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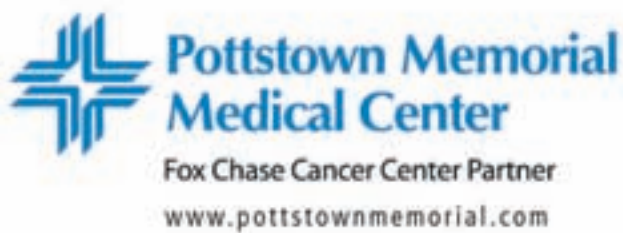
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In This Issue | AUGUST 2009



4

Continually improving services, facilities and the level of care so local residents don't have to travel for quality healthcare services.



24

There are only a limited number of ways to reduce or modify worker's compensation wage loss benefits.

The only thing that can be done to protect privacy and information is to encrypt your e-mail.



46

Contents

- 4 | Cover Story**
Pottstown Memorial Medical Center: New CEO Looks To A New Level Of Patient Care
- 8 | Marketing 101**
Tough Times Demand A Smarter Marketing Strategy: Is Your Business Using Cost Effective Email Marketing?
- 12 | Buzz Around the Block**
Phoenixville: You Say You Want An Evolution
- 20 | Investment Ideas**
The Business Of Selling
- 24 | Legal Perspectives**
What's Next? Typical Strategies For Stopping Workers' Compensation Payments
- 28 | Advertised Services Directory**
What You Are Looking For – At Your Fingertips
- 29 | Make Your Good Life Better**
Visualize Your Goal: A Life Coach Tells You Why and How
- 33 | Business & Marketing Strategies**
Do You Own A Business Or A Job?
- 35 | TriCounty Area Chamber of Commerce**
News And Events
- 46 | Performing Technically**
Dropping Your Pants The E-Mail Way Part II
- 52 | Business, Health and Fitness**
Summer Fitness: Survival Guide

... AND MORE!

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Pottstown Memorial Medical Center

New CEO Looks to a New Level of Patient Care



John Kirby, CEO of Pottstown Memorial Medical Center has hit the ground running. Since arriving at PMMC more than one year ago as Chief Operating Officer, Kirby has been in charge of a multi-million dollar renovation project at PMMC. Mr. Kirby took over as CEO on June 29, replacing **Steve MacLauchlan**, who left the position in May. A graduate of Temple University and Holy Family University, he brings over seventeen years of clinical and administrative experience to his new role.

Upon stepping into the CEO position, Kirby immediately turned his attention to the continued promotion of a new level of patient care at PMMC. "This growing community deserves a local hospital that can meet their healthcare needs," he says. "The strategic plan for this hospital focuses on continually improving the services, facilities and the level of care we provide so our local residents don't have to travel for quality healthcare services."

Recognizing this need, Kirby and PMMC have committed to expanding both services and facilities despite the tough economy. "The economic downturn we are experiencing has no doubt been difficult on hospitals across the country," says Kirby. "Many hospitals, including some local facilities, have experienced significant layoffs, closure of services, and budget cutbacks. We are fortunate at PMMC to have a strong staff of departmental managers who have helped manage our resources, allowing for the expansion of services and volume growth, especially with regard to our Emergency Department."



PHOTO AND COVER PHOTO BY STYLISH IMAGES PHOTOGRAPHY



The emphasis on improving the quality of patient care continues to pay dividends.

For example, PMMC's Cancer Center recently received the Commission on Cancer Outstanding Achievement Award from the American College of Surgeons. "We are one of only four hospitals in the state of Pennsylvania to achieve this [award]," says Kirby.

Renovation

Before becoming CEO, Mr. Kirby had already been busy spearheading major improvement projects at the hospital as its COO. "We're in the middle of a two and a half year, eight and a half million dollar construction project," he says.

Planned improvements include a new critical care unit as well as the addition of more telemetry (monitored) beds. "Since the opening of our new ER four years ago, we have seen a steady increase in patients who need monitored beds," says Kirby. "Our patients are our number one priority and enhancing our critical care and monitored bed capabilities will help improve patient flow."

Other newly renovated areas include the Transitional Care Unit (TCU), which boasts private rooms and showers, an expanded inpatient psychiatric program and cosmetic upgrades to every floor. A virtual tour of one of these upgraded areas, the newly renovated **Maternity & Women's Health Center**, will be featured on PMMC's website later in the year.

A new high definition endoscopic suite was completed in the spring. "The relocation of endoscopy to the Outpatient

Care Pavilion adds to operational efficiency but more importantly, to patient convenience and an improved patient care experience," says Kirby. At a recent Chamber Mixer, attendees had the opportunity to tour this new center as well as the Pottstown Memorial Regional Cancer Center (PMRCC), which was again awarded the highest level of accreditation from the American College of Surgeon's Commission on Cancer for a community cancer center program. "Having a local cancer center with the resources offered at PMRCC is an incredible benefit to local residents," Kirby says.

The PMMC lobby has also seen some



changes with the installation of new carpeting. The process continues with planned renovations to the nearby snack bar area. "It's all about convenience for our patients, their family members and our employees," says Kirby. "We are in the process of looking at what types of services would best fit their needs including a gourmet coffee bar and some other options for the convenience of our visitors."

New classrooms for community programs including Senior Circle and Healthy Woman, in the Chesmont Professional Building, 13 Armand Hammer Blvd. were recently completed as well.

Parking will also be enhanced with the planned addition of 44 new spaces to the High Street lot.

(See "Cover Story" on page 7)

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COVER STORY

(Continued from page 5)



New Services



PMMC's newly opened **Center for Wound Healing** benefits diabetic patients and those suffering from pressure ulcers, infections, compromised skin grafts and flaps, and wounds that haven't healed within 30 days. This new center provides

the community with state-of-the-art wound healing care, including two hyperbaric oxygen chambers, which can also be used to treat patients suffering from such uncommon ailments as cyanide poisoning, gangrene, carbon monoxide poisoning, brown recluse spider bites and the "bends," or decompression sickness.

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



A new **Center for Bone & Joint Health** has been created on PMMC's sixth floor and features a comprehensive joint replacement program. In addition to shoulder, knee, hip and ankle replacements, the center offers education programs for joint replacement candidates as well as a dedicated joint care team of nurses and physical therapists specializing in orthopedic care. The newly renovated unit has a home-like atmosphere and houses a rehabilitation area where patients can regain mobility more quickly after surgery.

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

A Sports Care program will be added later this year so that local coaches, trainers, athletic directors and other participants can learn more about safety issues for their athletes. All programs will be conducted by PMMC physicians.

(See "Cover Story" on page 9)

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Tough times demand a smarter marketing strategy IS YOUR BUSINESS USING COST EFFECTIVE EMAIL MARKETING?



MARKETING 101

By Todd Palmer, Virtual Farm Creative

Everyone hates telemarketers. So much so, that, in 2003 the Federal Trade Commission (FTC) created the National Do Not Call Registry. Similarly, mailboxes up and down the Route 422 corridor are bursting with mail that people don't want. Now, in the digital age, fortunes are being made by proposing the elimination of stuff we don't want in our email inbox.

What's a direct marketer to do?

Email filtering programs at the server and client level can ameliorate the problem somewhat but none are completely effective. The problem is that the vast majority of spam is useless junk, so logically, we need to start with developing email marketing messages that are valuable to the consumers on your list.

Follow the rules of development and submission so that your email is not tagged as spam. No matter what content it contains, if it breaks one or more rules, spam filters will terminate it with extreme prejudice.

Content is critical

Once you're confident that you can craft a digital message that follows all of the rules— one that will make it past your sending server's, the receiving server's and the client's computer spam and virus detection, you have to consider one more, very critical filter— the recipient.

People are inundated with so many marketing messages every day that only the most memorable and valuable are going to have a chance of cutting through the clutter.

Speak to them

Make your message targeted, personalized and customized to increase the chances of it being read and retained. Most of the better email marketing DIY applications allow for high-levels of

(See "Marketing 101" on page 10)

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COVER STORY

(Continued from page 7)

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

Expanded services added last year to Boyertown Imaging and Rehabilitation Services, 23 N. Walnut St., include CT scan, Ultrasound, Dexa Imaging, and digital general radiology, along with open MRI, mammography, lab drawing station and physical, occupational, speech and hand therapies and lymphedema services.

"Last year we held a ribbon-cutting and open house event there which was well-attended," says Kirby. "The Boyertown and western Berks county communities are an integral part of Pottstown Memorial Medical Center's service area. Now they have a one-stop shop approach to diagnostic testing, lab work, rehabilitation and family care, right in their neighborhood," says Kirby. "Our CarePlex facility continues to offer services to the business community through the Occupational Health program and to the community at large for physical therapy, occupational therapy, lab drawing station, x-rays, massage and fitness programs."

"Building great clinical programs with great outcomes is our goal at PMMC. As you can see, we are dedicated to bringing the latest technology and medical expertise to our community. Many of the new physicians who joined our staff over the past few

(See "Cover Story" on page 11)

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MARKETING 101

(Continued from page 8)

customization, wherein different messages can be sent to different groups.

Similarly, most allow you to personalize the email depending upon how much information you have on each list recipient. For example, with little effort, you could speak directly to the residents of Chester County or Montgomery County in the same email submission and address each of them by name anywhere in your email.

Powerful Programs

Most email marketing goals are to create a click-through to a site where the message can be expanded upon. Be sure you're using a submission program that allows you to analyze where and when specific users clicked on a portion of your email.

Not only will this allow you to correct the message for the next submission but you can also tailor your website specifically for email blasts.

Real Results

According to a report by the Direct Marketing Association, email marketing's ROI was \$45.06 for every dollar spent on it.

How is that possible with the nation's disdain for spam? It's because, once some groundwork is laid out, email marketing is an extremely affordable marketing vehicle.

Reliable lists, if you don't have your own, are cheap. Development that doesn't require firing up printing presses is cheap. Sending a mass email means that your message doesn't have to go through the southeastern PA postal channels from sort, to hub, to carrier. That's costly and time consuming compared to emailing.

Your business can afford to send many, many more emails than it could direct mail so conversions don't have to be as high to realize decent ROI.

Additionally, because the rules are always changing, there's no official Do Not Mail registry for email so, at the very least, your business' messages have a chance of cutting through the clutter. ■

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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COVER STORY

(Continued from page 9)

years have come from some of the area's most highly regarded training programs and research facilities. They join a very experienced group of nearly 300 physicians representing 45 medical specialties," says Kirby. "We've also added a new level of patient care with rounding conducted by our nurses on our patients so we can make sure we are meeting their three most important needs: bathroom use; pain; and

positioning. In addition to providing exceptional care, we see our patients hourly to make sure they are satisfied while they are with us. We want them to know the great care their family and friends can receive at PMMC should they ever need their community hospital."

"Rest assured, our community is growing, and so is your community hospital. We are committed to bringing medical and surgical expertise close to home," says Kirby. ■

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FDIC

PHOENIXVILLE: YOU SAY YOU WANT AN EVOLUTION



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

There's change brewing in Phoenixville. It may be hard to believe since so much has already changed in this once-struggling town, but there's still a lot of momentum here. In fact, the pace of change may actually be increasing.

"Phoenixville has always had a great downtown, and now it is even better. Now, people are rediscovering the advantages of small town America," says Robb Frees, President and Owner of Frees Insurance, Inc. (freesinsurance.com). Frees Insurance has been handling personal lines as well as small business insurance for more than 75 years, since 1933 when Robb's grandfather started the agency right in downtown.

Frees thinks an underlying sense of community forms the town's foundation for success. That foundation is still there, he says. "We have stayed in Phoenixville because it is a great community. Whether it was during the height of Phoenixville's existence as a steel town or its current resurgence as a destination for restaurants, shopping and entertainment, the community has always been a great place to live and do business. Unlike many small towns, Phoenixville has a great hospital, a Carnegie Library, and a tremendous group of volunteers that support everything from their churches to community football and baseball leagues. These are all things that have made it possible for Phoenixville to experience the current successful revitalization."

The Right Word

While revitalization and transformation might be the preferred words to describe what's happening, at least one business owner prefers the 'E' word. "It's evolved, not transformed, but evolved," say Tom Carnevale of Carnevale Eustis Architects (cearchitects.com). Mr. Carnevale and his wife Lauren Eustis have been operating under that name since 1997, though Carnevale has been in Phoenixville for

more than twenty years. "I moved to Phoenixville in 1987 and just fell in love with the town and the people," he says. "It wasn't what it is now but you could tell that the potential was there."

Carnevale explains that the idea of evolution is more appropriate to what's happening in Phoenixville. "The good parts have been maintained. People work hard at the government and community levels to make the right things happen. Nobody comes in and just does what they want; there is community input."

Like Robb Frees, Mr. Carnevale also sees the evolution as the result of a sense of community. "It's one of the fabulous things about Phoenixville. There are so many non-profit organizations and people who volunteer for the betterment of the community. Countless people have worked to bring Phoenixville back. The town is reinventing itself and it's all been the work of the people."

Mr. Carnevale has also shared in that work. "Carnevale Eustis is committed to

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

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FOR SALE- (#ZC2080) 3208 Sanatoga Road, Pottstown- Rural setting but close to 422 and all major arteries. Peace and quiet surrounds this 2-3 bedroom stone farmhouse with large stone barn. Some fenced areas and a spring fed stream, along with some storage sheds and outbuildings including a spring house. Heating expenses are low because of the wood burning stove. A new 200 AMP electric service was installed 5 years ago. Lots of storage. Zoned LLI but used as a horse farm-residential. **Reduced \$329,000.**

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

FOR SALE- (#ZC2084) 5 SUNNYBROOK RD., Pottstown- Cute renovated 2 story office building situated a stone's throw away from High street. Village commercial district of Lower Pottsgrove. Offstreet parking, newer roof, ideal location for small business or retail store. **Reduced \$199,900.**

FOR SALE- (#ZC2085) 1123 E. Philadelphia Avenue, Gilbertsville- Former Subway Sandwich Shop building situated on a busy Rt. 73 highway. Owner is willing to sell or lease property. Zoning allows several types of businesses in this building. Plenty of parking. Immediate occupancy is possible. **SOLD**

FOR SALE- (#ZC2086) 342 South Street, Pottstown- (2) buildings. (3) residential 2 bedroom units, (1) commercial unit, (3) garages. All tenants pay own heat. One unit has brand new heater, new carpet, new vinyl and fresh paint. Rear building- 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.

FOR SALE- (#ZC2088) 1636 W. Phila. Ave., Boyertown- RESTAURANT and BAR know as the "Shanesville Hotel". LIQUOR LICENSE and equipment are included in the sale. Second floor currently 1 apartment with (2) kitchens and baths; could be converted into 2 units. **PENDING**

FOR SALE- (#ZC2089) Business only "Candy Java Connection"- Located in Coventry Mall. Price includes business, all inventory, shelving, refrigeration. \$120,000.

FOR SALE- (#ZC2090) Circle of Progress, Industrial Park location- Current owner has approved land development plans to construct a 16,000SF +/- building on a 1.3 acre lot. All engineering work, plans, approvals, studies have been completed and are included. Literally you can start building in approx. 60 days. The hard work has been completed. Call for details. \$224,900.



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

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(ZC1066) 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. **Reduced \$1,100/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. **Reduced \$750/Month.**

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

(ZC1077) Douglass Township, Berks County- (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. **SOLD**

(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. \$695/Month plus water, sewer, 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. **LEASED**

(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.

(ZC1090) 1 Security Plaza, Downtown Pottstown- (Train Station Building) 1150SF second floor office. \$1,000/Month includes ALL utilities.

(ZC1091) 392 Charlotte Street, Pottstown- Approximately 300SF office/retail space with powder room. \$400/Month + Electric. Call for details.

(ZC1092) 1296 East High Street- Beautiful Pottstown East End office. Separate entrance with security system. High Street exposure, (2) offices, conference room, kitchenette, CAD 6 and phone system included. \$1,200/Month includes all utilities.

(ZC1093) 871 N. Hanover St., Upper Pottsgrove Twp.- N. Hanover Street, Pottsgrove office space, 800 or 1850SF, total refurbished, kitchen area, (6) offices total, off street parking. Call for rates.

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"BUZZ AROUND THE BLOCK"

(Continued from page 12)

historical preservation and to towns," he says. "One of the ways of being sustainable is to rehabilitate and invest in existing, historic buildings."

"Typically, our commercial work has some sort of historical focus. We've done the Foundry, the Colonial Theatre, the Superintendent's Building and a number of other buildings on Bridge Street as well as Friendship Fire Company. We also did Molly Maquires. We don't do cookie cutter, our work is custom designed to the clients wishes."

The ongoing evolution also shows in the mix of business downtown. Longtime businesses like Frees Insurance now sit side by side with brand new ventures like Lush Consignment Boutique (ishoplush.com), a ladies consignment boutique specializing in designer labels that opened in December of 2008. Owner Judith Hoang offers designer fashion that makes environmental sense. "We wanted to fill the store with amazing designer brands and labels at amazing prices as well as provide a green environment where we could help ladies clean out their closets, recycle their clothes and earn extra money as well," she says. "We are your destination for amazing prices on designer jeans, the most popular dresses, fun accessories and everything else in between."

Ms. Hoang is giving the traditional downtown window-shopping experience a modern, cosmopolitan spin. "Our front window display tends to draw in our customers who would have otherwise just kept walking or driving by. She says that foot traffic is brisk; brisk enough that she needs to refresh the window daily as the items on display sell fast. "Some customers who never knew we were in town would drive by sitting in traffic, see our window, make a u-turn and stop in to see what we have inside," she adds.

Rolling With the Changes

Gail LoPresti has been in town throughout the current stage of Phoenixville's evolution. "We came here when there was maybe one restaurant downtown," she says. That was more than 21 years ago when she and her husband Franco opened what is now Franco Ristorante. That business has itself evolved. "When we first came to Phoenixville we were more of a pizza shop. Now we offer table service and our menu has expanded to where it's not just pizza anymore. Everything is fresh made and fresh cooked."

Mrs. LoPresti has embraced the changes in the town. "We have always gone along with the changes downtown, those changes here have been wonderful."

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 15)

Like any change, it took some getting used to. "We see new customers coming in every day but we still have our old customers from twenty years ago. Some of the old customers were a little upset when we changed the restaurant, but they like it now. We've proved ourselves to them," she says.

Franco Ristorante is no longer one of the few restaurants in town; not by a long shot. In fact so many restaurants have opened in Phoenixville in the last 2-3 years that it's nearly impossible to keep track.

There's been a little bit of turnover as well, though the days when buildings sat vacant on Bridge Street seem like a distant memory now. Kim Cooley, Executive Director of the Phoenixville Regional Chamber of Commerce, says, "We have had places close but within two weeks someone else is opening in the same spot. *That Italian Place* closed but just like that two businesses opened up in their spot. *Terrapin Grill* closed but we had a new business in that spot within two weeks."

National Attention

When I joke that folks are lining up to set up shop in Phoenixville, Kim Cooley does not laugh. "Actually there is a waiting list for certain sized businesses, so the minute a spot opens up, they're in."

One spot that is not opening up, but that is moving within Phoenixville, is the Sly Fox brewery. Their Phoenixville location is moving to across the street from its current spot. Pete Giannopoulos says, "We're extremely excited about it! We're moving across the street from where we are now, into the Genuardi's shopping center where the Blockbuster used to be."

The new location will allow for more seating and a more relaxed environment. "We'll increase seating by 20-30 seats and it will all be on one floor," says Mr. Giannopoulos. He adds that there will also be a room for events in the new location.

Sly Fox has been in Phoenixville since 1995. "We're part of the growth of our town," says Giannopoulos. "We're very involved in the community. In fact, our first charity event was to raise money for the Colonial theatre."

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

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DEVELOPMENT STARTS DESPITE OVERALL ECONOMY TO TAKE ADVANTAGE OF RECENT HOUSING CREDITS

Lawrence F. Flick, IV, Chairman and Chief Executive Officer of Prudential Fox & Roach Realtors was recently on hand for the start of a new residential construction project in Phoenixville.

Renaissance Place South is a new condominium development in the downtown center of the Phoenixville Borough, Chester County. It is the third in a series of New Downtown Condominiums and the first new residential development in the borough to incorporate underground parking. The event is rare in that it is one of the only projects moving ahead in the otherwise substantial downturn of housing starts.

According to Flick, "There is a fresh energy that is focused on moving our country forward to economic recovery. I believe that if we are not at the bottom now, we will soon be at that point. Owning a home is more than an investment: homes provide us with shelter in a community where we can enjoy a lifestyle. Historically low interest rates and greater affordability are combining to



Lawrence F. Flick, IV Chairman & CEO, Prudential Fox & Roach Realtors; Joseph Scott McArdle, Marketing Specialist, Prudential Fox & Roach Realtors; Emmanuel C. DeMutis, President, The DeMutis Group; Larry Morier, Treasurer, The DeMutis Group

create one of the best buying opportunities ever."

"The borough has recently undergone a renaissance that started with a March 2004 camp-out of buyers for a new town home development on the former steel site located in the center of the borough. New shops, bars and restaurants that have

opened up since that event, with new residents supporting local business with the influx of their new disposable incomes, and their new attitudes have shaped the renaissance," according to Joseph Scott McArdle, Marketing Specialist with Prudential Fox & Roach Realtors. He was instrumental in the marketing of the original site where the first camp-out occurred and an earlier phase of this latest development where another camp-out was experienced before its opening.

"The Live, Work, Play lifestyle that embodies the new residents, are not only hip, but cool all in one, fuels the booming center of the downtown," McArdle said.

"The positive aspects that such plans contribute to the ongoing renaissance is taking place with the expansion of restaurants, new residences, and new offices in the center of town. We are uniquely poised to take full advantage of the new stimulus package. We are offering an individualized savings

(See "Development Despite Economy" on page 19)

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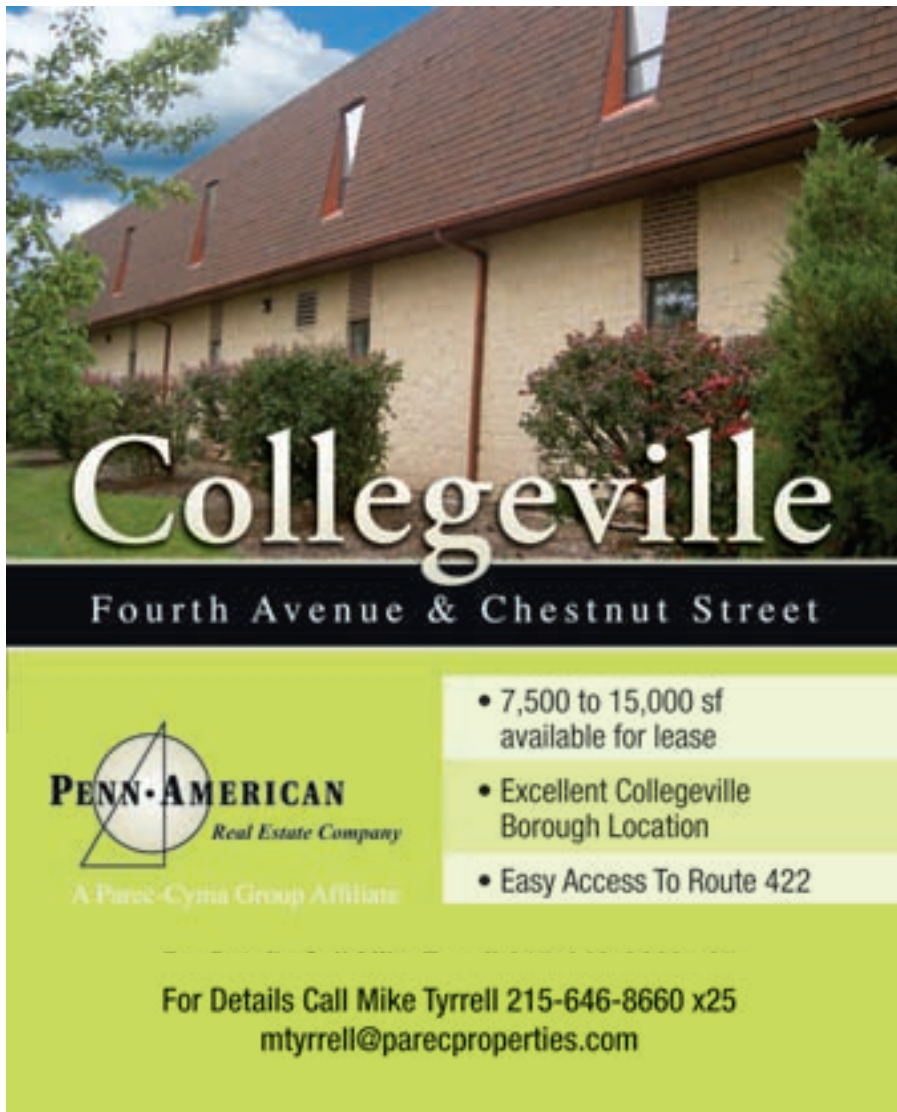
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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

But Sly Fox is more than just a regional draw. The quality of its product has helped bring national attention to the area. "We won a gold medal at the Great American Beer Festival for our pilsner. And Victory Brewing won the silver medal, so both the gold and silver medals went to Chester County, PA," he says. "Our reach goes way beyond our borders."

The next evolution of Sly Fox begins in November when Mr. Giannopoulos hopes to have the new location open. "We'll be open in the old place right up until the move. We'll probably move on a Monday. Some of our customers have even volunteered to help us!"

Exceeding Expectations

Perhaps the newest of the restaurants in Phoenixville is not just a restaurant. Bistro on Bridge is now open at 208-212 Bridge Street. This new business marks the beginning of yet another phase of Phoenixville's evolution. Manager Zach Hoffmann explains, "I realized there was this tremendous opportunity to bring something different to the area." That something different turned out to be Club 212, Phoenixville's first nightclub. "There has never been a city style nightclub in Phoenixville," says Mr. Hoffmann. "We realized an opportunity to do more than simply have a restaurant with a dance floor almost as an after-

thought, but to have a night club with VIP bottle service and lounge atmosphere."

Bistro on Bridge, which is the restaurant and Club 212 are separate businesses on the same site. The restaurant offers Mediterranean style food as well as bar service and it has a warmer contemporary feel. "We have nice Italian and Spanish courses and Greek salads. When I was down here and drove around to different restaurants, there was nothing that really served that type of food," says Hoffmann.

So far, Mr. Hoffmann says he is more than pleased with downtown. "I did a lot of research prior to coming here. So many sources said that this area had been under a transformation for the last few years and we wanted to be a part of that." As for the actual experience of being in town, Mr. Hoffman says, "It's exceeded my expectations."

Phoenixville has done that by continuing to evolve while maintaining the strong community spirit that Robb Frees and Tom Carnevale as well as so many other business owners have talked about. "I can't tell you how great it was," says Mr. Hoffmann. "The first day we opened, we had three or four different restaurant owners come in and visit. They said, 'If you need napkins, cups, if you need some sugar, whatever you need, just ask.' I probably don't need to tell you that that kind of thing doesn't happen everywhere." 🍷



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DEVELOPEMENT DESPITE ECONOMY

(Continued from page 17)

plan that essentially will come from a buyer tax savings, it's like having the government contribute to the money that is needed to buy a home. Our downtown development is working on accepting Veterans Distant, FHA, as well as traditional Fannie Mae financing alternatives. It is actually positioned for first time buyers, being located in the central business district, and being the first to incorporate underground parking, combined with attractive financing alternatives. Completion is expected mid summer."

Emmanuel C. "Manny" DeMutis, builder of the project, said "Of all the projects that we have done, whether it be 101 Bridge, Iron Hill or the district court building, Renaissance South is the most symbolic of Phoenixville's return. The national economy is in turmoil; the local economy is stable. Phoenixville now has better amenities than most Pennsylvania communities. Renaissance Place South represents the best; garage parking, high speed elevator, storage on site, all at a price that the first time home buyer can afford. I am very excited, to see a new wave of people move to Phoenixville and live the experience of living in a walkable, fun, downtown. Renaissance Place South is a project that we are proud of and look forward to sharing the experience with others." ■



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THE BUSINESS OF SELLING

INVESTMENT IDEAS

Provided by Jim McGuire of Wells Fargo Advisors



If you've been thinking about selling your business, you should put a solid sales plan in place even if you don't act on it right away. According to Fred S. Steingold, business attorney and author of *The Complete Guide to*

Selling a Business, planning in advance is ideal.

"A business owner should start planning for a sale at least four years in advance," he says. Early planning can enhance your business's market value while also helping you determine your strategy for life after business ownership.

Business owners can become motivated to sell for many reasons — among them, approaching retirement, a lucrative buyout offer or a desire to try something new. Before entering negotiations for a buyout, Steingold suggests discussing the following questions with your Financial Advisor:

- What will I do with my time once I stop working?
- How will I replace my paycheck?
- Am I interested in staying on as consultant or employee after selling?

Once you answer these questions, it's time to prepare your company to get the best price, consider timing and choose the sale options that support your life goals. "Evaluate your business from the perspective of a potential buyer," suggests Steingold. "This lets you make changes to increase the value of your business, and if necessary, consider postponing the sale to get the best price."

Maximize the Value of Your Business

To potentially increase the value of your business, examine how expenses balance against revenue. Reducing costs is imperative, even if it means lowering your salary and closing expense accounts. Then determine how to generate the income necessary to show two years of increased profits prior to the sale.

Other value-enhancing strategies include:

- Securing a long-term lease or lease-renewal option if your business site is critical to your bottom line.
- Maintaining the premises and equipment.
- Tightening your credit standards and severing ties with weaker accounts.
- Creating a list of long-term contracts or clients that underscore your market strength.

With these strategies complete, it's time to work with a broker to determine a realistic price for your business. To do this, you'll use an industry formula, your average earnings and the recent sale prices of comparable businesses.

(See "Investment Ideas" on page 22)

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INVESTMENT IDEAS

(Continued from page 20)

Choosing the Best Sale Option

How you structure the sale determines how you'll receive the proceeds — and pay taxes on them. Some options and considerations include:

- A complete buyout, which may allow you to reinvest the proceeds or use them to start a new business venture.
- Accepting an "installment" buyout with scheduled payments, which can provide income over time.
- Agreeing to a lower price, plus a percentage of future profits, which splits risk between you and the buyer.
- Agreeing to consult or work through a transition period, which may be important if your business depends on service relationships.
- Selling an interest in the business, which lets you defer capital gains taxes.

If you accept an "installment" purchase, keep in mind that it is important to check the buyer's credit history and be realistic about his ability to succeed in providing future payments. Steingold suggests protecting your interests by retaining shares in the business, with ownership reverting to you if the buyer

defaults; requiring the buyer to secure the purchase with other assets; or requiring the buyer to provide an acceptable guarantor or co-signer.

Timing Your Sale

Ideally, an owner wants to sell a business when the demand is high and a good price can be obtained. "The best time to sell your business is in a strong economy, when the business is on a growth curve (showing increasing profits each year) or when you have done everything you can to maximize its value," says Steingold.

Additionally, you should work with your Financial Advisor, attorney, tax advisor and business broker to coordinate the sale's timing with your long-term financial strategies. Meanwhile, as you wait to sell, work with your advisor to update your business plan periodically, responding to changes in your marketplace, tax laws and your income needs. Your advisor can discuss: Selling your business when the time is right for you; Investing proceeds; Funding a new business venture; and Developing new assets to meet estate planning goals. ■

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After your round, the Manor Golf Club provides golfers an intimate snack bar with daily lunch specials. A fully stocked bar serves your favorite refreshments daily in a cozy clubhouse with seating for 25. If you prefer the outdoors, a shaded outdoor porch overlooking the course seats an additional 20 golfers.

This 18-hole championship-style course is located in a scenic country setting whose strength is not its length but its terrain, as the course is built on a mountain. Blind approach shots take place on six holes. This can make playing the course a true test of golf for first time players. Keeping the ball in play is a premium as on most holes mature tree lines come into play. Its small, undulating greens require a sharp short

game. Learn more about this challenging layout by taking a tour of the course.

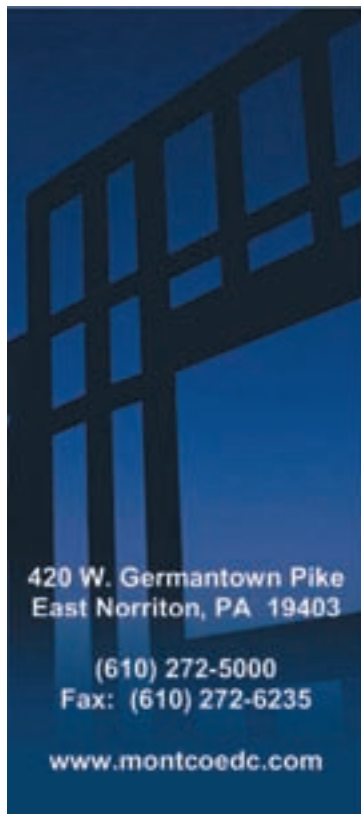
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If you need assistance with any part of your game, the Manor Golf Club provides various group golf clinics and junior golf clinics throughout the season. Private golf lessons are provided by appointment by the Manor Golf Club's golf teacher Leo Koehler. Let Leo's 18 years of teaching experience help improve every aspect of your game today. Rates are \$20.00 per half hour.

HISTORY

Construction of the Manor Golf Club started in 1917 by Dr. C.R. Craig and M. W. Newton, of Philadelphia, PA. They chose a 300-acre farmstead owned by John Lehn, which included a house and barn. Hired to

(See "Manor Golf Club" on page 25)



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WHAT'S NEXT?

Typical Strategies for Stopping Workers' Compensation Payments



LEGAL PERSPECTIVES

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

Some injured workers claims are readily accepted and some must be litigated, but there will come a time in almost every claim when workers' compensation benefits will stop. When injured workers in Pennsylvania are receiving workers' compensation wage loss benefits, there are only a limited number of ways in which an employer or its insurance carrier can seek to reduce or modify those benefits. This article will discuss some of those strategies.

Firstly, it is important to realize that claimants' wage loss (also called "indemnity") benefits are calculated as a function of their pre-injury average weekly wage. In general, the idea behind the *Pennsylvania Workers' Compensation Act* is that if the claimant cannot earn his or her pre-injury wages as a result of the work injury, the claimant is entitled to either total disability benefits or partial disability benefits.

Employers and their insurers have an interest in cutting off or reducing those benefits. That process typically starts with a medical exam so that the employer can assess the claimant's medical restrictions. This exam is commonly referred to as an Independent Medical Exam, or IME, or a Defense Medical Exam, or DME. It has generally been accepted that an employer

(See "Legal Perspectives" on page 26)



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MANOR GOLF CLUB

(Continued from page 23)

build the course was course architect, Alexander H. Findlay who immigrated from Scotland in the 1880s and went on to build more than 500 golf courses in the United States including Greenbrier Lake Side, Palm Beach, Reading Country Club and the Lake Placid Country Club.

In 1953, PGA Professional Walter "Buddy" Heckman took over the course becoming its pro-operator. In 1967 Buddy, along with his brother, Harold purchased the course from its owners. When Harold passed away in 1980, Buddy purchased Harold's share and continued to operate the course until 1994, when he retired and sold the course to his son Mike.

Mike Heckman's plans are simple; to follow his father in making golf his lifelong profession and to make the Manor Golf Club "the absolute best possible public golf course it can be." While taking on the challenge of modernizing this turn-of-the-century layout without losing its old-world charm, Heckman lives true to his word by continuing to provide Eastern PA with a great golfing experience on one of the oldest public courses in the area.

Mike has continued to keep the family tradition alive by striving to make the course the best possible public golf course it can be. He has upgraded many aspects of

the course including a full irrigation system. If you need assistance with any part of your game, the Manor offers group clinics, women's clinics/instructional leagues, and private lessons by appointment. The Manor will ensure your tournament will be a fantastic event. Tournaments return year after year to work with our friendly staff and our spacious facilities.

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At the Manor, the Heckmans have taken on the challenge of preserving the old world charm of this turn of the century layout while providing golfers in Eastern PA with a great golfing experience. Great Value . . . Great Views . . . Great Fun . . . Great Golf! 🏌️

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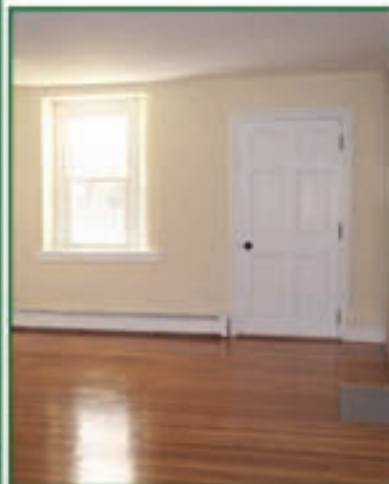
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LEGAL PERSPECTIVES

(Continued from page 24)

is entitled to a physical examination every six months, although there are circumstances in which the injured worker can challenge the reasonableness or the frequency of an examination.

Typically the IME doctor will release the claimant to return to some kind of work. If the doctor gives the opinion that the claimant's injury has ceased entirely and the claimant can return to full duty, the employer will likely file a Termination Petition seeking an Order from a Workers' Compensation Judge. If the employer is successful in terminating a claimant's benefits, then both wage loss benefits and medical benefits will be stopped.

If the IME doctor says that the employee's injury has not completely healed, but that the employee can return to modified duty work, then the employer will seek to file a Modification or Suspension Petition. Both of these petitions seek to change wage loss benefits only, as all treatment which is reasonable, necessary, and related to the continuing injury will still be paid for by the workers' compensation insurance carrier.

A suspension is appropriate when the injured workers' earnings are no longer affected by the work injury. For instance, if after receiving the IME report the employ-

er offers the injured worker a light duty job which falls within the restrictions of the IME doctor, the burden then shifts to the claimant to either try the job or explain why he cannot do the job in good faith. This scenario is frequently played out in workers' comp courtrooms, where the IME doctor has an opinion as to what the injured worker can do, but the worker's own treating doctor has a very different opinion, and the judge must decide which

(See "Legal Perspectives" on page 30)

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ROB'S AUTO REPAIR	29
AUTOMOTIVE / TRANSPORT	
RHOADS LIMOUSINE SERVICE, INC.	46
WANISH LIMOUSINE	10
BANKING / FINANCES	
BALLY SAVINGS BANK	34
CITADEL FEDERAL CREDIT UNION	22
MERIDIAN BANK	31
NATIONAL PENN BANK	28
NEW CENTURY BANK	6
PHOENIXVILLE FEDERAL BANK & TRUST	12
SUSQUEHANNA BANK	21
THE VICTORY BANK	19
BUILDING & PROPERTY MAINTENANCE	
D & D CLEANING & RESTORATION	20
L & J CLEANING SERVICE	48
SEE THE VIEW WINDOW CLEANING	28
SUBURBAN CLEANING SERVICE, INC.	11
BUILDING & PROPERTY MAINTENANCE SUPPLIES	
JBS SUPPLY	10
BUSINESS SOLUTIONS	
ALLENDALE ANSWERING SERVICE	34
BAXTER'S RESTAURANT	15
FEDIRKA ASSOCIATES	14
HADRIAN CONSTRUCTION	46
JWM DIRECT	9
MONTGOMERY COUNTY ECONOMIC DEVELOPMENT CORP.	23
OFFICE TECHNOLOGIES	22
RWJ CONSULTING GROUP LLC	56
SCORE	55
SIGNED, SEALED, DELIVERED	11
CONSTRUCTION	
MAYER POLLOCK STEEL CORPORATION	5
COUNSELING SERVICES	
SANCTUARY COUNSELING	51
EDUCATION / CONTINUING EDUCATION	
GODDARD SCHOOL	33
MCCC WEST CAMPUS	29
ENERGY	
EXELON NUCLEAR	54
ENERGY / FUEL	
SHANER PROPANE	51
FINANCIAL SERVICES	
MAIN LINE FINANCIAL ADVISORS, LLC	24
VIST INSURANCE	20
WELLS FARGO ADVISORS	26
FLOORING/CARPETS	
CRISMAN HARDWOOD FLOORING CO., INC.	31
FRANKLIN FLOORING	32
FOOD / RESTAURANTS	
BISTRO ON BRIDGE/CLUB 212	50
FRANCO RISTORANTE	16
FUNKY LIL' KITCHEN	30
GRACIE'S 21ST CENTURY CAFE	52
KIMBERTON COFFEE ROASTING	9
NICK'S PIZZA RESTAURANT	7
SLY FOX RESTAURANT	15
FURNISHINGS / INTERIORS	
CHESMONT CARPET ONE	53
CRYSTAL WINDOWS & DOORS	56
DILWORTH'S CUSTOM DESIGN	18
FORBES OFFICE FURNITURE	52
FURNITURE SOUP	30
NEWMAN GALLERIES	58
HAULING/ENVIRONMENTAL TRANSPORTATION	
JESSE BARO INC.	33
HEALTH / HEALTHCARE	
BAYADA NURSES	25
MAIN LINE HEALTHCARE	59
MCCORMICK CHIROPRACTIC	46
NORTH END VISION CENTER	26
PERFORMANCE SPINE AND SPORTS PHYSICIANS	14
POTTSTOWN MEMORIAL MEDICAL CENTER	2
REPRODUCTIVE SCIENCE INSTITUTE	56
SKINHEALTH SOLUTIONS	58
INSURANCE AGENCY	
DMB INSURANCE	54
FREES INSURANCE	16
STATE FARM INSURANCE/MARK BEAUDOIN	12
VLAHOS DUNN INSURANCE	53

(Continued on page 30)

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VISUALIZE YOUR GOAL

A Life Coach Tells You Why and How



MAKE YOUR GOOD LIFE BETTER

By Jeannette Samanen, Ph.D.

The first step in any life change is to visualize what it is that you want for yourself. Before you can plan the necessary action, you need to know where you are heading. To do this you must visualize your goal.

Conceptualize your goal in positive terms

Our desire to change is usually motivated by dissatisfaction with the present situation. Because of this, when it's time to identify our goals, we often think in terms of what we want to get rid of.

The problem with focusing on what you don't want is that it doesn't really help you to identify what it is that you do want. You can see what you are moving away from but you lack clear objective regarding where you want to go.

When you conceptualize your goals in positive terms you give yourself direction. What is it that you really want? What would feel right for you? If you could write your own script and have things turn out exactly as you want them to, what would the outcome be?

Knowing where you want to go gives you necessary information about where you are heading. Once you have clear direction, the steps you need to take will become apparent.

You can visualize your goal, even if you don't know how you will achieve it.

You may resist visualizing your goal if you have no idea how you are going to get from here to there. It is important, however, to recognize that knowing where you want to go provides necessary direction that will inform the steps you need to take.

Once you know where you are headed, it becomes much easier to identify the steps to get there. You will become alert to possibilities you might not have noticed, were you not focused on your goal.

How to visualize your goals

While thoughts about how you'd like things to be may come and go, it is valuable to set time aside to focus on your goals. This process can provide clarity, which will help you to find direction.

Give yourself some time when you know you will be uninterrupted.

(See "Make Your Good Life Better" on page 31)

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(Continued from page 28)

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LODGING	
BEST WESTERN POTTSTOWN	31
COURTYARD BY MARRIOTT COLLEGEVILLE	19
MAINSTAY INN	15
STAYBRIDGE SUITES ROYERSFORD	51
LODGING/APARTMENTS	
MORGAN SUITES IN KING OF PRUSSIA	52
MARKETING / ADVERTISING ARTS	
KINETIC WEB SOLUTIONS	56
POTTSTOWN COMMUNITY TV	45
STYLISH IMAGES PHOTOGRAPHY	49
THE PRIMACY EFFECT	20
VIRTUAL FARM CREATIVE	60
MOVING & STORAGE	
BEKINS TRANSFER AND STORAGE	26
PAYROLL SERVICES / BOOKKEEPING SERVICES	
EXPRESS DATA SYSTEMS, INC.	7
PERSONAL COACHING/CAREER COACHING	
JEANNETTE SAMANEN, PH.D.	48
PERSONNEL/PLACEMENT AGENCY	
METROPOLITAN PERSONNEL, INC.	9
REAL ESTATE / FOR SALE/LEASE	
APTCOR COMMERCIAL REALTORS	26
BOYD/WILSON PROPERTY MANAGEMENT	8
BRODE & BROOKS REALTORS	9
GLOCKER AND CO. INC.	21
LFT REALTY GROUP, INC.	57
LIEBERMAN EARLEY & CO.	26
NAI KEYSTONE COMMERCIAL & INDUSTRIAL LLC	33
PENN AMERICAN: COLLEGEVILLE	18
PENN AMERICAN: POTTSTOWN	11
RE/MAX ACHIEVERS/MARK TOEPEL	8
RE/MAX CHRIS JAMES HECTOR	7
RPR PROPERTIES, LLC	25
ZUBER COMMERCIAL REALTORS	13
RECREATION / ENTERTAINMENT	
BOYERTOWN MUSEUM OF HISTORIC VEHICLES	5
DOWNTOWN POTTSTOWN	58
PA RENAISSANCE FAIRE	34
SCHUYLKILL RIVER FESTIVAL	57
SUNNYBROOK BALLROOM	50
REFRESHMENTS/CONCESSIONS	
MAUI WOWI GOURMET FRUIT SMOOTHIES	32
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LUSH CONSIGNMENT	15
NATURAL CREATIONS INC.	15
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MANATAWNY MANOR	5
SPECIAL SERVICES	
LIBERTY AMBULANCE	24
SPORTS / RECREATION / CLUB	
ARROWHEAD GOLF CLUB	29
HIDDEN RIVER OUTFITTERS	55
LIMERICK BOWL	28
SPRING HOLLOW GOLF COURSE	25
THE MANOR GOLF CLUB	49
WATER WORLD	27
STORAGE FACILITIES	
AMITY SELF STORAGE	9
B&S SELF STORAGE	11
TECHNOLOGY	
LIME SYSTEMS	47
MILLENNIUM GROUP, INC.	30
RUNNWEST	34
TECHNOLOGY/COMMUNICATIONS	
COMCAST	19
D & E COMMUNICATIONS	27
WATERPROOFING SERVICES	
BASEMENT SERVICES 911	17

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LEGAL PERSPECTIVES

(Continued from page 26)

doctor is to be believed. Even if the injured worker would make less than her pre-injury wages by working light duty, the employer can still be entitled to a modification of the worker's wage loss benefits — this is referred to as "partial disability," meaning that wage loss benefits will continue, but at a reduced rate, and only for a maximum of 500 weeks.

Often the time-of-injury employer cannot accommodate the light duty restrictions of the IME doctor, and therefore cannot offer the injured worker a job. There are two other common strategies used by these employers to seek to reduce the workers' wage loss benefits. One is to find the worker a job which accommodates the restrictions with a different company altogether. Another is to have the claimant undergo a vocational interview, to assess the claimant's residual earning capacity, taking into account the claimant's age, work history, medical restrictions, and skills. This is called an Earning Power Assessment. The vocational expert can then perform a labor market survey to determine whether there are any jobs in the local economy that are appropriate for and actually available to the injured worker. If so, the employer can file a petition with the Workers' Compensation Bureau to seek to modify or suspend the

(See "Legal Perspectives" on page 32)



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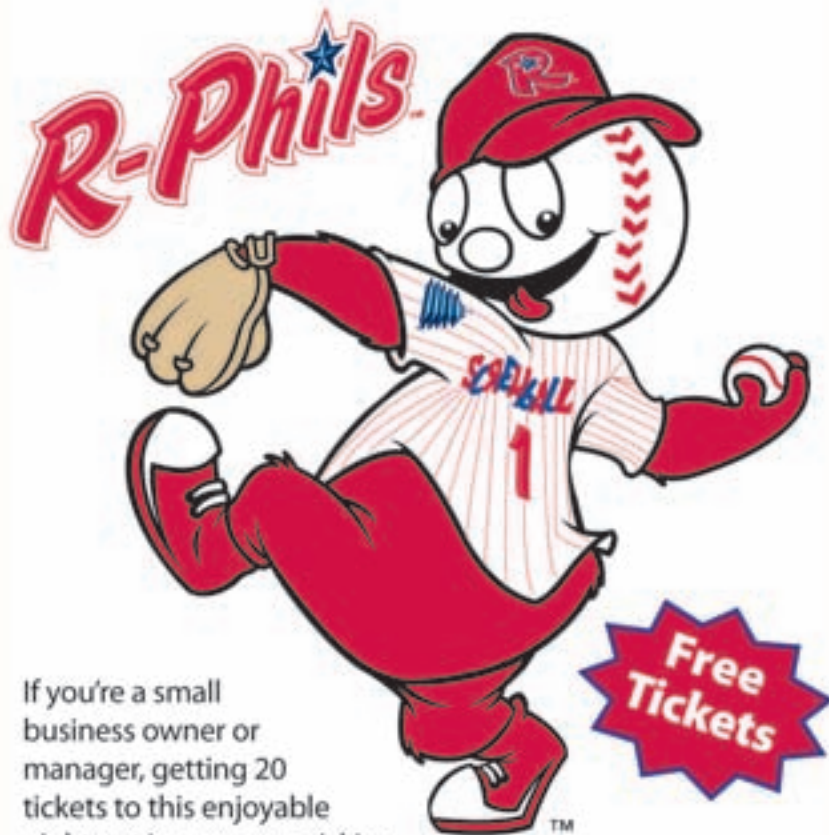
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MAKE YOUR GOOD LIFE BETTER

(Continued from page 29)

Sit down, take a few deep breaths and allow yourself to relax. Or, if inspiration comes more easily when you are taking a walk or a run or swimming laps, use that time to imagine what it is you want for yourself. What's important is that you give yourself space and time to really focus on how you want your future to be.

Now, ask yourself "What is it that I really want here?" Don't try to figure out the answer to this question. Instead, allow some time for the awareness of your goal to emerge. Be open to anything that comes to you.

Imagine that you have achieved your goal. Notice how you feel with your goal accomplished. Be aware of any unexpected consequences that come to mind as you imagine your goal fulfilled.

Suspend judgment for now

This is a creative process, like brainstorming. As in any creative process it is important to suspend judgment.

Quiet any critical voice that says "You could never do that!" or "That's impossible!" Encourage yourself to dream big.

Later on you will have plenty of opportunity to assess the feasibility of your vision and explore ways you can implement it.

You may need to allow a few days or even weeks for the details of your vision to take form. Be open to any additional inspiration that comes to you after you initially visualize your goal. If potential unforeseen consequences came to mind when you imagined your vision fulfilled, give yourself plenty of opportunity to address any questions raised. Be very patient with the process.

You can keep track of your vision as it evolves by keeping a journal in which you record the insights you receive. Taking notes will enable you to feel confident that you won't forget any of the details.

Once your goal is clear, you can explore the possibilities for achieving it. Through this process the 'how to's' will become apparent. Your initial vision may be modified in the process, but you will be moving in the right direction toward making your good life better! 📖



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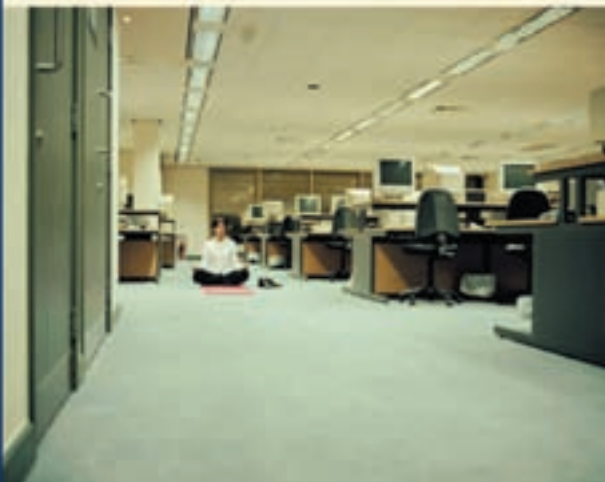
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LEGAL PERSPECTIVES

(Continued from page 30)

injured worker's benefits based on the earnings the worker might be able to earn at the jobs identified by the vocational expert.

It is important to know that in most instances a claimant who is receiving benefits cannot simply be "cut off" by any of these strategies. The flow of a workers' compensation claim after a medical exam can take many different paths, but the majority of those paths require litigation and the order of a Workers' Compensation Judge before the employer or its insurance carrier can simply stop or modify the

claimant's benefits. This article is by no means an exhaustive list of the ways in which an employer can reduce an employee's benefits, nor does it seek to discuss the many and varied defenses which a claimant might have in order to preserve his or her benefits. Any injured worker or employer with questions about these issues is well-advised to consult with experienced workers' compensation counsel. ☐

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 LWolf@wolfbaldwin.com.



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DO YOU OWN A BUSINESS OR A JOB?



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

I'm sure you have heard these statistics before. Fifty percent of all businesses fail within two years, 80 percent fail within five years, and most businesses never come close to the original projections for revenue and profit.

In his book, *The E-Myth Revisited*, Michael Gerber states that much of this has to do with the fact that there are three identities within a business owner. There is the entrepreneur who is the visionary and dreamer for the business. Then there is the manager who plans and manages the work. And third, there is the technician who actually does the work. Gerber claims that most business owners are 10 percent entrepreneur, 20 percent manager and 70 percent technician. With most business owners being more technician than anything else he claims they really don't own a business, rather they own a JOB.

Gerber further explains the four phases all businesses go through:

PHASE I IS INFANCY – this is usually where the business owner is the business. The owner is not only doing the technical work, but is the sales executive, the bookkeeper, the shipping and receiving department along with the janitor.

PHASE II IS ADOLESCENCE – this is where the owner will start to hire employees. Now in addition to having personnel issues to deal with the owner needs to be sure to generate enough income to support the employees.

PHASE III IS BEYOND THE COMFORT ZONE – the business owner feels out of control, employees aren't doing what they are suppose to do, sales aren't what they need to be and the owner is usually working ridiculous hours.

PHASE IV IS MATURITY AND ENTREPRENEURIAL PERSPECTIVE – Here the vision for the business is clearly defined and there is a systematic way of conducting business. The owner is working more ON the business rather than IN it.

Most business never reach phase IV. Either the business never generates sufficient profit or the business owner decides all the aggravation is just not (See "Business & Marketing Strategies" on page 34)

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BUSINESS & MARKETING STRATEGIES

(Continued from page 33)

worth it and scales way down or shuts down the business completely.

So what's the answer? Gerber talks about the *Turnkey Franchise Prototype*. Using this model you essentially ask yourself — "If I was to franchise and duplicate my business what would need to be in place?" (Think McDonalds). Gerber's answer to this question is SYSTEMS. If you think about a franchise with multiple locations, as the owner, you cannot be in all your businesses at once. Therefore, the business must be able to operate without the owner present.

His process is to first create an organization chart for every position in your business, from sales to marketing to finance to operations to customer service. Then document the description of each position and document the systems needed to complete the tasks required for each position. Gradually, by doing this, the business owner can hire people to run these systems eventually replacing himself or herself in each and every position. Eventually, the owner will be working more ON the business rather than IN it. This will take time but it is time well spent. The rewards of being a

business owner will be realized. You will be able to say to yourself — "this is why I got into business in the first place."

My recommendation to anyone who owns a business is to read this book. 📖

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

TRI-COUNTY AREA

FALL JOB FAIR

10 AM – 2 PM

Thursday,

September 24, 2009

See page 8 for details.



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WELCOME 2009-2010 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS!

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PRESIDENT'S MESSAGE



Dear Chamber Members,

It's hot. It's muggy. And no one is answering their phone. It must be August in the tri-county area. August is a month of flux; vacation mindset in the beginning and the bustle of back to school at the end. Business is happening but at a much slower pace. For the Chamber,

August is a month for us to catch our breath before we launch into the new program year.

The Chamber's calendar and budget year runs from July 1st until June 30th. July and August enable the staff to finalize most of the first and second quarters programming agenda. We try to establish effective networking and educational opportunities to grow your business and inform you of regional issues through events like the Economic Development luncheon, Membership breakfasts, Pancakes and Politics and Membership Mixer events.

In September, the Chamber will launch the new program year with our "Back to School" Membership Breakfast. Education is one of the core business initiatives that the Chamber advocates for in our community. Whether it's taxes or our future workforce, the issues effect the business community. Through Chamber dialogue and programs, we help people understand the role and impact business has on the future economics of our community. This breakfast brings the business community

leaders together with the superintendents of six area school districts.

When the Chamber is advocating for education there are three areas of concentration; quality early childhood education, middle grades career exploration and high school participation in business programs like Pennsylvania Free Enterprise Week. The IMPACT of these programs help students understand how they can be productive citizens in their communities and show them the importance of achieving ongoing education.

As we prepare to leave the "Dog Days of Summer", please mark your calendar to join us for the September Breakfast. This will be a great opportunity to kick off your prosperous fall. Take this time to "Be Seen" and to "Be Heard" because you "Belong". 🗣️

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

CALENDAR OF
EVENTS

TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING OPPORTUNITIES

Tues., August 25	MEMBERSHIP MIXER <i>PNC Bank, 1820 Ridge Pike, Royersford</i> Networking Join the Chamber membership for the last mixer of the summer as PNC Bank showcases their commitment to “green architecture” with their building . Also, don’t miss your chance to win a door prize giveaway and the special entry box drawing worth retail of \$100! Sponsored by PNC Bank. No Charge, Members Only Event.
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EVENTS	
Thurs., August 6 3:30 PM	CHAMBER 101 <i>Chamber Conference Center*, 152 High Street, Suite 360, Pottstown</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservations please.
Tues., August 18 8 AM	CHAMBER 101 <i>Chamber Conference Center*, 152 High Street, Suite 360, Pottstown</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservations please.

HURRY, SUMMER'S
ALMOST OVER! -
HAVE FUN.
SAVE MONEY.
BECAUSE YOU BELONG!

Whether you are looking for a weekend adventure or just a day trip with family or friends, 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!

And for those rainy, summer days, we have movie tickets for Regal Entertainment Group and Carmike Cinemas too! This is just another benefit of being a Chamber Member - 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.

Registering for events is fast & easy: Visit us online
TRICOUNTYAREACHAMBER.COM
or call the RSVP line, 610.326.5158
For additional upcoming events, visit the Chamber Calendar
on our website – tricountyareachamber.com

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

SAVE THESE DATES

Thurs., Sept. 10 7 – 7:30 AM 7:30 – 9 AM	MEMBERSHIP BREAKFAST <i>Brookside Country Club, Prospect & Adams Sts., Pottstown</i> Networking Program Sponsored by Creative Health Services, Inc. Sponsorship Opportunities Available – contact 610.326.2900. \$25 per Member prepaid, \$30 invoiced, \$30 Non-member
Thurs., Sept. 17 8 – 10 AM	OSHA SEMINAR - OSHA's Top Violated Standards: What is needed to Comply? <i>Chamber Conference Center*, 152 High Street, Suite 360, Pottstown</i> \$5 for Members and Non-members to cover the cost of food and supplies for the event.
Tues., Sept. 22 11:30 AM – 1:30 PM	WOMEN OF THE WORKFORCE LUNCHEON (WOW) <i>Spring Ford Country Club, 48 Country Club Road, Royersford</i> Sponsored by The Law Firm of Dolan & Siegfried. Sponsorship Opportunity Available – contact 610.326.2900. \$28 per Member prepaid or at the door, \$36 invoiced
Tues., Sept. 22 4:30 - 6:30 PM	MEMBERSHIP MIXER <i>Martin Motorsports, 1037 Unger Lane, Boyertown.</i> Networking Sponsored by Martin Motorsports. No Charge, Members Only Event.
Thurs., Sept. 24 10 AM - 2 PM	TRI-COUNTY AREA FALL JOB FAIR – Be Seen. Be Heard. BE HIRED! <i>Norco Fire Company, 144 W. Schuylkill Road (Route 724), Pottstown</i> Exhibit at the job fair to meet potential employees, accept resumes, conduct on-site interviews or hand out applications! This event is FREE for job seekers. Sponsorship Opportunities Available – contact 610.326.2900. \$200 per table for Chamber Members, \$250 per table for Non-members
Thurs., Oct. 1 8:30 - 11:30 AM	EDUCATION AND CAREER FAIR <i>Gilbertsville Fire Co., #1, 1454 E. Philadelphia Avenue, Gilbertsville</i> The Chamber is sponsoring the Annual Education & Career Fair. Approximately 100 colleges, universities, and technical schools participate! Local high schools invited to attend include: Boyertown, Daniel Boone, Coventry Christian Schools, The Hill School, Owen J. Roberts, Perkiomen School, Perkiomen Valley Academy, Perkiomen Valley High School, Pottsgrove, Pottstown, Spring-Ford, Upper Perkiomen, Western Center for Technical Studies, St. Pius X, Pine Forge Academy, and West-Mont Christian Academy.
Tues., Oct 6 8 – 11 AM	BUSINESS EQUIPMENT RECYCLING DAY <i>Pottstown Industrial Complex, Keim Street, Pottstown</i> Don’t spend hundreds of dollars getting rid of your used electronic equipment - bring it to the Business Equipment Recycling Day for NO CHARGE. Items accepted include: audio visual equipment, circuit boards, fax machines, monitors, computers, and more! Co-Presented by The Chamber’s Environmental Education Committee. Sponsored by AERC Recycling, Beacon Container Corp., Lewis Environmental, Inc., and Pottstown Industrial Complex. Sponsorship Opportunities Available – contact 610.326.2900. No Charge, Members Only Event.
Fri., Oct 23 11:30 AM – 1:30 PM	ANNUAL ECONOMIC DEVELOPMENT LUNCHEON <i>Brookside Country Club, Prospect & Adams Streets, Pottstown</i> Featuring invited speakers, Lydia Logan, Vice President and Executive Director of the Institute for a Competitive Workforce of the U.S. Chamber and Steven Wray, Executive Director of the Economy League of Greater Philadelphia to offer a presentation on workforce preparedness as we emerge from our current economy. Sponsorship Opportunities Available – contact 610.326.2900.



JOIN THE CHAMBER TODAY!

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

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



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

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

5 Years

Independence Blue Cross

Villa at Morlatton
Village Productions

30 Years

Gudebrod, Inc.

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

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

422 Business Center

Baird's Catering
Best Western –
Pottstown Inn

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

Community First Fund

Coventry Corners

Del Collo and
Mazzanti, LLP

Epps Advertising

Erb and
Henry Equip., Inc.

Fellowship Farm

French &
Pickering Creeks

Conservation Trust

Gilbertsville Area
Community

Ambulance Service

Carina Hatfield
Massage Therapy

Hidden River Outfitters

Larry E. Hoffa &
Company, P.C.

Jacquet
Mid Atlantic, Inc.

JB Supply, Inc.

Karlene's Consulting
Kinetic Web Solutions

Klein Transportation

E.G. Landis Jewelers

Lord Corporation

Martin
Stone Quarries, Inc.

McCormick
Chiropractic

Mortgage Network

National Penn
Investors Trust

Company

New Hanover United
Methodist Church

Occupational
Health – CarePlex

Pennsylvania American Water

Philadelphia
Premium Outlets

Pottstown Area Police
Athletic League

Pottstown Health Club

RE/MAX
Achievers, Inc.

Reinhart & Co., CPA's

Sawchuk's Garage, Inc.

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Industries, Inc.

SMJ, Inc.

Construction Services
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The Victory Bank

Wells, Hoffman,
Holloway &

Staufer, LLP

Thomas L.

Ziegler, P.E., Inc.



TRICOUNTY AREA
CHAMBER OF COMMERCE

MEMBER NOTES

RMG COMMUNICATIONS expands services, announcing new company name: **THE PRIMACY EFFECT**. Their new website is www.primacyeffect.com and all other contact information had remained the same.

MONTGOMERY COUNTY LANDS TRUST moved their offices to 482 Main Street, Harleysville, PA 19438. Their mailing address and all other contact information has remained the same.

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.

Dugan Insurance Agency, LLC

60 Pottstown Pike, Suite 4
Chester Springs, PA 19465
(610.458.3656)

Insurance Companies

www.duganinsurance.com

Dugan Insurance Agency, LLC, an independent insurance agency writing auto, home, life and commercial insurance policies for a variety of companies strives to provide the best possible customer service available.

The Great Party! Store

1300 North Charlotte Street
North End Shopping Center
Pottstown, PA 19464 (610.326.1110)

Gift / Specialty Shops; Retail Sales;
Wedding Consultant; Amusement &
Entertainment

www.thegreatpartystore.net

Discount Prices, Quality Products, Largest Selection, Great Service! Over 60 birthday themes, many shower, wedding, and anniversary patterns and accessories, numerous luau items, patriotic decorations & tableware and 25 solid color ensembles in stock.

Hive HR Consulting, LLC

1188 Chestershire Place
Pottstown, PA 19465 (610.960.0425)

Human Resource Consultant

www.hivehr.com

Hive HR Consulting, LLC, is the premiere human resources consulting resource for small to medium-sized businesses in the greater tri-county area.

Mid-Atlantic Power Equipment Sales, LLC

1200 East High Street, Suite 314
Pottstown, PA 19464 (484.624.5709)

Electrical Equipment & Supplies

www.midatlanticpowersales.com

Mid-Atlantic Power Equipment Sales, LLC, manufacturer's representatives, serve the electric utility industry with technical products, engineered solutions and services.

SignKrafters, LLC

1554 Ben Franklin Highway
Douglassville, PA 19518
(484.949.8475)

Signs / Banners / Flags; Screen Printing

www.signkrafters.com

SignKrafters, LLC, is a full service sign and screen-printing company. A recent investment in state of the art equipment allows SignKrafters to produce just about everything on site in the 6000 square foot facility.

SnapDragon Public Relations

1035 Bellevue Avenue
Pottstown, PA 19464 (484.888.5625)

Public Relations; Marketing /
Market Research

www.snapdragonpublicrelations.com

SnapDragon Public Relations is a full service public relations and marketing firm specializing in the building, retail real estate and healthcare industries.

Sunrise Acres, Inc.

188 W. Main Street
Pottstown, PA 19465 (610.613.8663)

Non-Profit Organization

www.sunriseacres.org

This non-profit organization helps troubled women recover from sexual abuse, violence, and alcohol while providing shelter, teaching job skills, responsibility, and communications. The Sunrise Acre women make hand painted primitive furniture and hand made primitive stuffed animals. The proceeds benefit and support Sunrise Acres, Inc.

ALWAYS BUY CHAMBER

Members Tee Off At Annual Golf Outing & Dinner



Above: Chamber president, Tim Phelps (far right), presented Rick Dhein, Howie Pomerantz, Chris Lucci, and Otto Delibertis with their golden trophies for being the first place foursome at the event, with a score of 57.

Thank you to additional sponsors:

Golf Cart Sponsor, Lewis Environmental, Inc.; Goodie Bag Sponsor, PMSI; Lunch Sponsor, Schultz Technology Solutions, LLC; Trophy Sponsor, Exelon Nuclear; and Yardstick Sponsor, A.D. Moyer Lumber & Hardware, Inc.

We also appreciated the 19 hole sponsors that supported the event: Absolute Resource Solutions (ARS); Arrow Business Solutions; Cabot Supermetals; Canteen Berks County; Colorworks Graphic Services, Inc.; Continental Concrete Products, Inc.; D&E Communications, Inc.; DMB Insurance Agency; Keller Williams Realty Group; The Longacre Co.; Maillie, Faconiero & Co., LLP; Media Fusion Technologies, Inc.; National Penn; O'Donnell, Weiss & Mattei, P.C.; Our Place Restaurant; Potty Queen; United Healthcare; The Victory Bank; and Zap Digital, Inc.

Congratulations also to winner of the Longest Drive contest, Howie Pomerantz; winner of the Straightest Drive contest, Andy Paravis; and winner of the Closest to the Pin contest, Greg Catagnus.



Above: Jeff Bevington (left) accepted trophies on behalf of the second place foursome presented by Chamber President, Tim Phelps. Other members of the foursome not pictured include Don Smale, Jim Konnick, and Greg Catagnus, with a score of 58.



Above: Denny Reiman, Eric Bowen, and Dave Myslinski were presented with trophies by Chamber President, Tim Phelps (far right), for their third place standing with a score of 59. Foursome teammate, Mike Kinney, is not pictured.

Rick Lewis (center), Lewis Environmental, Inc. and Chairman of the Golf Outing Committee, is pictured with his golf mates after receiving a consolation prize for attempting to make a 50 foot putt for \$10,000.

PRESENTING SPONSOR:



DINNER SPONSOR:



BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

CHAMBER CONGRATULATES EDIE SHEAN-HAMMOND OF HOPEWELL FURNACE

Edie Shean-Hammond, Park Superintendent, Hopewell Furnace National Historic Site in Elverson, was appointed as a member of the Governor's Pennsylvania Travel and Tourism Partnership. The Chamber congratulates her on this great honor and thanks her for representing the tri-county area community at the Capitol.

CHAMBERS CAPITALIZE ON CAPITOL HILL

The TriCounty Area Chamber of Commerce joined over 100 chamber executives from across the Commonwealth at the Pennsylvania Chamber of Business and Industry's "Chamber Day on Capitol Hill" in early June. The event provided local chambers the opportunity to converse with members of the Pennsylvania Chamber of Business and Industry on legislative topics, especially the Employee Free Choice Act (EFCA). Key state lawmakers and legislative staff were also in attendance to discuss issues of importance to job creators and local Pennsylvania communities.

Key issues discussed throughout the day included the federal stimulus, energy, state budget tribulations and labor issues. Attendees seemed to be most ardent when it came to the topics of energy and the state budget. The topic of state budget discussion was led by Senate Appropriations Chair, Jake Corman and House Appropriations Chair, Representative Dwight Evans. Local chamber executives had the opportunity to discuss these matters with legislators, showcase their organization with exhibits, and participate in a Capitol news conference.

Chamber President, P. Timothy Phelps, attended the event on behalf of the TriCounty Area Chamber. During the morning's news conference, he addressed the issue of binding arbitration and its effect on the Employee Free Choice Act (EFCA). "Employees should have the power to determine what happens in their workplace," said Phelps. Arbitration is a time consuming, expensive process and could take years to complete. This will directly affect small businesses that need revenue to grow and not to be spent on the arbitration process.

Reflecting on the day, Phelps added, "As the primary business advocate within our region, this was an opportunity for the TriCounty Area Chamber of Commerce and the region to be present in front of legislators and to have the business community's voice 'Be Heard'." ■



Our community NEEDS YOU!

On a continual basis, our Chamber Member Non-Profits are seeking business professionals to serve on their board of directors. Quite often they turn to the Leadership Tri-County program as a starting point for recruiting. Do you have an interest in giving back to your community? **Leadership Tri-County is a ten month program** that will provide you with "behind the scenes" knowledge of the community and instruction on the skill sets appropriate for serving on a board, that when partnered with your professional expertise will make you an extremely valuable asset to our tri-county area

non-profit community. "Even though I had worked and lived in the Tri County Area for several years, Leadership Tri County opened my eyes to things that I was not even aware of. This has helped me be more effective in my work." was the description Wendy David, Director of Regional Community Impact for the United Way of Southeastern Pennsylvania used to describe her experience as a member of the Class of 2008! Each participant's personal experience coupled with the business relationship that is created with professional peers will benefit them way beyond the 10 months of the program. ■

The Class of 2010 is forming now and will begin in September. Please contact Eileen Dautrich at the Chamber Office at 610.326.2900 to request an application.

MEET OUR SUMMER INTERNS – SAMANTHA MARCHESKIE & MICHAEL WEEKLEY

Samantha Marcheskie is currently a junior at Ursinus College, working on obtaining her Bachelor of Arts degree with a major in International Relations and a minor in French. She is a resident of Pottstown and a 2007 graduate of Pottstown High School. Samantha is currently a member of the Omega Chi sorority with the positions of community service chair and historian. This upcoming year, Samantha will partake in the Model UN program at Ursinus College.

This past winter, Samantha volunteered for two weeks in Costa Rica's Monteverde Region through Global Volunteers and by help of a volunteer abroad scholarship. Cañitas Elementary School had to install, by law, a handicap bathroom or the school would be closed permanently. Some of the projects Samantha participated in while volunteering included digging trenches, mixing cement by hand, chiseling, constructing walls, and pouring cement. During her free time, Samantha hiked the cloud rain forest, went zip-lining, visited amphibian, reptile, snake, and butterfly facilities, and traveled to an active volcano, Arenal. Having been one of her favorite adventures, Samantha plans on volunteering abroad again through Global Volunteers to Peru, Ecuador, Cook Islands, Poland, China, and/or India to take care of at-risk children.

In her free time, Samantha enjoys playing video games and sports, going to the beach, miniature golfing, bowling, and shopping, visiting parks for hiking, fishing, and picnics as well as exploring places such as Longwood Gardens. She will also be starting a job at Ursinus College as a student assistant in the Center for Continuous Learning Department. Samantha also helps with Ursinus College's American Red Cross blood drive in which her sorority is known for organizing. As the community service chair in her sorority, Samantha will be more involved with organizing the two blood drives at Ursinus this upcoming school year.

Although Samantha's dream occupation is to be a U.S. ambassador to a French speaking country, she is unsure of how her future will unfold. She has been looking into law school and possibly going into corporate law, politics, or international corporations. Samantha also has a very strong passion for the fashion industry and might

(See "Meet Our Summer Interns" on page 41)

Transportation Solution For 422 Corridor Provided Insight For TriCounty At June Membership Breakfast



Representatives of the Route 422 Master Plan study provided insight on the possible solution to the traffic and transportation problem along the 422 Corridor at June's Membership Breakfast held at the Spring Hollow Golf Club in Spring City. Pictured from left to right are Joseph Bucovetsky, Associate, McCormick Taylor; Jerry Coyne, Delaware Valley Regional Planning Commission; Bert Cossaboon, Vice President, McCormick Taylor; and Tim Phelps, Chamber President. The featured speakers spoke about the traffic and transportation solution to the Route 422 Corridor's increasing traffic situation along the corridor. According to the data from the Master Plan's study, the Route 422 Corridor's traffic will continuously increase unless something is done about it. The biggest problem facing the corridor solution will be obtaining the funds to fix the traffic problem. With the installment of a toll on Route 422, funds will eventually benefit the plan's suggested project of a passenger railroad system with connecting stops in King of Prussia, Norristown, Pottstown, and Philadelphia. Leo Bagley, Senior Planner, Montgomery County Planning Commission, introduced the topic by reiterating discussions of the 422 Master Plan as featured at recent Public Open Houses.

The event was sponsored by



**POTTSTOWN
PUBLIC LIBRARY**

Board Chairman Okoniewski Welcomes New Members at June Breakfast



Chamber Board Chairman Brad Okoniewski of Cabot Supermetals (far right) welcomes new Chamber members at the June 11, 2009 Membership Breakfast at Spring Hollow Golf Club. Pictured from left to right are: Michael Reisman, SnapDragon Public Relations; Joe Sambrick and Maryann Sambrick, Sambrick Associates; and Pastor Steve DeFrain, Morning Star Fellowship.

Membership Breakfasts are held every other month; however, there are no July or August Membership Breakfasts. The next breakfast is on Thursday, September 10, 2009. For more on this event, refer to the calendar on page 36 or visit the Chamber Calendar on tricityareachamber.com.

NETWORKING TIP #4

Based on the book *WORK THE POND! Use the Power of Positive Networking to Leap Forward in Work and Life* by Darcy Rezac with Judy Thomson and Gayle Hallgren-Rezac (Prentice Hall), the Chamber has started providing the membership with helpful networking tips each month. The book uses some analogies that refer back to the title "WORK THE POND!" For example, "The Frog Chain" and "Network Shepa" are examples of references that the book uses to demonstrate effective ways of networking. Each month, the Chamber will provide the membership with a new tip from the book. Are you utilizing these tips? Share your success story with the Chamber office by calling 610.326.2900 or email ashley@tricityareachamber.com.

Networking Tip #4

THE GENTLE ART OF CONVERSATION

A key quality of great networkers is their style of conversation.

They are focused, listen carefully and are non-confrontational in their style.

Some good advice from a Chinese proverb: Do not remove a fly from your friend's forehead with a hatchet.

Based on the book *WORK THE POND! Use the Power of Positive Networking to Leap Forward in Work and Life* by Darcy Rezac with Judy Thomson and Gayle Hallgren-Rezac (Prentice Hall) www.workthepond.com

Positive Networking® is a registered trademark of Darcy Rezac.



PANCAKES & POLITICS BREAKFAST SERIES CONTINUES WITH COMMISSIONERS

Pictured from left to right, Montgomery County Commissioner, Joseph M. Hoeffel; Chester County Commissioner, Carol Aichele; and Berks County Commissioner, Kevin S. Barnhardt, presented economic development plans to members at the Chamber's Pancakes & Politics Breakfast in late June. The event was presented by the Chamber's Government Affairs Committee, and sponsored by **Exelon Nuclear**. As the second breakfast of the series, commissioners expressed the strain that the current recession has taken on their county's spending budget. Local manufacturers and trade workers took part in this active discussion with tri-county's commissioners allowing their voice to be heard by the politicians.

MULTI-CHAMBER REGIONAL MIXER

***SPECIAL THANKS to all members
who attended the Multi-Chamber
Regional Mixer on June 18, 2009.***

TriCounty Area, Delaware County, Delaware State, New Castle County (DE), and Main Line Chambers came together for an evening full of networking between chamber memberships to continue to assist our members in expanding their business contacts outside of the Tri-County region and throughout the Greater Philadelphia area.

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER



PHOTOGRAPH PROVIDED BY MONTGOMERY COUNTY CHILD CARE CONSORTIUM

WESTERN MONTGOMERY COUNTY EARLY CHILDHOOD EDUCATION CHAMPIONS

The Montgomery County Child Care Consortium (MC4) held a celebration at Arcadia University in late May to recognize Montgomery County Community Champions for Early Childhood Education. The Western Montgomery County Early Childhood Education Champions, pictured from left to right, are PA State Representative Bob Mensch, 147th Legislative District; Jeff Sparagana, Pottstown School District; Mary Rieck, PEAK; Erin Connolly Shaffer, Montgomery County Child Care Consortium; Emily Baddeley, PEAK; Tim Phelps, TriCounty Area Chamber; and PA State Representative Tom Quigley, 146th Legislative District.

The Chamber sees early childhood education as a key component in aligning the business and education initiatives of the Tri-County community as it continues to create a dialogue about future workforce development. 🗑

MEET OUR SUMMER INTERNS

(Continued from page 39)

pursue a job that mixes her French minor and International Relations major with a French international company that is involved with the fashion industry.

Samantha decided to intern with the TriCounty Area Chamber of Commerce for different reasons. For the international relations major, Samantha takes history, political science, and business classes. Since she is still unsure of what field of work she will enter, she wanted to intern at a place focused on businesses and politics. Her parents are both members of the TriCounty Area Chamber of Commerce and recommended her to apply for an internship. For Samantha, the involvement in businesses both local and international, communications and the politics that go along with it, will help her in all of the fields of work that she is interested in. And along the way, the internship will help her develop the skills needed for any job.

Michael Weekley is a recent graduate of Albright College, where he earned a Bachelor of Arts degree in Communications and Music Business. Combining his passion for effective communications and his love for music and event production, Michael spent four active years in Reading before returning home to Pottstown.

The interdisciplinary focus of Albright allowed Michael to explore numerous ambitions that extended his classroom learning in many ways. Leadership in campus organizations such as Albright Arts and Entertainment Magazine and Music and Entertainment Industry Students

Association helped him cultivate a broad knowledge of media and event production; while participation in Student Government and Pi Kappa Phi Fraternity yielded greater organizational and communication skills.

As a communications intern, Michael's experience in communications and marketing will amplify the Chamber's multitude of efforts to support local businesses. A vital aspect of this will be informing the community of events and services that Chamber businesses offer; as well as services offered by the Chamber itself. Michael's background in print production has helped him develop a keen eye for content organization and layout, which he will use to organize copy and create communications and marketing pieces, performing duties under the Marketing and Communications Director.

"When I was offered the opportunity to intern at the TriCounty Chamber of Commerce, I didn't hesitate," Michael says. He adds, "In the face of an economic downturn, the importance of a business advocacy organization is paramount, and I hope to gain valuable experience while giving back to my community."

Michael's future aspiration is to open a community coffee house, creating an inviting atmosphere for the public to enjoy. He even has the name picked out already. "I would call it the Weekley Bean. Get it?" This dream is one that rests in the future for Michael, as he explains, "I want to begin my professional career first. I'm very happy here at the Chamber and would like to see my work develop into a full-time position doing communications-related work somewhere in the community". 🗑

ASK THE EXPERTS – THE CHAMBER'S ENVIRONMENTAL EDUCATION COMMITTEE YOUR FACILITY AND UNDERGROUND UTILITIES: A HAZARDOUS SITUATION

An explosive situation

I recently received a call from a concerned client. Apparently the building across the street from this client's facility unexpectedly exploded earlier that day. (Yes, I receive some pretty interesting phone calls.) All that was left of the structure was burning debris. My client was concerned about the impact of the explosion on his facility and its petroleum product distribution system. He was calling me to see if we could have someone inspect his facility to determine if his petroleum storage tanks, lines and dispensers had been damaged from the explosion. I was able to

help by providing a qualified engineer to inspect the facility the next morning.

During our conversation I learned that a contractor working near an underground utility line was the cause of the accident. It was reported that the contractor had an excavator digging up the sidewalk and during this process unknowingly pulled a natural gas line. Apparently the gas line became disconnected near the meter to the building which was unoccupied at the time. It is surmised that natural gas accumulated within the building until an ignition source was encountered. Three people were injured from the gas explosion. The

building was reduced to small pieces which were thrown over an area the size of a football field.

The story I just told is true and should serve as a warning for all of us. As a Professional Geologist I am advancing soil borings, installing wells and excavating at industrial sites all the time. At this point of my career I consider myself an expert on probing and digging around all types of hazardous underground utilities. I am writing this article to provide you with some advice on how to avoid cutting or damaging underground utilities at your location.

What about your facility?

Encountering and working around underground utilities occurs quite often during site construction, maintenance and improvement. When I say underground utilities I am referring to the infrastructure that serves your site, its natural gas lines, underground storage tank systems, electric lines, fiber optic cable, water lines, product lines, sanitary sewer lines, and storm sewer lines. Knowing the location and depths of these utilities is important for a facility manager. My experience is that the vast majority of facility managers do not know these details.

(See "Ask The Experts" on page 43)

FEATURED MEMBER BENEFIT OF THE MONTH

Is your company hiring? There are two ways the Chamber can assist you in your search. First, you can find employees if you participate in the **Tri-County Area Fall JOB FAIR – Be Seen. Be Heard. BE HIRED!** on Thursday, September 24 at Norco Fire Company. Set up a table to hand out applications, collect resumes or even conduct on-site interviews! Chamber Members receive a discounted rate to participate – call Kitty at the Chamber office for more information. The second way is the Chamber's resume service. Stop by the Chamber office and look through the resumes submitted to the Chamber. This is a benefit for Chamber Members only.

Check out the Calendar of Events on page 36 for more details on the Fall Job Fair.

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

Ribbon Cutting



SEALSTRIP CORPORATION CELEBRATES OPEN HOUSE AND 25TH ANNIVERSARY CELEBRATION

Sealstrip Corporation, 103 Industrial Drive, Gilbertsville, PA 19525, celebrates 25 years in business with a new location and an open house celebration for staff, employees, business associates and elected officials. Sealstrip Corporation officers participating in the ribbon cutting are (from the left): Pat Forman, Heather Chandler (holding the scissors); Jo Anne Forman, and TriCounty Area Chamber Ambassador Jackie Gofus.

OSHA EXPERT REVIEWS RULES & REGULATIONS WITH MEMBERS



Through the Chamber's alliance with the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA), Scott Shimandle, Compliance Assistant Specialist of the USDOL, OSHA – Allentown office, presented business owners with information on the rules and regulations of recordkeeping to better prepare them for their next OSHA inspection. "OSHA Recordkeeping Rules & Regulations" was the second seminar of the series, and chamber members who attended highly recommended the seminar to other businesses as "informative and helpful".



This event is presented as a part of the alliance between the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) and the TriCounty Area Chamber of Commerce. The alliance was formed in an effort to develop and deliver training and education programs on occupational safety and health issues relevant to Chamber members. The third seminar of the OSHA Series: "OSHA's Top Violated Standards" will be presented on Thursday, September 17, 2009. For more on this event,

refer to the calendar on page 36 or visit the Chamber Calendar on tricountyareachamber.com.

HOW DOES THIS BRING JOBS?

Research Triangle, Silicone Valley, DC Beltway, US 422 Corridor. All these places have the same thing in common, they are all places international corporations might consider when locating in the United States. What separates the US 422 Corridor from the group? In one word: infrastructure. They either have it, or are willing to build it; why should the US 422 Corridor be any different?

After attending the US 422 Master Plan Public Open House meetings held in June, the consistent question was, how can tolling US 422 be good for economic development; how can tolling bring jobs? This sentiment, at least to me, appears to be based upon a basic misunderstanding of the availability of state and federal funding for highways, bridges, and transit. The short answer to the question is, there simply is not enough money to fix the problem, period. In more definite terms, our region, Southeastern PA receives \$300 million annually for highway improvements. When projected over the full twelve years our transportation improvement program is budgeted it equals approximately \$3.6 Billion. Sounds like a lot of money, but when contrasted to the list of projects that adds to a conservative estimate of \$15 Billion, it will not cover the bill. Quite frankly, sufficient funds are not available for the region, and US 422 is not the top project on the wish list.

OK, so we can't afford to fix the road with state and federal dollars, that's fine, we can just deal with the traffic, and patch the potholes; beats paying a toll. If that solution was implemented nationwide, it wouldn't be a problem; however it is not the case. The problem is, other regions in the U.S. are finding ways to pay for their

infrastructure improvements, and growing at outrageous rates, compared to the US 422 Corridor. That is what separates the areas listed above. When a multi-national corporation is looking to locate a U.S. headquarters, good quality roads and transit are top on the list of needs for the company. The places listed are solving these problems, and are reaping the benefits of their investments.

The corridor is failing to realize is that this is not an issue of jobs moving elsewhere in the greater Philadelphia region, this is an issue of jobs either not coming to the region at all, or picking up and moving to a place that provides better roads and transit. For the US 422 Corridor to be an attractive location the situation must change for the better. Tolling US 422 is one solution to the problem. Before we debate this solution, we must understand the problem. The problem is the fact that the corridor cannot control its own destiny. This lack of control puts the corridor at the mercy of a broken funding system, and an inadequate source of funds. The solution does not have to include tolling, but it must include local control of local issues. Tolling provides that control.

If the US 422 wants to see job growth, wealth and prosperity, and a better future, then the investment must be made today. Raising the funds locally to build local projects will let the corridor control its prosperity. We, as the corridor residents and business leaders, should not let these opportunities take root elsewhere. If everyone contributes a small amount today, we will all receive large returns tomorrow.

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

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

ASK THE EXPERTS

(Continued from page 41)

So let's review a general game plan on how to excavate in an area suspected of containing underground utilities. I recommend the following procedures: utilize appropriately trained individuals/contractors; utilize the PA One Call System; and, employ a Soft Dig Rig when you anticipate being close to an underground utility line.

Hire a qualified contractor

First and foremost is to employ the appropriate contractor/personnel when performing work located near underground utility lines. One should ask a contractor how they are prepared, trained and insured for operations near underground utilities. Keep in mind that some contractors specialize in locating underground lines as well as providing excavation services for work near utility lines. You can find them in the Yellow Pages of the phone book under "Utility Line Locators".

Additionally, at industrial sites the type of hazard(s) presented by a specific utility line typically dictates additional required training. As an example, many industrial operations require strict adherence to specific OSHA regulations due to the chemical product being transferred through their underground piping. If you need to consult an OSHA expert I can recommend a few.

Call the PA One Call System (800-248-1786)

Second is to ensure that the PA One Call System has been notified prior to working around underground utilities. The purpose of the PA One Call System is to prevent damage to underground utilities. The PA One Call System Inc. (<http://www.paonecall.org>) describes itself as a non-profit Pennsylvania corporation created to protect the underground utilities of its members through communication with any person(s) planning to disturb the earth. Keep in mind that Pennsylvania requires three business days notice (not including state holidays or weekends) to the PA One Call system prior to initiating excavation activities. **The toll free number is 800-248-1786.** The service is available 24 hours per day, every day of the year. As described on the PA One Call webpage, information is obtained from the caller and disseminated to underground utility companies. It is free for homeowners doing work on their own residential property as well as non-profit organizations. For others a \$50 per year fee covers an unlimited number of calls. Do not excavate without calling the

PA One Call System first! At the end of each call a ticket number is issued, ensure that your contractor provides you with the ticket number prior to allowing him to dig at your facility.

Use a Soft Dig Rig for excavations near utilities

Third, if you must dig or probe at a location near an underground hazard I recommend using a soft dig rig, also known as an air knife. I have employed this equipment for Environmental Investigations at many industrial facilities. It has prevented the cutting of electric lines, sewer lines, gas mains and sewer lines on my projects. A soft dig rig utilizes compressed air to excavate the soil. Plus, it utilizes a vacuum line to collect and maintain the soil that has been excavated.

One local company I recommend is Remediation Equipment & Services, LLC (RES) of Spring City, PA which operates a soft dig rig throughout our area. Their webpage is www.remediationequip.com. For this article I called RES representative Gary Sheridan (610-792-3434) to learn more about Soft Dig operations. He said, "What we use is the VacMaster 4000. With

it we can safely expose buried pipes, conduits, outfalls, vaults, and cables without the use of traditional mechanical excavation methods. We clear many locations for future wells, soil borings, pilings, or general excavation activities." I asked Mr. Sheridan if he has encountered underground utilities at locations previously cleared by facility owners. "Yes, a good percentage of our work exposes utility lines at locations which were forgotten or never recorded properly. We have prevented many accidents. It works." So if you must dig around the location of an underground utility I recommend calling for a Soft Dig Rig.

Summary

Excavation activities near utility lines are dangerous. Before digging at locations which contain underground utilities I recommend: utilizing appropriately trained individuals/contractors; calling the PA One Call System; and employing a Soft Dig Rig for close up excavation activities. 🗑

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



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GOVERNMENTAL AFFAIRS COUNCIL PA STATE BUDGET UPDATE

Pennsylvania is poised to end its fiscal year on June 30th without a state budget, beginning a scenario that will be felt most acutely by state workers and some of the private companies that do business with the state.

A standoff of a few days is not likely to inflict major pain, but if negotiations drag on the fallout could escalate. Furloughs that would idle much of the state work force and shutter state offices have been ruled out. However, state workers would begin missing pay with their July 17 paychecks, and some vendors may not be able to provide services and supplies if certain bills go unpaid.

There has been little sign of progress in June, as Republicans continued to push a scaled down spending plan that did not require tax increases while Democratic leaders were lined up behind Gov. Ed Rendell's mixture of cuts and tax hikes.

The lack of a budget means vast segments of state government lack legal authority to spend, although the Treasury Department said bond payments, welfare checks and pensions will continue to be sent out as usual. Operations such as the Pennsylvania Liquor Control Board, financed entirely by state store sales, will not be affected. Spending authorized under the 2008-09 budget will continue to be paid, but Treasury officials will closely review requests for payment.

Institutions that rely on the state with lighter bank account balances and those that are more dependent on the state for money will have to scramble to adapt soon after the July 1 deadline. The recession has caused their costs to rise at a time when property tax revenues are flat and reserves have been sapped by rock-bottom interest rates and stock market losses.

The Chamber of Commerce is advocating to protect the region's institutions most affected within this year's budget, but the Chamber remains opposed to any increase in taxes. Elimination of ineffective programs, austere spending practices, and limiting new proposals is the most effective way to balance the budget. 🗑

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.

MAY WOW

CPRC's Ross DeSimone Presented "Cultivating Productive Workplace Relationships" AT WOW



By using a self-evaluation survey, DeSimone coached on how to cultivate productive workplace relationships. The self-evaluation survey revealed what type of personality each attendee had. There are four types of personalities classified as D, I, S, or C. DeSimone also had the participants evaluate an employee that they were experiencing trouble with. This evaluation led to knowing whether the employee was a D, I, S, or C type personality. By knowing what type of person you and your employees are you can communicate with them creating a positive work environment and a healthier relationship with your employees.

DeSimone explained the difference between the four classifications; each has its own unique qualities associated with it and as a result each personality is partnered with suggestions on how to communicate with that type of person. For example, people who are classified as "I" people are very optimistic and social people. They fear social rejection and if they become stressed, they can appear to be disorganized. DeSimone then followed up by saying that it is important to remember that when working with employees classified as "I" people, you should engage in small talk with them in order to keep a good relationship with that employee. DeSimone also explained the other three groups and the "I" group in more detail at the event.

Women of the Workforce Luncheons are a monthly occurrence on the chamber's calendar; however, there are no July or August WOW Luncheons. The next WOW luncheon is on Tuesday, September 22, 2009. For more on this event, refer to the calendar on page 36 or visit the Chamber Calendar on tricountyareachamber.com



Managing Director of Corporate Psychological Resource Center, Ross DeSimone, presented to the TriCounty Area Chamber of Commerce's Women of the Workforce (WOW) group at The Lakeside Inn in Limerick this June. He spoke on "Cultivating Productive Workplace Relationships" by using the D-I-S-C system.

This event was presented by



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JUNE MIXER

SPECIAL THANKS to St. Peters Art & Framing for hosting the June 23 Membership Mixer at their facility.

Members enjoyed networking and an evening stroll of the businesses in St. Peters Village. This event was sponsored by St. Peters Art & Framing.



Membership Mixers are a monthly occurrence on the chamber's calendar.

This month's Membership Mixer is on Tuesday, August 25, 2009. For more on this event, refer to the calendar on page 36 or visit the Chamber Calendar on tricountyareachamber.com.

HIRING FOR THE SUMMER?

If you are a Chamber Member business looking for employees, come in and look through resumes collected this month of candidates from throughout the tri-county area courtesy of our resume service.

- 1-Administrative Assistant**
- 1-Business Management**
- 1-Communications & Marketing**
- 1-Customer Service Group Specialist for financial institution**
- 1-Human Resource Management**
- 1-Operations Management**
- 1-Retail Sales**

LOOKING TO HIRE THIS FALL?

Exhibit at the Tri-County Area Fall JOB FAIR – Be Seen. Be Heard. BE HIRED! on Thursday, September 24, 2009 from 10 AM - 2 PM at Norco Fire Company in Pottstown. Meet potential employees, accept resumes, conduct on-site interviews or hand out applications! For more on this event, refer to the calendar on page 36 or visit the Chamber Calendar on tricountyareachamber.com.

MARKETING 101 WITH ASHLEY

HIT ONE OF THE CHAMBER'S LARGEST AUDIENCES AND MAKE AN IMPACT!



Now is the time to dig in and break ground on the latest in economic development in the tri-county region. **The TriCounty Area Chamber of Commerce in partnership with Pottstown Area Industrial Development, Inc. will be hosting the region's Annual Economic Development Luncheon on Friday, October 23, 2009 from 11:30 AM until 1:30 PM at Brookside Country Club in Pottstown.**

With a previously sold out crowd, this is one of the Chamber's largest events. By being a sponsor of an event of this caliber, you are given the opportunity to promote your company to this network and **Be Seen** by more than two hundred member representatives. Make an **IMPACT** in your community by joining the Chamber's efforts in advocating for regionalization and continuing to push for the development of the tri-county community.

For more information on sponsorships, call Kitty Papp at the Chamber Office at 610.326.2900 or email her at kitty@tricountyareachamber.com.

Make an IMPACT! *It takes the right tools to start – or grow – a business. And it takes customers to keep your business growing. The Chamber of Commerce builds strong businesses and communities by connecting you to new customers and suppliers as well as to those who influence the local economy and quality of life. You'll get the tools and resources you need to grow and make a positive impact.*

BE HEARD ON WPAZ

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 a show to showcase your company or an upcoming event, contact Ashley Eisenhower at the Chamber office at 610.326.2900.

POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION INVITES COMMUNITY TO VIEW DR. PAMELA PEEKE'S INSPIRATIONAL SPEECH AT WWW.POTTSTOWNFOUNDATION.ORG

In recognition of the 5th Anniversary of the Pottstown Area Health & Wellness Foundation, the Foundation honored the dozens of agencies and organizations who have partnered with them through grant requests, with a special appreciation luncheon on April 30th. The featured luncheon speaker was Dr. Pamela Peeke, an internationally renowned physician, scientist and expert in the fields of nutrition, metabolism, stress and fitness. An avid athlete, Dr. Peeke is nationally known as the "doc who walks the talk" as she inspires others by living the message she teaches.

The Pottstown Area Health & Wellness Foundation is pleased to invite the community to view Dr. Pamela Peeke's luncheon speech on its Web site, www.pottstownfoundation.org, now through August 30, 2009. Dr. Peeke's 45-minute speech is broken down into three 15-minute segments that can be viewed in succession or one at a time as time permits.

"Viewers will learn about her 'Secret Sauce Recipe' of Mind, Mouth, and Muscle and hear the recent staggering national statistics regarding the obesity level in our four-year-olds," comments Dave Kraybill, Executive Director of the Pottstown Area Health & Wellness Foundation. "You'll be able to listen to her stress the importance of parents needing to 'walk the talk,' and be the leaders in promoting change and positive lifestyles within families. All very motivating, inspirational, and eye-opening—something we are strongly encouraging our community to view."

Dr. Peeke's presentation is also available on DVD and can

be borrowed at any time from the Pottstown Area Health & Wellness Foundation for a two- to three-week period. Please contact Rose Crews (rosecrews@pottstownfoundation.org or 610-323-2006 x21) at the Foundation to borrow a DVD to view at your convenience or to use at a special presentation at a school or organization. *Please note: the DVD cannot be downloaded, copied or sold; a signed "letter of agreement" will be required prior to the borrowing of the DVD; and you will be responsible for the cost and packaging to return the DVD to the Foundation without damage.*

ABOUT DR. PAMELA PEEKE - Dr. Peeke is nationally known as the "doc who walks the talk" as she inspires others by living the message she teaches. She is a featured physician in the National Institutes of Health's "Changing Face of Medicine" exhibit on the history of women physicians at the National Library of Medicine. She has been named one of America's top physicians by the Consumers Research Council of America. Dr. Peeke is a Pew Foundation Scholar in Nutrition and Metabolism and Assistant Professor of Medicine at the University of Maryland.

A nationally recognized media expert, Dr. Peeke is the Chief Medical Correspondent for Discovery Health TV and is featured in the award-winning National Body Challenge series. Her book, *The National Body Challenge Success Program for the Whole Family*, is the best-selling companion guide to the television and web-based program which is presently followed by over a million American families.

Dr. Peeke is a regular in-studio medical commentator for the national networks including CNN's American Morning, the *Today Show* and Fox & Friends. She is a monthly columnist and contributing editor for numerous national magazines – including *Prevention*, *O Magazine*, *Fitness*, *Glamour*, and *More Magazine* – in addition to being a member of Oprah Winfrey's "O Team" of national recognized experts in women's health.

Dr. Peeke is a New York Times bestselling author. *Fight Fat after Forty* was the first consumer book describing the stress-fat connection for men and women. It has become the go-to book for anyone trying to understand why they eat under stress and what to do about it. Dr. Peeke's newest book, *Fit to Live*, was recently launched on the *Today Show*. In it, she presents wellness with a twist and challenges her readers with the question, "Are you Fit to Live – Mentally, Nutritionally, Physically, Financially and Environmentally"?

ABOUT THE FOUNDATION - The Pottstown Area Health & Wellness Foundation's mission is to enhance the health and wellness of area residents, providing education, funding and programs that motivate people to adopt healthy lifestyles. Visit www.pottstownfoundation.org for more information about the Foundation, reliable and accurate health and wellness information, fun and fitness activities, and a link to www.missiongoodnutrition.org to find healthy recipes, a recipe-share message board, past episodes of Mission Good Nutrition, fitness tips, and quizzes. 📺

Marcia Fortley, Public Relations Manager, The Anderson Group, mfortley@theandersongrp.com, 610-678-1506



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PART II



PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

In part I of this article we examined several ways, among a large and growing list, that strangers or hackers would be able to view information that is contained in the e-mail messages that you send every day. Remember, if your computer is connected to the Internet it is subject to intrusion with the compromised data becoming more valuable each day. The rewards are high and there is an army of folks who have both the ability and motivation to work to steal your confidential information.

Some of the ways that were discussed about how your confidential information can be stolen are: through the internet itself, as your e-mail message is passed from server to server; through your Internet Service Provider, by either an unethical company or a rogue employee; via a wireless network hotspot, through the installation of a rogue wireless access point or by intercepting the information on it's way to a legitimate access point. Any number of these methods is employed each day to comprise confidential and sensitive information.

We also wrote about the sheer number of people worldwide who possess the technical skills to pull these acts of intrusion off. In 2001, it was estimated that several million people worldwide possessed the necessary skills to be able to intercept and compromise e-mail messages. Undoubtedly by now, that number has grown even larger. It is not just your average computer geek that may possess these skills — your next hacker just might be the neighborhood Dennis the Menace.

Unfortunately, there is no way to stop people from intercepting your email messages. Short of not sending any emails at all, the only thing that can be done to protect your privacy and information is to encrypt the e-mail messages

(See "Performing Technically" on page 48)

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PERFORMING TECHNICALLY

(Continued from page 46)

that you do send. If an encrypted e-mail message is intercepted it will appear to the interceptor as gibberish and cannot be either deciphered or read.

Encryption is the process of 'scrambling' the information that is sent from one computer to another using a 'key' only known to your computer and the computer that you are sharing your information with. Anyone who does not know or possess the 'key' is unable to decrypt, and thus read, the information that you are sending. The most common encryption that people see these days is encryption when you purchase something over the Internet or perform Internet banking. You can see that information in your web browser is encrypted by the appearance of the letters 'https' in the web address and in the case of IE 7 an image of a padlock in the lower right corner. The 's' in the https indicates that your computer and the website you are exchanging information with are using SSL, a common security mechanism to ensure your data can not be read by anyone else – SSL stands for Secure Socket Layer.

Internet web browser encryption works easily and seamlessly so that most users are unaware that it is happening. When it gets to e-mail it is a completely different ball game. The old way to send and receive encrypted e-mail was to install a private key in your e-mail software and then communicate a public key to those who wanted to send you secure e-mail. This method is cumbersome and in many cases only the most security conscious companies are willing to go to such lengths, and only if cooperation of both the sending and receiving systems is available. This is often the case if you communicate regularly with a select group of businesses, since security can be set up between you and the select companies more easily than between you and the general public.

If you are a business that wishes to send secure e-mail to a customer, it becomes very difficult to establish the proper security to safe guard the e-mail message using the 'old way.' Fortunately, a new class of e-mail delivery is available

(See "Performing Technically" on page 50)

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FOCUS ON EDUCATION LEARNING IS ALL AROUND THE GODDARD SCHOOL

Choosing the right school for a child may be one of the most complicated decisions parents have to make. An estimated five million children are in pre-school, pre-kindergarten and kindergarten programs, and the number is growing. According to the Families and Work Institute, children benefit from quality programs with competent staff and good ratios. They suffer fewer behavioral troubles, have larger expressive vocabularies, feel close to their teachers, and enjoy more complex, less aggressive play with peers.

According to Kyle D. Pruett, M.D., in his book *Me, Myself and I*, "Schools can help a great deal by having children listen to both read and told stories, and then discussing their content. This encourages a sense of cooperation by listening and playing with others, and rehearsing self-reliance. Quality schools can further assist children by allowing them to practice sharing and using their imaginations to learn language through play, songs and stories."

Ed and Maria Shaw, owners of The Goddard School® located at 2074 East High Street in Sanatoga, support Dr. Pruett's assertion by adding that at their school "children are encouraged to explore learning centers for creative art, math, music, science, and computers; to ask questions; and to take time making friends and socializing."

Ed and Maria are the parents of four daughters aged 13, 17, and their 22 year old twins who just graduated from college. As parents, they recognize the importance of providing a safe and nurturing learning environment for all children. They have owned the Goddard School in Sanatoga for four years and are happy to be able to offer Goddard's outstanding program to the children in their community.

Play and imagination are possibly the most important resources children possess. In fact, Dr. Pruett stresses the connection between play and imagination by suggesting that "imagination s

(See "Focus on Education" on page 51)

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PERFORMING TECHNICALLY

(Continued from page 48)

which provides security for businesses that wish to send secure e-mails to customers outside of their corporate e-mail system. This e-mail application is typically delivered through a hosted model and works seamlessly with a business class e-mail server to establish the security connection. The e-mail from a business is sent to a web site that provides the necessary security for the message. This secure web site then notifies the consumer that they have an important (and secured) e-mail waiting to be viewed. The consumer then logs into the web site, using the same SSL security that banks use, to obtain the important message.

Benefits of E-Mail Encryption

The benefits of embracing e-mail encryption are numerous, and depending upon your company's industry may be matter of law or regulatory compliance. The top three benefits of e-mail encryption are:

1. Ensuring that no one can view your e-mail without your express knowledge.

2. Taking care of your customers by demonstrating that you care enough about the information that you send then to make it a security priority.

3. Piece of mind that you will not be surprised by your confidential information being used by your competitors or others that have a vested interest in the e-mail that you are sending.

Next month we will take a look at the specific industries that are most at risk for information loss as a result of e-mail intrusion. We will specifically see how those businesses can take action today to protect themselves from the inconvenience, damage, and potential liability that could occur in the event of a successful e-mail intrusion attack. 📧

Bill Swank (bill@limesystems.com or 610.828.6100) is President and CEO of Lime Systems and Immediate Past 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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FOCUS ON EDUCATION

(Continued from page 49)

urfaces when a child takes what she has learned through play about how past experiences can be symbolized, and starts to 'imagine' things, beyond mere repetition."

Our directors, Miss Heather and Miss Jen, and our teachers work as a team to provide enriching activities to enhance the relationship between play and learning.

"Our classrooms are arranged to encourage learning, imagination and play for children from six weeks to six years old," says Miss Jen. "They include easily accessible age-appropriate educational materials, art supplies, books, and musical instruments." "In addition to our standard preschool educational program, we are also proud to include enrichment programs to enhance each child's learning experience," adds Miss Heather. "These educational resources are all specifically designed and equipped for preschool children and make use of age-appropriate activities to prepare preschool children for a life-

long love of learning." All of these programs are included in our program at no extra cost to the parent. The enrichment programs include:

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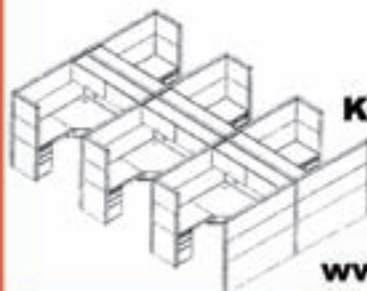


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Summer Fitness SURVIVAL GUIDE



BUSINESS, HEALTH AND FITNESS

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

Ahhh, yes! Summer time is here and in full swing. Although the work never stops, summer is a season of half day Fridays, vacations to favorite destinations, watching the blockbusters on the big screen, putting a dent in that reading list, etc. The list goes on and on. One thing summer should never represent however is a break in your fitness routine. With the outdoors providing an outlet we can only wish for in January, summer could not be a better time to be more active, if not a time to rethink where you are on your own personal fitness journey. Work may take a break, but your body, particularly your heart does not. That is why I am providing you with some easy summer time reading of my own to which I will call your Summer Fitness Survival Guide.

Keep that blood pumping. As previously stated, your heart never takes a vacation, and that's a good thing! Get up and move. Exercise should not seem like a chore to you, even on vacation, or it will never work. Your life needs to actually be a fitness lifestyle. Swim, bike, jog, play some beach volleyball... whatever. Begin with something you at least enjoy. The good news. According to a study in Circulation, the smallest number of fatal heart attacks occurs from June through September. The researchers attribute this low rate to people consuming fewer calories, exercising more, and relaxing more than they do during the winter. Adopting these habits now is as good a time as any, especially when the weather and deadlines at work are less forgiving come fall and winter.

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

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BUSINESS PROFILE

AMERICAN GOLD AND ESTATE BUYERS, INC.,

Tony Ciarmello recently opened American Gold and Estate Buyers, Inc., at 363 E. Lincoln Highway (Business Route 30), Exton. A second-generation jeweler, Ciarmello has 45 years of experience in the jewelry industry, including 27 years as a store owner. Most recently, he was the owner of J. Karen Jewelers in the Exton Square Mall.

At his new store, Ciarmello buys, sells, and trades gold, as well as fine and estate jewelry, sterling silver flatware, and holloware. He also offers antiques and original artwork, along with other items of interest. Currently, 12 original works of art from the estate of famed Chester County artist Tom Bostelle are available for purchase.

Customers will find pre-owned refurbished fine jewelry at a fraction of the cost of new items due to the store's buying power.

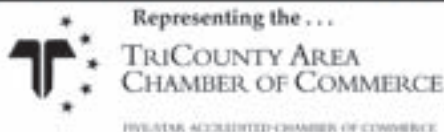
"With today's economy, I can buy unwanted valuables on the spot," Ciarmello stated. "I will do house calls for larger estates. Appointments on weekends are possible with prior notice."

Items Ciarmello will buy include gold and silver coins, class rings, bracelets and chains, earrings — singles or pairs — and designer watches, as well as intact or broken gold jewelry.

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BUSINESS, HEALTH & FITNESS

(Continued from page 52)

Start drinking before noon. Let's not get ahead of ourselves! I am referring to water of course. Summer heat and accompanying humidity can wreak havoc on even the fittest of individuals and it is a concern to be taken seriously. Heat and high humidity lead to not only overheating, but confusion and lethargy. Furthermore, dehydration not only saps your energy, it can also be confused as hunger pangs leading you to eat more when in reality you need to hydrate more. Ingrid Skoog, M.S., R.D., Director of Sports Nutrition at the University of Oregon advises, "Have 2 cups of fluid — juice, iced tea, or water — first thing in the morning, even before your coffee. Then sip H₂O throughout the day."

Take nutrition seriously. Gaining a thorough understanding of your personal nutritional needs and which foods are good for you and which are detrimental is paramount to success. If you don't understand enough about nutrition, you'll never be able to get through the sea of misleading food marketing at the grocery store and make the right choices. Knowing exactly what's in all of your food and how it causes a biochemical mess inside your body will make you think twice about eating junk. The lesson is still the same: eat more

fruits and vegetables, particularly in summer where the abundance of fresh and quality produce provides no excuse for eating junk.

Work your brain. Read everything and anything. Play crosswords, word finds, Sudoku, etc. Keep your mind sharp and free of the normal day-to-day distractions. In addition to keeping your brain in top shape, getting outside in the sun for a few hours has been shown to trigger the pineal gland to produce more of the fear-fighting neurotransmitter serotonin than at any other time of the year. What that means is that if your body is physically able and willing, your brain is ready to take some chances. Imagine how that would come in handy for that next presentation.

Summer should not be just a time to take your health and fitness seriously. You need to attain the mindset for yearlong, lifelong fitness success. If your mind does not truly believe that you will ever be in great shape or that it's just not for you, think again. Everything starts in the mind first, so gaze out upon that ocean, enjoy that sunset, listen to the crickets, and wish that you could enjoy the beauty of nature everyday and you will believe that you can take control of your health. 🗑️

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Free Tennis Camp at The Hill School Nets Special Opportunity for Pottstown School District Youths

During the month of July through August 7, elementary school students from the Pottstown School District took part in a free four-week tennis camp at The Hill School. The program is run by The Tennis Farm, a Berwyn, Pa. non-profit 501 (c) (3) sports education organization that works to encourage the sport of tennis among youth.

The Tennis Farm seeks sponsors for this ongoing program to help deserving children attend tennis camps free of charge. In Pottstown, this program

was, in part, made possible through a grant from the Pottstown Health and Wellness Foundation. The grant provides tennis instruction, a racquet, and a t-shirt at no cost to the families of the 40 third, fourth, and fifth grade students selected from the Pottstown School District. The Pottstown Health and Wellness Foundation's goal is "to enhance the health and wellness of area residents, providing education, funding, and programs that motivate people to adopt healthy lifestyles."

(See "The Hill School" on page 56)

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THE HILL SCHOOL

(Continued from page 55)

Additionally, The Hill School is supporting this program by donating court time on its facilities for the camp's use during the four-week program. Hill and Sodexo, Hill's food service provider, provide free refreshments for the young athletes. This is the first year that The Tennis Farm, The Hill School, the Health and Wellness Foundation, and the Pottstown School District offered this camp to neighborhood children.

The Tennis Farms' tennis equipment suppliers, Gamma and Fromuth, provided tennis racquets and prizes, and A La Carte Designs donated t-shirts for the children. Printing of the program's results will be donated by Archway Press, Inc.

During the winter of 2009, The Tennis Farm distributed a flier at the Pottstown School District to find potential tennis enthusiasts, and 75 students responded.

Bill Parks, Jane Thompson, and Mary Powell of the District's physical education department helped the organization select children who have shown an especially positive attitude and demonstrated good behavior throughout the school year. Parks will assist with the Pottstown Tennis Farm program for local students, following up at six months and one year to report on the immediate achievements and longer-term outcomes of the program. According to Parks, "Our goal is to measure the impact of this pilot program on reducing behavioral risks, increasing physical activity, and improving diet and conditioning in young children."

During the first two weeks of camp the children will learn how to play tennis and, during the final two weeks, campers will have a chance to compete against others on "Dream Teams."

(See "The Hill School" on page 58)

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THE HILL SCHOOL

(Continued from page 56)

Founded in 1973 by Cindy and Tom Ringe, The Tennis Farm has taught tennis to more than 24,000 participants at six branches in the Delaware Valley. This includes the last 12 years at The Hill School under the direction of Margie Neiswender, an arts instructor on The Hill School faculty.

"The camps strive to provide a constructive, healthy activity," says Tom Ringe, adding, "The Tennis Farm also

hopes to create opportunities for exercise to help combat the ongoing childhood obesity issues faced in our country. Most importantly, tennis is recognized as a 'lifetime' sport — and we hope it will be a game that 40 local boys and girls will be able to learn from and enjoy for a long time.

"According to our motto, The Tennis Farm wants 'Kids ON court — not IN court,'" Ringe says. 🏸

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