being planned over the course of the summer, so watch for announcements of the special guests coming in July and August. Remember, it's all happening on High Street in Pottstown! 📍

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.

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MAKE YOUR GOOD LIFE BETTER

(Continued from page 28)

sparkle of the sun reflected in water, the unexpected treasure of a mushroom or wildflower peeking out from dead leaves, the grandeur of a tree. Even if you live in the middle of a big city, you can find grass, trees and open sky in a park not too far away.

Do something kind for someone else

Research shows that acts of kindness provide more lasting satisfaction for the giver than engaging in enjoyable activities (which might cost a great deal more). Be open to opportunities to say or do kind things for the people around you – both those you know and even perfect strangers. Notice how good it feels when someone extends an unexpected courtesy to you. Discover the pleasure of doing the same for those around you.

Please note: none of these activities costs you a penny. No matter how financially challenged you may be, you can do any of these things to manage your stress and make your good life better.

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VIEWPOINT ON MANUFACTURING

By Don Havas, President, Applied Technology and Science, Inc., a provider of Production Troubleshooting and Manufacturing Engineering services.

Ok, so you're getting orders from your customers, but they've cut the quantities. So you are faced with smaller orders. Now the problem is that you have an increased number of changeovers to make these shipments. Long changeover and setup times kill productivity and increase costs especially when there are small lot sizes. There is a solution!

Back in the '50s and '60s, Shigeo Shingo developed what has become known as the SMED System. SMED stands for Single Minute Exchange of Dies. Not every changeover can be done in 1 minute, but by using Shingo's ideas, changeover times in many industries have been reduced from hours to a few minutes.

Any changeover involves activities that can really be done while the machine operating. These are called External Setup (getting and prepping tooling or materials.) There are also things that must be done while the machine is out of production (installing tooling, materials, making adjustments and making setup runs.) These are called Internal Setup. Recognizing these differences and making the changes to separately perform the External and Internal Setup activities and then to streamline both of is the basic idea of SMED.

You can apply the ideas of SMED to your operations by following these four steps:

The First Step is to list all the activities that go into a changeover or setup. Then identify them as either External or Internal Setup activities.

(See "Viewpoint on Manufacturing" on page 33)

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John Faust, President/CEO of Diamond Credit Union, believes the current environment provides the credit union an opportunity like no other in its 62-year history. "In the first quarter of 2009, Diamond Credit Union experienced a record number of new members joining the credit union – over 1,800. We also had a record number of checking accounts for the quarter. Consumers walk into our office telling our staff they are looking for options and we are thrilled they are choosing Diamond."

Although gaining new members is a strategic opportunity in these current economic conditions, it's not business as usual for Diamond. "We recognize things are not the same for our current members and the new members joining Diamond. Good people are experiencing situations like no other time in their lives. Our business model is to always be available to assist, but we have elevated this assistance in a variety of ways," states Faust.

One way Diamond has responded to the needs of members

is the creation of a Credit Solutions Team. These dedicated individuals are highly trained to discuss specifics of the members' credit union obligations and recommend solutions to position them into a more manageable capacity. "Our goal is to be part of the solution for our membership and we've had a great response to this team. We are turning a stressful situation into a positive experience for the member." In addition to this team, Diamond has also introduced other programs for its membership that can ease or assist including:

Financial Education Programs on budgeting, maintaining good credit, home buying, and retirement funds options

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In addition, Diamond has introduced financial solutions for small- to medium-sized businesses. "Like consumers in today's economic state, businesses are looking for a local, trusted and strong financial institution for their financial needs. We are convinced Diamond can take the same passion in serving members/consumers to the business community," states Faust. 

Diamond Credit Union has been serving the Tri-County region for over 62 years and maintains its headquarters in Pottstown. Diamond has now grown to serve over 38,400 members and is the 17th largest credit union in Pennsylvania



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VIEWPOINT ON MANUFACTURING

(Continued from page 31)

The Second Step is to make sure that all the activities you called External Setup activities are all completed and ready to go before taking the machine out of production. These could involve ...

- Gathering all the tooling and putting it next to the machine,
- Making sure that all the necessary fasteners and hand tools are available
- Making sure any equipment and tools needed for the changeover are available and ready to go.

The Third Step involves investigating those activities you called Internal Setup activities to find ways to do as many of them as possible as External Setup activities. To make Internal Setup activities External Setup activities could involve ...

- Figuring out how to set a dimension ahead of time instead of making adjustments in the machine,
- Performing all functional checks on the tooling to be installed ahead of time, or
- Pre-heating molds prior to installing in the machine.

The Final Step is to streamline the External and Internal Setup activities to

minimize the time required. In doing so you might ...

- Store the tooling close to the machine and have it organized and ready to go as soon as the machine is available,
- Provide ways of easily moving heavy parts into position,
- Standardize the sizes and dimensions of setup parts to avoid changing heights of clamps on the machine,
- Provide jigs that position the new tooling immediately into the correct operating position,
- Use "One-Turn" clamps to eliminate the wasted time for screwing in a bolt, (Remember only the last turn does the holding!)
- Use Snap-in tooling,
- Redesign the tooling so that common parts of the tooling are not changed in a changeover,
- Redesign the tooling so that the use of hand or power tools is not required,
- Determine what setup activities can be done in parallel using more than one person,

(See "Viewpoint on Manufacturing" on page 34)



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VIEWPOINT ON MANUFACTURING

(Continued from page 33)

- Eliminate steps that are shown to be un-necessary or undesirable such as test runs and finally

- Mechanize or automate so that the changeover can be done with the flip of a switch.

Experience has shown that the biggest problem in significantly reducing setup time is that most people do not believe that it is possible, "It's always taken that long." So start with one machine. Commit yourself to getting the time that the machine is out of production for a changeover down to 10 percent of what it takes now. With determination and creativity you'll be surprised what you can achieve with very little out-of-pocket expense! Then do the same for another machine, and another,

and another. Before long you will have reduced the changeover times on those machines where it hurts productivity the most.

Now you're ready for those small lot orders, and, when the larger orders return, you'll have lower costs and be more productive. ■

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PRESIDENT'S MESSAGE



Dear Chamber Members,

It's always strange to be writing a year end summary in June. Most people think June as the middle month of the year; we are moving into the second half of the year. Students are getting out of school, and we are planning our summer vacations. For the Chamber though, it's a different feeling; it is the year end.

The TriCounty Area Chamber of Commerce's fiscal and calendar year is July 1st to June 30th. Throughout May and into June, the Chamber staff is diligently working to prepare the new year's calendar of events and establish a fiscally responsible budget. At the June Board meeting, the new budget and program of work is adopted so a new year can begin.

As with business, the 2008/2009 program year has been filled with many difficult decisions for the chamber. Throughout the year, the Executive Committee and the staff have been diligently and conservatively managing both budget expenses and revenue. Revenue and participation from events and membership declined during the first three quarters of the year. Even through this adversity, the board and the staff worked hard to make sure that we stayed focused on our mission with the assets available.

This was a difficult year to be the first full year to be at the helm. At times, I was worried and concerned because financially in my chamber career this had been the toughest year. In talking with seasoned veterans, many believed that this had been the most difficult period in chamber history. Through the support of the staff and guidance of the executive and finance committees, we were able to find resolutions

and incorporate creative programming.

Through the efforts of the staff, especially Ashley Eisenhower, our "new" Marketing & Communications Director, we stayed focused on our core belief: "Be Seen. Be Heard. *Belong.*" As we worked through all of our programming, whether it was breakfast, our radio program, economic development luncheon, economic forecast, WOW or Annual Dinner, we made sure to incorporate this theme into our messaging. By keeping this focus and integrating it with our program of work the "community" began to understand the impact that the chamber could have in the current economy.

As we draw conclusion to the year, yes membership numbers may be down, but the commitment that you have to this organization is extremely strong. We have seen more new members come aboard and participate, seasoned veterans renewed their commitment, and the programming has become stronger because of the focus and responses you have given and demanded. Yes, these are challenging times; we will survive and become a stronger organization. We are committed to you, our Chamber membership, and the tri-county region's growth and success. ■

Be seen. Be heard. *Belong!*

Tim Phelps, TCACC President

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

CONTACT YOUR TRICOUNTY AREA CHAMBER STAFF:

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

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

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

Susan Burnett, Membership Director, susan@tricountyareachamber.com

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

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

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

**TEL: 610.326.2900
FAX: 610.970.9705**

**EMAIL:
info@tricountyareachamber.com**



JOIN THE CHAMBER TODAY!

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

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



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

WELCOME NEW MEMBERS!

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

Axion WebWorks
3249 Briarwood Boulevard
Lancaster, PA 17601 (717.333.4177)
Web Site Design
www.axionwebworks.com

Axion WebWorks is a professional website solutions provider offering: Website Design/Redesign, E-Commerce, SEO/Website Traffic Analysis, Hosting, Programming, Updates, and Marketing services. They improve your ROI by saving time, controlling costs, increasing traffic, and removing site management headaches, so you can focus on your business.

Ches-Mont Disposal, LLC
P.O. Box 1500
Skippack, PA 19474 (610.584.5450 – 800.710.1333)

Trash & Recycling Services / Disposal Services / Construction Contractors / General Contractors / Recycling Services
www.chesmont.com

Founded in 1999 and located in Skippack, PA, Ches-Mont Disposal, LLC, is a medium sized municipal waste collection, recycling, and disposal company, and serves 35,000 residential and 5,000 commercial customers with over 50 collection vehicles. Locally owned and operated.

Constantine Properties
14 Spring Mill Road
Collegeville, PA 19426
(610.496.6594)

Real Estate – Commercial & Industrial / Real Estate Developers / Property Management
A real estate management and development company providing affordable residential and commercial leases to meet the needs of the tenant. Constantine Properties offers build-to-suit new and renovated commercial space with an emphasis on the revitalization of downtown Pottstown

Internet Solutions Group, Inc.
1617 Potter Drive
Sanatoga, PA 19464 (866.928.1980)
Consultants / Internet Services / Marketing & Market Research / Advertising Agencies
www.wsibebenefits.com

WSI is a global organization with over 1,500 offices in 87 countries worldwide. The local office that serves this community specializes in helping small and medium size businesses increase their sales and improve their revenues.

PMSI
1610 Medical Drive, Suite 310
Pottstown, PA 19464 (610.327.4200)
Physicians / Surgeons
www.PMSIforlife.com

PMSI, a physician-owned multi-specialty group practice with offices in Berks, Chester and Montgomery Counties, is committed to delivering the highest quality medical healthcare through the coordination of properly planned, managed, and utilized medical services. With respect, compassion, and consideration, physicians deliver appropriate healthcare to patients, providing for all healthcare needs.

Sambrick Associates
87 Pebble Beach Lane
Pottstown, PA 19464 (610.327.4876)
Nutritional Products & Services / Personal Care Products & Services / Weight Loss Consultants & Products / Health & Beauty Aids

Committed to health, wellness, and income opportunities, Sambrick Associates, independent distributors with the Shaklee Corporation, provide natural, safe products while protecting the environment. The business model allows for long-term financial growth by building residual income.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

10 Years
Alvernia University

15 Years
Wells, Hoffman,
Holloway &
Stauffer, LLP

20 Years
Borough
of Boyertown
Comfort Inn & Suites

25 Years
Boyertown
Supply, Inc.
CTS Flooring
Larry E. Hoffa &
Company, P.C.
Kutz Builders, Inc.
E.G. Landis Jewelers

The Longacre Co.
Martin Stone
Quarries, Inc.
Pennsylvania
American Water
Reinhart & Co., CPA's
SMJ, Inc.
Construction Services
Tri County Area
Federal Credit Union

30 Years
R.C. Smith
Industries, Inc.

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

Affinity Property
Management
& Realty, LLC
American Cancer
Society
Bayada Nurses
Ron Black Agency
The Body-Borneman
Companies
Boyertown Area
School District
Buchert Ridge
Community, Inc.
Canteen Berks County
Cody Computer
Services
Coldwell Banker
Hearthside
Community Health &
Dental Care
Cuttillo's Restaurant
Delaware County Solid
Waste Authority
Eagle
Microsystems, Inc.
Embody's Sunoco
Service Center
Mike Evangelist
Specializing in Hard to
Find Roof Leaks
Flexible Benefits Plans,
Inc.
Fox's Lawn
Maintenance
Gateway Ticketing
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the Move, Inc.
Transamerican Office
Furniture, Inc.
Valley Forge
Convention &
Visitors Bureau, Ltd.
Yucha Chiropractic
Health Center

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

ALWAYS BUY CHAMBER

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

MIKE SCHMIDT at the 2009 Annual Dinner

VIP Sponsor -



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D&E Communications, Inc.,
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Silver Table Sponsors -

The Body-Borneman
Companies,
Constantine Properties,
Keller Williams
Realty Group,
and Maillie,
Falconiero & Co., LLP.



Tim Phelps, TCACC President, (left) and Brad Okoniewski, TCACC Chairman, (right) join keynote speaker, Mike Schmidt, at the 2009 Annual Dinner. During the program, Brad Okoniewski, North American Safety, Health & Environmental Regional Director of Cabot Supermetals, (right) accepted the Chairman's Award for his service as Chairman of the TriCounty Area Chamber of Commerce during the 2008-2009 program year.



Fred C. Reim, Jr., retired, Western Division President of Harleysville National Bank (left) was presented with the Volunteer of the Year Award by Steven MacLauchlan, TCACC Chairman Elect, (right) for all of the time and effort he has devoted to different Chamber projects throughout 2008.

Special Thanks to the Annual Dinner Committee:

Brad Borneman, The Body-Borneman Companies
Bradley Okoniewski, Cabot Supermetals
Christopher Mudrick, Exelon Nuclear
Fred C. Reim, Jr., Harleysville National Bank
Steven MacLauchlan, Pottstown Memorial Medical Center
Terese Brittingham, Keller Williams Realty Group



Hanna Hartman, Vice President and Community Office Manager of the Sunnybrook Office of National Penn Bank (left) was presented with the Ambassador of the Year Award by TCACC Chairman, Brad Okoniewski, (right). This award is presented to the Chamber Ambassador who has obtained the most points for participation and involvement at Chamber events and exhibits overall involvement and enthusiasm toward member relations.

MARCH WOW

United Way CEO Talks Philanthropy with Women of the Workforce



Michal's presentation touched on the five key qualities of a non-profit organization: financial stability, running the organization as a community investment, collaboration, engagement, and demonstrating outcomes. During these tough economic times, non-profit organizations financial stability was the first quality Michal spoke to stating that organizations should have approximately three to six months of operating costs on-hand. Another key component she elaborated on, that truly impacts the community as a whole, was collaboration noting that we, both the non-profit organization and the community, need to work together.

While speaking about the qualities of a non-profit organization, Michal discussed 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. She explained that as a community we all need to work together as a united front. 🍪



President & CEO of the United Way of Southeastern Pennsylvania, Jill M. Michal presented "Philanthropy - Getting a Good Return on Your Investment" to the TriCounty Area Chamber of Commerce's Women of the Workforce (WOW) group at Spring Hollow Golf Course in Spring City in April.

This event was sponsored by



FEATURED MEMBER BENEFIT OF THE MONTH

PLANNING YOUR SUMMER EXCURSIONS?

If so, remember YOUR Chamber offers consignment tickets to many summer attractions including: Adventure Aquarium (NJ), CamelBeach, Dorney Park, Dutch Wonderland, Hersheypark, Morey's Piers, National Aquarium in Baltimore, Pennsylvania Renaissance Faire, Philadelphia Zoo, and Six Flags!

Don't forget for those perfect rainy days that we have movie tickets for **Regal Entertainment Group** and **Carmike Cinemas** too! Tickets are available for Chamber Members only. Visit the Members Only section on tricountyareachamber.com or call 610.326.2900 for more information and availability.

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

Ribbon Cutting



The Victory Bank, Limerick, PA Celebrates Opening

The Victory Bank, 548 North Lewis Road, Limerick, PA, 19468, celebrates their official opening with a ribbon cutting. Members of The Victory Bank Board of Directors, staff, executive officers, state elected officials and TriCounty Area Chamber President assembled for the photo opportunity. Pictured from left to right are: Shelly Stockmal, Executive Assistant; Julie Jackson, Senior Customer Service Representative; Noel Billingsley, Vice President Business Development; Alan Apt, Board of Directors & President of Aptcor Management; Eric Offner, Executive Vice President & Chief Credit Officer; Richard Graver, President and Chief Lending Officer; Robert Shultz, Chief Financial Officer & Chief Operations Officer; Tom Quigley, PA State Representative for 146th Legislative District; P. Timothy Phelps, President TriCounty Area Chamber of Commerce; Congressman Jim Gerlach, Congressman PA 6th District; Joseph Major, Chairman of the Board and Chief Executive Officer; Michael Eddinger, Board of Directors & President of Suburban Water Technologies; Robert Brant, Board of Directors & President of Robert L. Brant and Associates, LLC; Dennis Zielinski, Compliance and Security Officer; Noreen Cobourn, Bank Officer & Loan Operations Manager; Donna Colella, Operations Manager; and Joseph Bergquist, Vice President Commercial Relationship Manager. Not pictured Victory Bank staff are Saul Rivkin, Vice President & Banking Center Manager; Harriet Hale, Banking Center Assistant Manager; and Trisha Metz, Banking Officer & Credit Department Manager. 🍪

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MARKETING 101 WITH ASHLEY



ATTENTION WOMEN BUSINESS OWNERS!

The TriCounty Area Chamber of Commerce is pleased to confirm that they have signed an agreement with the National Association of Women Business Owners (NAWBO). This affiliation between the two organizations will provide TriCounty Chamber Members attendance to NAWBO programs at a member rate.

NAWBO's Alliance mission is to:

- Strengthen the network of women business owners in the Greater Philadelphia area
- Create innovative and effective ways to work together with other groups & associations
- Build strategic alliances, coalitions, and affiliations



Chamber President, Tim Phelps, commented, "We are proud to be able to provide information and access to a new network of business professionals to assist our women owned member companies in meeting their professional needs."

The Chamber is proud to announce this new program offering a very relevant service to the Chamber Membership. For more information on Chamber programs, visit tricountyareachamber.com. 🗑

MEMBER NOTES:

The Philadelphia District Office of the Small Business Administration has moved from Philadelphia to King of Prussia! Their new address is Eastern Pennsylvania District Office, U.S. Small Business Administration, 1150 First Ave, Suite 1001, King of Prussia, PA 19406 and their new phone number is 610.382.3062.

HIRING FOR THE SUMMER?

Come in and look through resumes of candidates from throughout the tri-county area courtesy of our resume service.

RESUMES:

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

Human Resource Assistant and Payroll – 1
Office Management/Administrative – 2
Plant Management – 1
Programmer/Analyst - 1

BE FEATURED:

ON TELEVISION

Reach 75,000+ homes in western Montgomery, northern Chester, and southeastern Berks County by sponsoring the Chamber's television show on PCTV Channel 28. Taping your 3-5 minute commercial and airing of the commercial 4 times is included in the sponsorship fee. For more information, contact Ashley at the Chamber office at 610.326.2900.

ON 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 Ashley Eisenhower at the Chamber office at 610.326.2900.

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.

Special Thanks

Hold-TimeAdvantage®
 Sound Marketing Resources

The Chamber would like to thank **HOLD-TIME ADVANTAGE** for their continued support throughout the year as the Chamber's **sound marketing resource**. For more information, visit www.holdtimeadvantage.com and "Put your message where their ears are..."



NETWORKING ON THE RED CARPET WITH THE STARS AT SUSQUEHANNA BANK

Chamber members mingling in front of Susquehanna Bank in Pottstown at the April Membership Mixer. The bank hosted a red carpet event for the TriCounty Area Chamber stars – full of networking and Hollywood delights. **SPECIAL THANKS** to Susquehanna Bank for hosting the April 28 Membership Mixer at their facility. 🗑



ASK THE EXPERTS – THE CHAMBER'S ENVIRONMENTAL EDUCATION COMMITTEE

Our Schuylkill River – A Success Story due to the National Pollutant Discharge Elimination System

How would you answer the following multiple choice question? The Schuylkill River:

a) During the 1700's and 1800's received the raw discharges from coal mining and processing, foundries, tanneries, and meat processing facilities and became a source of waterborne illnesses.

b) Receives treated wastewater discharges from industrial and municipal sewage treatment plants located in eleven counties within Southeastern Pennsylvania.

c) Currently provides drinking water to 1.5 million people and is a major recreational resource in our area for hiking; biking; canoeing; kayaking and fishing.

d) Will soon re-establish itself as a migratory waterway for ocean living fish to spawn. Soon Shad from the Atlantic Ocean will travel up the Schuylkill River past Pottstown to spawn.

e) All of the above.

The answer is: "e) All of the above." But answer "e" leads to a series of questions.

How can the Schuylkill River receive effluent from treated industrial and municipal wastes, yet still offer recreational benefits to our community? Why has its water quality improved to the point that it can support the re-establishment of fish species that have not existed in our area for 150 years? When did things start to improve?

The answer to these questions is rooted in a federal law enacted during 1972. Due to this law our State began regulating (and thereby limiting) industrial and municipal discharges into the Schuylkill River about 35 years ago. It's documented that over the past few decades water quality has been significantly improving in the Schuylkill River as wells as other surface water bodies across the nation.

How did it get better? Your local Congressman should be thanked.

(Well, actually the congressman who was alive 35 years ago.)

The objective of the Federal Water Pollution Control Act, commonly referred to as the **Clean Water Act of 1972 (CWA)**, is to restore and maintain the chemical, physical, and biological integrity of our county's waters by: preventing point and non-point pollution sources; providing assistance to publicly owned treatment works for the improvement of wastewater treatment; and, maintaining the integrity of wetlands.

The CWA introduced a permit system, the **National Pollutant Discharge Elimination System (NPDES)**, for regulating point sources of pollution. Within NPDES sources of pollution discharge are basically categorized as either point sources or non-point sources. Typical point source discharges include discharges from publicly owned treatment works (POTWs) or discharges from industrial facilities. Non-point sources are discharges

from parking lots or roadways (yes, all those oily spots in parking lots do contribute low concentrations of contamination to our waterways every time it rains).

Under the NPDES program facilities that discharge pollutants from any point sources to waters of the United States, such as the Schuylkill River, or its tributaries, are required to obtain a NPDES permit. When a facility is provided a NPDES permit it is given limits on the amount of specific contaminants it is allowed to discharge. The holder of the permit must regularly analyze the discharge from his facility to ensure it is compliant with the permitted concentrations. Treatment of the effluent to obtain the compliance criteria is allowed and many times is necessary.

Related to the obvious money issue, Congress created a major public works financing program for municipal sewage treatment in the 1972 CWA. Yet, industrial and other private facilities are required to finance their own treatment improvements on the "polluter pays" principle.

But the Government and all of its regulations aren't they bad?

Well, not in this instance. Think about our current situation, never before in the history of our country have so many people and industries been dependant upon our waterways to provide safe, clean water while at the same time are using the same waterways to convey ever larger amounts of wastewater effluent discharges. Yet, for us the Schuylkill River is much safer than a century ago. The NPDES program works.

Think about it, do you have a personal story about Cholera, Typhoid or Dysentery? Probably not. If you lived in our tri-county area over a hundred years ago waterborne diseases from untreated sewage would have affected you. At that time you were lucky if one of your family members were not affected at some point by a waterborne disease. Today we treat, regulate and monitor the discharge of sewage to our waterways. This is definitely an issue where your State and Country have provided the proper legislation to the benefit of its citizens.

So why do I need to get a NPDES permit for my parking lot?

Stormwater runoff from industrial sources, municipal storm drains, and other sources were not specifically addressed in the 1972 law. At that time EPA declined to include urban runoff and industrial stormwater discharges in the NPDES program. But they were then sued by an environmental group. The courts ruled that stormwater discharges must be covered by the permit program.

A growing body of research during the late 1970s and 1980's indicated that stormwater runoff was a large cause of water quality impact in many areas of the U.S.

(See "Ask The Experts" on page 42)

MEET OUR CHAMBER INTERNS – RICHARD HARPEL

Richard Harpel is a freshman at Montgomery County Community College, majoring in Business Management with Real Estate Studies. He is currently a resident of Red Hill and graduated from Upper Perkiomen High School. Richard will graduate Montgomery County Community College with an Associates Degree in Business Management in spring of 2011. Throughout his student/professional career, Richard has focused on excelling in his Business Management courses as well as excelling in a professional real estate career. In his free time, Richard works part-time with Century 21 Somers, and he enjoys participating in community events, fishing, boating, researching up to date news on real estate, and spending time with family and friends.

Richard enjoys serving his community as an intern at the TriCounty Area Chamber of Commerce. He chose to become a TriCounty Area Chamber intern in order to gain a better understanding of the Chamber's role in business and have some hands on experience with the role that the Chamber plays in networking businesses. He feels that working for a Chamber of Commerce is a great opportunity to expand his horizon and put himself in a good position for career possibilities.

Throughout his journey as a business management intern, Richard has researched the business statistics of the area in order to learn how to bring more business to the area. He has looked at the statistics of age, education, as well as blue collar and white collar workers in the area. Richard has researched the Prizem profile rankings.

In conclusion, Richard has learned, through his experience that the TriCounty Area Chamber of Commerce is truly an organization dedicated to the advocacy of small businesses and manufacturers throughout the tri-county area. Richard would like to thank the wonderful staff of TriCounty Chamber for giving him this opportunity, and he hopes that the chamber's dedication to its members will allow it to continue to be successful in the future. 📌

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 or someone you know is new to the area and wants to learn more about the tri-county region, is interested in developing themselves 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@tricountyareachamber.com to obtain an application or for more information. 📌

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

ASK THE EXPERTS

(Continued from page 41)

Therefore, Congress created the Water Quality Act of 1987 (1987 WQA) as a response to the stormwater problem. It required that industrial stormwater dischargers and municipal storm sewer systems obtain NPDES permits.

So who is in charge of NPDES?

The National Pollutant Discharge Elimination System is managed by the United States Environmental Protection Agency (EPA) in partnership with state environmental agencies. To date EPA has authorized 40 states to issue permits directly to the discharging facilities. The Pennsylvania Department of Environmental Protection (PADEP) oversees the NPDES permitting process for Pennsylvania.

I think I need a NPDES permit, where do I start?

There is a PADEP document, "Guide to DEP Permits & Other Authorizations" which you can download from PADEP's e-library. It starts with a picture of Governor Rendell's smiling face and proceeds through 347 pages of detailed step by step instructions on the permitting process. Or, contact your local environmental engineer. Feel free to contact me (484-369-2005) I know a few. 📧

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

GOVERNMENTAL AFFAIRS COUNCIL – SALES TAX VENDOR DISCOUNT

In his proposed budget for this year, Governor Ed Rendell is eliminating an existing state provision where Pennsylvania retailers and other businesses that collect and remit sales tax in Pennsylvania receive a one percent discount for paying on time.

Currently, a vendor who timely files a return and remits the tax receives a one percent discount of the tax collected as compensation for the expense of collecting and remitting the tax. Indeed, the Commonwealth mandates that businesses perform the function of the state's tax collection agents, at a substantial cost to businesses. Costs include calculating, recording, collecting and remitting various taxes and fees from customers; developing systems to gather data and prepare and file reports; preparing sales tax manuals; training personnel and supervising performance; and undergoing internal and Department of Revenue audits.

The TriCounty Area Chamber of Commerce views the vendor discount as partial compensation to cover the actual costs incurred by acting as the state's tax collectors, but the Administration suggests that the

cost and burden of collecting and remitting the various taxes to the Commonwealth are "fairly inconsequential." The Administration is stating that eliminating the vendor allowance in the budget would realize a savings of 75 million dollars for this year (out of \$28.97 billion in proposed spending). However, this change would have a direct negative impact on many businesses' bottom lines and could lead to a reduction in workforce. This could potentially have a far worse impact on the state's economy and revenues.

A positive business climate in our Commonwealth benefits our residents, municipalities, and various other institutions. Support of pro-business policies go a long way towards making the TriCounty and Pennsylvania a better place to live, work, and raise a family. Thus, we urge our legislative delegation to oppose the elimination of the vendor discount proposed by the Administration. 📧

Alex Rahn of Wanner Associates (www.wannerassoc.com) serves as the Government Affairs Consultant and Lobbyist for the Delaware County, Main Line, TriCounty Area and the Greater West Chester chamber of commerce's.

TRICOUNTY AREA SPEED NETWORKING



In early May, with more than thirty representatives from chamber member businesses participated in the Chamber's Speed Networking event held at the Chamber's Conference Center in

Pottstown. Broken up into four teams, representatives had three minutes to introduce themselves with their "elevator speech", exchange business cards, and have a brief dialogue before the ringing of

the bell instructed them to move onto the next contact. Networking like this allowed participants to focus more on building the relationship and less on making the sale. 📧

WHY CAN'T THE FEDS PAY FOR IT?

How Transportation Funding is Going to Change



Shayne Trimbell,
Project Coordinator,
GVF Transportation

The United States Interstate System was first conceived in 1956, during the height of our love affair with the automobile. Who didn't love their car then, big, powerful, beautiful, and made in the USA. Cars were fueled by cheap gas and drivers were encouraged to use the new roads. In those days if you wanted a highway, you just asked the Federal government and the concrete was poured. No one ever thought that the roads would end, or that the tank would run dry.

Times have changed. Our cars have become incredibly more evolved and now are more like an extension of our living room or office than the Buick your Grandfather drove to church. We no longer pour leaded gasoline into the tank, and we expect to drive more than seven or eight miles on each gallon of that gasoline. As our cars have gotten more advanced, the price has gone up. Coincidentally, the roads we drive are more advanced today and consequently more expensive to build.

With more advanced cars and more advanced roads one would think the funding mechanisms would be more advanced, however that is not the case. In brief, the current funding mechanism accesses a tax on each gallon of gasoline and uses it to build our roads. That system worked great, until the market began demanding more fuel efficient vehicles. With fuel efficiency continually increasing combined with the recent trend in declining driving habits, less and less money is

put into the system. That leaves less money for maintenance, let alone improvement. It no longer makes sense to fund tomorrow's roads with yesterday's programs.

Once we begin to realize that our free-ways are anything but free, we can begin to move forward with improving the system. One way to think of our highways is to liken them to a public utility, such as sewer, water, gas, and electric. These services that are paid for based upon use. Highways are no different; those that use more of the system should carry more responsibility for maintaining the system. Assessing user fees addresses this inequity.

Tolling US 422 has raised some questions locally over the best way to fund our roads. Truth is, the concept of tolling, although novel for the US 422 corridor, has been implemented nationwide. It has been such a successful model for generating

highway revenue that the federal government might encourage more regions to toll. Tolling is only one piece of the puzzle; there are many other suggestions to improve the way we fund our highways.

A fundamental shift in how we fund our roadways is inevitable. The current system does not provide the necessary funds to improve, expand, and enhance our transportation system. The future of transportation funding is unknown at this point. Over the summer Congress will be drafting the next Transportation Bill which will answer many of these questions. All signs at this point indicate user fees. It is time we build a 21st century transportation system with a 21st century funding program. 🗳️

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





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WILL SWINE FLU KILL YOUR BUSINESS?



PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

Over the past few weeks all of us have heard quite a bit about swine flu and its effects on individual health. The CDC has noted that swine flu is contagious and someone infected can infect others one day

before symptoms are experienced and up to seven days after becoming sick. This means that people can pass on the flu even before they know that they are infected.

Sadly, the acting director of the CDC indicates that deaths from swine flu will be imminent in the United States. As of May 3, there have been 10 confirmed cases in Delaware. The CDC is reporting that swine flu spreads just like seasonal flu. Close personal contact with commuters or co-workers will not really help the situation. Media hype or not, swine flu is an issue that needs to be addressed from a business perspective as well as from a health perspective.

Unfortunately, the swine flu is not going to go away so soon and measures need to be taken to reduce the risks and effects of a potential flu outbreak in both a personal and a business level.

On a personal level, the prevailing advice for working through the flu virus

is to stay home until you are healthy. The reasons to stay home are many and numerous the least of which you will avoid exposing your co-workers to the potential virus. Unfortunately, we find ourselves on the firing line 24/7 and every minute counts. The problem with that is that we don't really have the ability or luxury of taking some time to relax and the likelihood of being exposed by someone either at work or on the way to work is not as remote as we might hope.

The potential effects of swine flu on a business could be devastating. Business have already worked to reduce their employee head count to a minimum to keep costs down so there are less folks available to share the workload. Aside

(See "Performing Technically" on page 46)



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PERFORMING TECHNICALLY

(Continued from page 44)

from potential lost sales for retail stores if people need to stay home, there is the issue of working to keep employees safe and flu free while on the job. There are a few things that businesses can do on the technology front to help minimize the affects of swine flu on their business.

Have an up-to-date Disaster Readiness Plan

Many companies think that a Disaster Readiness Plan is only for devastating disasters such as fire or flood, but plans should include actions that can be taken by a business to reduce the effect of an influenza outbreak. Companies of all sizes should have an up-to-date plan that communicates to both management and employees the actions to be taken in the event a company needs to declare a disaster. Over the past several years, as the threat of a potential pandemic has become greater, the need for including a pandemic section in the Readiness Plan has become an essential part of any plan.

Some elements of a great disaster readiness plan include: how to communicate the plan to employees; what specific steps to take in the event of an outbreak; define the specific team of managers and employees responsible for specific activities in the event of an outbreak;

what business continuity measures are put in place and activated upon in the event of an outbreak; having a specific plan to leverage other resources such as contractors and other offices in the event of an outbreak to minimize the potential downtime; the process for preserving and maintaining vital records off-site and the process for activating their use and finally an education part of the plan so that employees, managers, key suppliers and selected customers understand that you have a plan in place to counter the potential effects of an outbreak.

Deployment of Remote Technology

One of the key aspects of fighting any outbreak is the intelligent deployment of technology that allows employees to work remotely. Through the wise selection, implementation, education and use of such technologies the effects of influenza spreading amongst employees can be greatly minimized. By deploying and investing in technology that allows employees to be just as productive out of the office as in the office, a company will have in place measures to limit the potential spread, while still allowing business to continue.

(See "Performing Technically" on page 48)



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SCORE: INTERNET MARKETING AND WEB DESIGN CLASS

Registrations are now being accepted for Pottstown SCORE's newest class, "Internet Marketing and Website Design: Change Continues — What is right for you?"

The class, which is offered on June 15 from 7:00 pm to 9:00 pm, will be held at the SCORE office in the New York Plaza Building on High Street in Pottstown. This is a workshop designed for those who are contemplating a website or already have a website and would like to use it more effectively as part of their marketing strategy. Topics which will be covered are as follows: Getting started with a new website and what to do with an existing website; changes in marketing and changes in how people are using the Internet; Facebook, Twitter and Blogs.

Instructor for the class is Rick Simmons, President of Dinkum Interactive of Jenkintown, PA, one of the area's premier online marketing

strategy firms. Mr. Simmons has been involved with advertising and marketing for over 30 years, the last 6 on the Internet. His goal is to help companies, nonprofits and educational institutions get a better return on investment for their efforts and money spent on online marketing.

The cost of the seminar is \$25. Register by phone at 610.327.2673 or visit the website at www.pottstownscore.org.

Pottstown SCORE, Chapter 594 is a resource partner of the Small Business Association. It serves small business clients in Montgomery, Chester, and Berks Counties with free counseling or low cost seminars with topics related to challenges in today's market place. ☐

(More from Pottstown SCORE on page 49)

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PERFORMING TECHNICALLY

(Continued from page 46)

The first part of such a deployment would be to take a look at the business processes and the information used by employees to be sure that all information that is needed would be available to employees working remotely. This would involve taking a look at many aspects of your business for everything from key computer applications to incoming mail and document availability.

The next aspect to take a look at would be security and working to make sure that remote access was secure from a technology standpoint. Considering a top to bottom security audit is a great way to ensure remote access to your key information is protected.

Another aspect of remote employee deployment is to deploy office telephones at employee's homes so that their work telephone is literally at their desk. As new telephone systems and increased availability of bandwidth has become available more companies are deploying telephones remotely via voice over IP technology (VoIP).

The final aspect of remote technology deployment is working to be sure that remote employees have access to their computer desktop that they use regularly. This can be done by issuing laptops to employees or implementing various

remote access technologies to allow employees to use the Internet to gain access to important computer data files and applications.

A key aspect of using remote technology by a business to survive the next pandemic is proper implementation. Implementation includes not only set-up, but also testing and documentation so that when the time comes everyone knows how the technology will work. An added benefit of deploying remote technology would also be increased employee productivity as employees would be able to work when needed and be in a better position to respond to critical business issues that might arise during off-hours.

Even if you feel that all this talk about swine flu is media hype, there are many issues that may make employees physical presence in an office a challenge, taking the steps today to address these challenges and having a plan in place, will ensure your businesses success tomorrow. 🗑️

Bill Swank (bill@limesystems.com or 610.828.6100) is President and CEO of Lime Systems and President of the Philadelphia Purchasing Management Association. Bill is available to speak to your business or group on this topic. 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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Scott Rakowski, local CPA, will present a SCORE workshop "Bookkeeping Basics for a Small Business" on Monday, June 8 from 7:00 to 9:30 pm at the SCORE office in the New York Plaza Building, 244 High Street, Suite 102, Pottstown.

Entrepreneurs, business owners and anyone who needs to understand the concepts and applications of business transactions will find this seminar important and educational.

The information provided in this workshop will enable the attendees to handle day-to-day business transactions in a logical and concise manner. They will also be able to present an accurate reflection of business operations.

Specific topics are as follows: Financial Reports: Balance Sheet, Income Statement, Statement of Cash Flows and Trial Balance; Accounting Equation; Journals and Adjustments;

Ledgers; Accounting for specific transactions; Preparing Financial Reports; Worksheets and Software Applications.

The cost of the workshop is \$25. There is a 50% discount for each additional person. All fees are non-refundable.

To register for the workshop, contact the SCORE office at 244 High Street, Suite 102, Pottstown, PA. The phone number is 610.327.2673 or e-mail info@pottstownscore.org

SCORE, Service Corps of Retired Executives, is a nonprofit organization sponsored by the U.S. Small Business Administration. The organization provides free and confidential counseling as well as low cost workshops to start up businesses. Their goal is to work with the challenges that small businesses face in today's market place. For more information, access SCORE on the web at www.pottstownscore.org. 📄

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No Excuses



BUSINESS, HEALTH AND FITNESS

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

No excuses — quite possibly the favorite of expression of most physical trainers, and this one is no different. It is a common slogan in athletic environments, often seen on the back of t-shirts and sweatshirts or on the walls of weight rooms and locker rooms. These are two simple yet powerful words. The slogan urges athletes to maintain their focus and to put in the physical and mental work needed to perform at their best. Simply put, there is no excuse for doing something that could prove to be detrimental to performance or avoiding the work that needs to be put in. Yet think about how often we make excuses that impact our careers, our livelihood, or our health.

Maybe it is an excuse not to get a task completed today or to skip the workout. Maybe it is an excuse you make in order to justify that second helping of dessert. Or maybe it is you blaming the weather, or your negative attitude, or worse, someone else for your lackluster performance in the boardroom or on the field of play. There is any number of things you could blame for why you were not prepared to perform your best. No excuse. As with many of the mental skills and concepts you can read and learn about, the notion of making no excuses, of holding yourself accountable for your behavior is easy to understand

but much more difficult to implement.

While the words are powerful, it is the action behind the words that speaks volumes. Do you back up these words with action? For example, anyone who has ever competed as an athlete can readily identify when excuses have been used as a crutch, but by then it is too late, as the workout or performance has already been compromised. Think back on the past few weeks of your work or your exercise program and identify the situations where you may have allowed excuses to impact your behavior. Were there moments where

(See "Business, Health & Fitness" on page 52)

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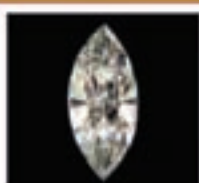
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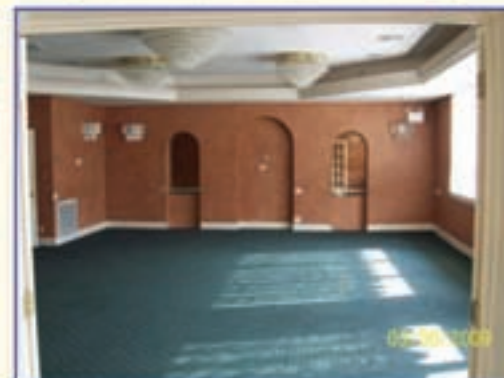
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you thought, in retrospect, "I could have given more," or "I should have gotten up earlier to exercise even though the bed was more comfortable." My guess is most of you can identify at least one situation where you came up with an excuse to not work as hard as you could have, to not exercise on a given day, or to explain a less than stellar behavior. Awareness of instances where you make excuses is important as it is through this awareness that you can attempt to change future behavior.

Besides opening your eyes to the excuses you make, an additional challenge is to figure out how to be pro-active as opposed to reactive. So, instead of identifying excuses after the fact and "kicking yourself" for it, work to seize them before they impact behavior by identifying your tendencies and patterns. It is a tough challenge, but here is an example that may help you under-

stand how to do this and why it is so important.

As is increasingly more popular this time of year, Mr. X as we will call him has committed to running a marathon in the fall. He does not miss a day of training. He has been training hard for the past several months and tends to do decent in trial races but never quite achieves his performance goals. When critically analyzing his preparation and training, it becomes evident that the truly "hard workout days" present a barrier for him. On these hard training days, Mr. X has a tendency to back off a bit. He always has a reason for backing off—one day it is the wind in his face; another it is the slight twinge he felt in his quad earlier that day; another it is thinking about the work that needs to be done back at the office. Despite that the reasons differ every time and appear

(See "Business, Health & Fitness" on page 54)



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Gallery on High Announces Extended Summer Hours

The Gallery on High at the Gallery School of Pottstown today announced that it is extending its open hours for the summer months. In addition to their regular hours of Tuesday through Friday, 10am-4:30pm, and Saturday, 10am-3pm, they will be open the second and fourth Fridays, 10am-7pm, first Saturdays, 10am-8pm and first and third Sundays, noon-2pm.

"Exciting new things are happening in downtown Pottstown," said Erika Hornburg-Cooper, director of the Gallery School. "First Saturdays have become a day-long event with activities for the whole family. The Tri-County Performing Arts Center is becoming a popular destination for an afternoon or evening of entertainment. Although it has only been open a few weeks, the new Sunday Pottstown Producers market is all ready attracting many people. We want to be a part of all of this activity and so, with the help of many volunteers, we will open during some of these peak visitor times."

The Gallery School is planning many activities and special exhibits for the summer. Details can be found on their web site, www.galleryonhigh.org.

The Gallery School of Pottstown is a

non-profit organization located at 254 High Street, Pottstown. The mission of the Gallery School of Pottstown is to enrich the lives of the residents of the Pottstown area, regardless of ethnicity or economic situation, through the visual arts. Their goal is to spark creativity, build self-confidence and create community bonds and friendships by educating and training youth and adults, mentoring artists, and making visual arts an integral part of the community.

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BUSINESS, HEALTH & FITNESS

(Continued from page 52)

separate, are these in fact excuses, perhaps? Mr. X tends to come up with seemingly valid reasons not to get after it on his hard training days. But in analyzing his preparation, it is interesting how these things only pop up on the hard days. His training is just where it should be on the lighter days. In looking back and analyzing his performance, Mr. X recognizes that he is making excuses, and just as importantly, he realizes how important those hard days are to reaching his goals. It finally clicks in his mind that there is a cause-effect relationship and those excuses are keeping him from performing at his best.

Apply this to yourself. Do you have excuse tendencies? It is important to identify these tendencies as it becomes easier to than avoid them. By knowing unique situations or factors that seem to relate to coming up with excuses, you can be pro-active in avoiding them. For some of you, it may also be valuable to dig deeper and take a look below the surface to see what might be going on. Is there a reason why you are coming up with excuses that need to be addressed head on? There simply is no excuse! 🗑️

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