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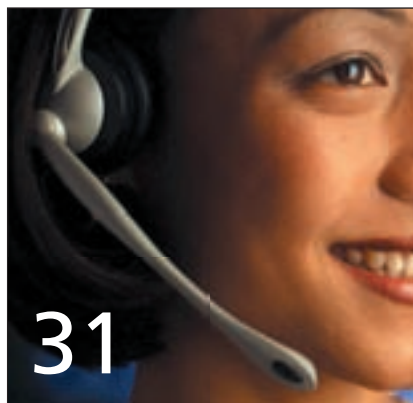
In This Issue | OCTOBER 2009



"Our core mission is growing businesses. It involves the retention and attraction of business and industry to Montgomery County ..."



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Warm up to cold calling... a positive spin on why cold calling can be a win-win situation.

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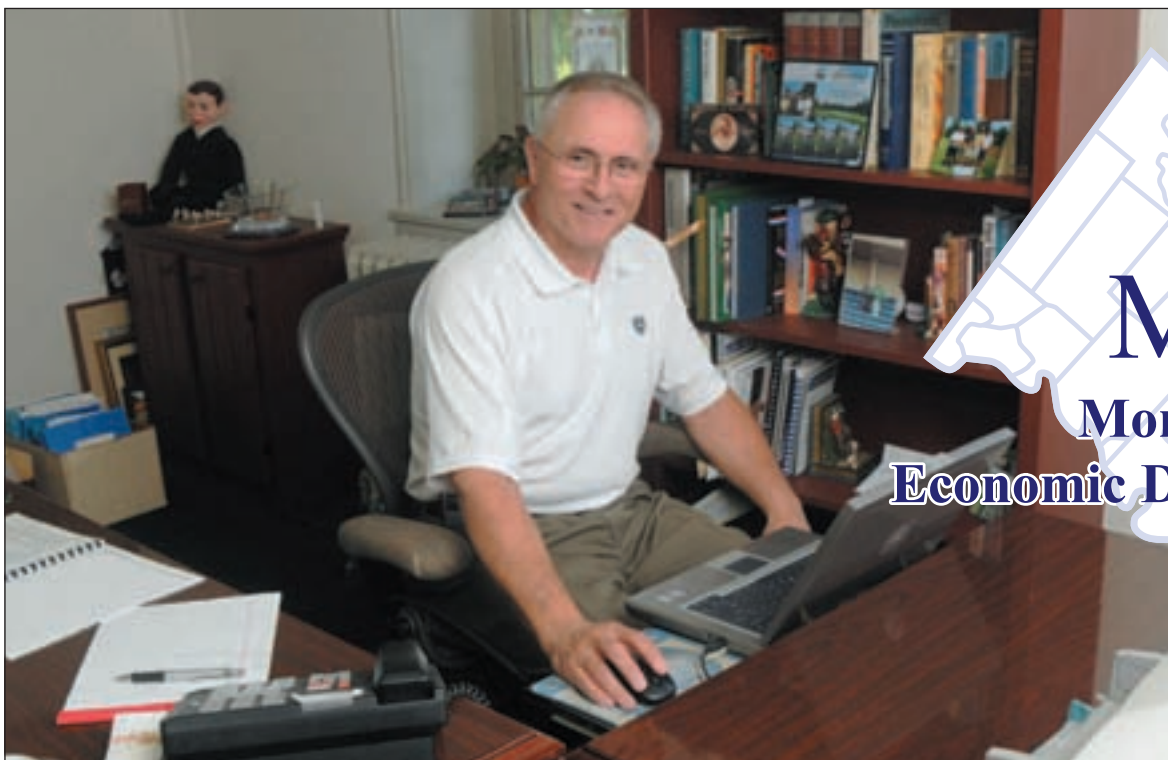


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CARLI A. PIO & JANET M. OTTO,
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Montgomery County Economic Development Corporation



CARMEN S. ITALIA, JR., PRESIDENT



MCEDC
Montgomery County
Economic Development Corporation

HELPING **BUSINESS** GET STARTED AND **GET GROWING**

COVER STORY

By Jim Jannotti

The Montgomery County Economic Development Corporation (MCEDC) may be the most effective business organization you've never heard of. This small, independent non-profit was established in 1959 and shortly thereafter took the name Montgomery County Industrial Development Corporation. "People often think we're part of County Government but we're not. We're truly a private non-profit entity" said its President, Carmen Italia.

In July of this year, the corporation changed its name to the Montgomery County Economic Development Corporation. According to Italia, "This business isn't just about industrial development anymore. Our core mission is growing businesses. It involves the retention and attraction of business and industry to Montgomery County in order to provide a good tax base for municipalities and gainful employment for our residents." I guess you could call us facilitators or dealmakers.

Mr. Italia and a small staff of five make the county's business their business. "If you look at the history of our organization, our core services have traditionally involved site and building location services, publishing an Industrial Directory and administering certain low interest loan programs. We still do that but we do it differently today."

Core Services

Along with site and building location services, the Montgomery County Economic Development Corporation assists business with various low-interest loan programs. "Once someone

decides to locate here, I then have to put the financing together," Italia explains. The corporation is the designated administrator of the Pennsylvania Industrial Development Authority (PIDA) loan program and in 1984 created its own revolving loan program, which is administered through the Suburban Development Council, Inc. (an affiliated entity). "In addition to these two programs, MCEDC partners with the County Office of Workforce and Economic Development, which administers the Small Business First loan program; SEEDCO, which administers the SBA 504 loan program, and a wide variety of banks offering conventional financing as well as other financing options such as the USDA loan guarantee program."

"When I go out and talk to companies about their growth plans," Italia said, "I ask them to give me their projected numbers, the cost to purchase the building; how much their improvements are going to cost and are they going to buy any machinery? I then review the numbers with the company representative

(See "Cover Story" on page 7)



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

FOR SALE- (#ZC2075) MAIN ST., Royersford- EXPOSURE- Used as offices in the front; (2) BR apartment in rear. Victorian w/2 story turret, high ceilings, original woodwork and windows, grand foyer w/open turned staircase, enclosed front porch (heated and A/C). The 2 story apartment has kitchen w/cherry cabinets, LR, DR, 2BR, hall bath, powder room, side porch and an enclosed rear porch. Both units have separate elec. and gas meters. Water and sewer are shared. **Reduced \$374,900.**

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- (#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- (#ZC2088) 1636 W. Phila. Ave., Boyertown- RESTAURANT and BAR known 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

SOLD

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

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

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

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

(ZC1050) 78 Wells Road, Parkerford- 600SF commercial office space. Full basement. \$595/Month + utilities.

(ZC1055) 200 Furnace Street, Birdsboro- 8400SF warehouse and office space; functional, modern and immaculate. Including 2 loading docks, parts room, office suite and more. Must see. \$4,800/Month + Utilities.

(ZC1060) 32 Wells Road, Suite 4, Parkerford- 800SF Office/Retail Space. NO CAM. \$700/MONTH

(ZC1061) 3504 Main Street, Morgantown- Prime high visibility. Excellent location. Office space featuring reception area, waiting room plus (4) more additional rooms, powder room. Configured as professional offices. \$850/MONTH

(ZC1062) 70 Bridge Street, Collegeville- 3500SF commercial first floor office space. Subdivisible/multiple uses. Large parking area. Available immediately. Possibility of 7000SF available. Call for details. \$8/SF

(ZC1064) 534 High Street, Pottstown- Approximately 1200SF office/retail space. Reception area and conference room/office on first floor. Office, powder room and open space on second floor. Has air conditioning. Rent is \$700/Month and includes heat only.

(ZC1069) 410-412 Laurel St., Pottstown- 15,000SF Industrial building situated in the southern side of pottstown. Warehouse, office and exterior storage areas. Building located in Pottstown Hub Zone. Call for details.

(ZC1070) 100 Perier 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!

(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. Suit #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.

(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

(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. \$895/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.

(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.

(ZC1094) 26 East Phila. Avenue, Boyertown- Boyertown Boro, 900SF first floor retail/office space. Backs up to inner-core parking lot. 3 to 4 Offices plus basement storage. \$685/Month + heat, AC and electric. Water and sewer is included

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COVER STORY

(Continued from page 5)

and make a recommendation as to which of the programs should be considered. People often ask what I base my advice on, and I respond: ‘I look at it as if this was my company and this was my money’. “

Another core function of the MCEDC is the building of partnerships with various organizations in the region. The Delaware Valley Industrial Resource Center, which focuses on better manufacturing practices; the Ben Franklin Technology Partners of Southeastern PA, which assist companies with technological issues; the World Trade Center of Greater Philadelphia which assists companies with exporting issues; and Select Greater Philadelphia which is our “Regional Marketing” partner.

“In addition to these organizations, I sit on various boards and Committees throughout the County,” says Italia. “For example, the County Workforce Investment Board, the Valley Forge Convention and Visitors Bureau, the Horsham Land Reuse Authority for the Naval Air Station at Willow Grove and various Chamber of Commerce sub-committees which deal with economic development issues in their respective areas. One of our newest endeavors has to do with the Keystone Innovation

Zone (KIZ) and Bio-Strategy Partners (BSP) which focuses on the development of Life Science Companies in 22 municipalities in Eastern Montgomery County.

“We also administer the Industry Partnership Program for the Construction Trades in the Delaware Valley and as a result, we partner with institutions of higher learning, such as the Montgomery County Community College, Temple University, Villanova and Penn State Abington in addition to the four Technical Schools located within Montgomery County. We need to train our workforce to meet the employment needs of our employers,” Italia explains.

“For over 12 years, we have been responsible for the State’s Business Retention and Expansion Program, which conducts ‘business surveys’ throughout Montgomery County,” Italia said. “We have a series of questions that we ask businesses and those questions help draw out issues which are facing our employers. This begins a dialog that helps bridge any gap between what the business needs and the educational offerings of area schools which affect their workforce, municipal issues, and utility issues just to name a few.”

(See “Cover Story” on page 9)





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EVERY BUSINESS TELLS A STORY

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MARKETING 101

By Todd Palmer, Virtual Farm Creative



In one form or another VFC develops a newsletter for just about all of our clients. It could be an annual collection of content developed for an annual report, a monthly printed piece or a periodic graphical email but they all understand one thing—staying in front of potential customers leads to business growth.

In fact, one consumer-focused client of ours just decided to send out shorter, weekly email newsletters to a growing list of potential customers. As they put it, "when the time comes for them to make a choice, we want to be on their minds."

Newsletters are about informing people—providing them with news—but, just as importantly, they are more and more about keeping your offering, your message and your brand on their minds. Mindshare is one of the most critical

objectives of any marketing campaign, and newsletters have become a cost effective way of growing increasing percentages of your market's mindshare.

To many of you, a newsletter is an outmoded way to communicate and low on your list of priorities when it comes to marketing activities. In its broadest definitions, however, a newsletter is an extremely powerful marketing tool.

(See "Marketing 101" on page 10)

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COVER STORY

(Continued from page 7)

Relationships, Relationships, Relationships

It is those strategic relationships with various businesses and business-related interests, Italia says, that are the key to the corporation's success.

"We have close working relationships with municipalities, and other organizations locally, statewide and nationally. It's critical that we know what the municipalities want in their communities. The worst thing we can do is to try to force something on someone when they don't want it." There are times when a community isn't really interested in a specific business for one reason or another and we do have to understand that before we suggest a site to a prospect, otherwise we will be wasting not only the community's time but the prospect's as well.

The MCEDC also builds relationships with the real estate community, educational institutions, school boards, state and local government and with the county's businesses themselves. "All we want to do is make sure we provide the services necessary to get the deal done," Italia said.

Making the Most of Change

Italia says that helping businesses and municipalities to not only cope with, but benefit from the changes in the economy is important to the region's future. It is a key goal of the Montgomery County Economic Development Corporation.

"Fifteen to eighteen years ago we saw a downturn in manufacturing, so what did some of our municipalities do? They changed their industrial zoning hoping to attract office development, when that market changed, they set their sites on retail development, when that market changed,

(See "Cover Story" on page 11)

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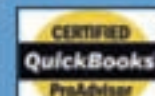
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MARKETING 101

(Continued from page 8)

When done right, newsletters are regular, direct conversations between your company and your customers. This means your current customers, lost customers, old customers, new customers and potential customers. It's a way to have a regular, standing meeting with them all at regular intervals. When you get the content right— together with a professional and competitive presentation— that conversation can be incredibly persuasive.

The advent, or recent improvement, of social media as a marketing tool allows you better interaction with your customers. Additionally, as you focus on reducing costs, creating an electronic newsletter that integrates with your website, blog, Facebook or Twitter makes even more sense.

The LIST

It's difficult to think of any other marketing vehicle that can be as precisely targeted as a newsletter, especially when combined with social media.

The newsletter goes right to your intended targets— your actual customers— with very little waste. This means that your newsletter's mailing list is as critical as the content and format.

These are people who know your company, know what you sell and are interested in what you do. It's a captive audience of people you've already treated right with your product or service.

There are a lot of ways to grow your list beyond existing customers and we will touch on them in future *Marketing 101* columns.

The CONTENT

As we've discussed, creating an interesting, relevant and memorable newsletter is the ultimate opportunity to inform and remind your customers about your offering and your company. So why does it seem that many newsletters set out to bore their readers to death?

Boring, unreadable, verbose and poorly executed newsletters work against your marketing communications efforts just as effectively as compelling, organized, exciting newsletters helps your cause. When you remember several newsletter development tips, your newsletter can become a compelling read for your customers and, quite possibly, something that they actually look forward to receiving.

(See "Marketing 101" on page 12)



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COVER STORY

(Continued from page 9)

they looked to residential. As we all know, these markets are all struggling and as a result, these municipalities are facing difficult financial situations and their municipal services are starting to suffer. Today we have manufacturers who are looking to expand or locate here and are looking for land on which to build new buildings. These zoning changes are presenting problems for certain municipalities not only in Montgomery County but in the Region.

The MCEDC is good at creating innovative solutions to such situations. Through their partnership with Bio Strategy Partners (BSP), the corporation has set up seminars to help municipalities cope with and benefit from the shift in the region's economy. "What we are starting to do as a result of the formation of our Keystone Innovation Zone (KIZ) is talk to a number of our municipalities about [bio and life-science] labs," says Italia. "We have one of the largest Keystone Innovation Zones in the state... 22 municipalities from Montgomery County fall within our KIZ. So this spring we brought various officials from these municipalities together to talk about their building vacancies and declining tax revenues. We said 'let us show you how to revitalize without retail, office or residential.'"

With a panel of experts in this field, we presented them with a variety of options to help offset this dilemma with the creation of "Incubator Space" for start up life science companies who need lab space.

When asked about some of MCEDC's more successful projects, Italia said that there were several that came to mind immediately. First was the relocation and expansion of the Almac Group, a pharmaceutical company from Northern Ireland. In the mid 1990s, MCIDC helped the company, then known as Galen Pharmaceuticals to locate in The Valley Forge Corporate Center. Over the years, the company expanded into several locations throughout the region. MCEDC received a phone call from Almac's real estate broker seeking assistance in finding a new site on which to consolidate and create its North American headquarters. By leveraging its relationships with the local school board (Souderton) and township (Lower Salford), MCEDC was able to help the company find a site that was perfectly situated between its Bucks and Montgomery County locations.

"We got that deal done because of our relationships with the school board, the township and the state. Today, the company

(See "Cover Story" on page 13)

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For more information, see page 40, call 610.326.2900, or visit tricountyareachamber.com.

MARKETING 101

(Continued from page 10)

Remember that VFC client who recently started a weekly version of their email newsletter? Now their most loyal customers clamor for it and, when they receive it, they respond with back and forth dialog on our client's web blog.

IT'S A MARKETING TOOL! Tell your story as compellingly as possible using client testimonials, endorsements and anecdotes. Be sure you have an equitable mix of *sizzle* and *steak* and, if you can, include exclusive offers and services that are solely for the readers of your newsletter. At the least, include information that readers can only find in the newsletter.

CREATE TRUST! You've created a position for your company in your market as the best in your category. You're an expert and you need to convey that position in the newsletter so that readers continually trust your expert opinion. Don't come off as heavy-handed—all marketing is based on trust and careful develop-

ment of content will have readers looking to you for answers.

GIVE THE PEOPLE WHAT THEY WANT! You can create news and tell stories that interest your readers without continually spotlighting your company operations. Readers are less interested in the new equipment that you purchased than they are on how that equipment helped a customer like them. The majority of readers don't really care how your business operates but are interested in how it might help them operate!

BE ENGAGING AND APPEALING! Showcase topics and creative content that grabs the reader's attention and won't let go. Newsletter content should be relevant to your business but more importantly, should involve the reader and speak to their individual need or motivation. The goal of any newsletter is to create involvement and the more time that your customers spend reading your newsletter, the more likely they will be to take action.

BE CONSISTENT! VFC has a newslet-

ter called *The Crop* where we highlight recent case studies and reveal creative marketing solutions (you can subscribe to it at virtualfarm.com if you're interested). We call *The Crop*, VFC's "occasional newsletter" so that we're not pressed to develop content especially when we have client deadlines on which to focus. If you tell your customers to expect a newsletter every month, make sure you can deliver every month.

STYLE COUNTS! Whether you're delivering a very basic printed newsletter or a stylized email blast featuring exciting color and images, or even an email attachment, be creative and professional and consistent with your company's other marketing materials.

We've discussed standards in previous *Marketing 101* columns and applying them to your newsletter is a must. Have fun writing arresting headlines and brief, punchy copy supported by images that support the content and your mission to present a competitive newsletter.

DON'T OVERDO IT! You want your

customers to think of you as often as possible, especially when it comes time for them to make a purchase in your category, but there is such a thing as being overly aggressive, saturating the market and turning people off. If you start to see a significant number of people unsubscribing from your newsletter and you're doing everything else right then the issue could be frequency. If you can present a monthly, well-crafted newsletter your customers will anticipate its arrival just like they do their favorite monthly magazines!

If your company follows these simple guidelines, your newsletter can become an important marketing tool, capturing the priceless attention of your customers, informing them and, most importantly, building continual trust and mindshare.

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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Villa at Morlatton resident Evelyn Howard and her niece, Jean Templin

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COVER STORY

(Continued from page 11)

is building a +/-300,000 square foot facility, first phase and bringing 425 jobs, with the potential for 900 jobs within three years to its new home," Italia says.

The second project Italia recounted involved the securing of approximately +/- \$8.25 million dollars in grants for the construction of the bridge on Goddard Boulevard for Lockheed Martin and Upper Merion Township which helped to preserve thousands of jobs and to create hundreds more. Finally, he recalled two gentlemen coming to his office asking for assistance to move their newly created company out of their home and into a 7,500 Sq. Ft. building. Five years later, that company (Globus Medical) occupies +/-150,000 Sq. Ft. and employs over 400 people. The amazing thing about our business is that on the same day we can be working with an individual who has an idea to start a new business and a major corporation like Lockheed, Merck or GlaxoSmithKline to improve an already proven and successful business.

Top of the List

MCEDC does some selective advertising, but extensive networking and a track record of success produce most of their

clients. "I really don't have to advertise. People find us, either through the Internet or referrals. They do their homework to determine their marketplace, and then, whether it's their site location consultant or the company itself, they realize they need to be in this area and they find us," says Italia. "If you do an Internet search for economic development in Montgomery County, we (www.montcedc.com) come up number one."

The website also features their newsletter, which is now published every two weeks. "We're starting to get into more business issues in the newsletter: legislation and red flag issues," says Italia. "Now we're going to have people in Harrisburg who are watching what's going on and how it will affect business in Montgomery County. With today's electronic world and our website, we're now a national and international organization."

No matter where you are, you can find out about the great opportunities for business in Montgomery County through the Montgomery County Economic Development Corporation. Find them on the web at www.montcoedc.com or give them a call at 610.272.5000. ☐

THE REGION'S ENVIRONMENTAL FIRMS

Balancing Human Needs While STAYING GREEN

"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer



Southeastern PA is home to an incredibly diverse population, and an equally diverse business and industrial base. As the industrial and commercial topography of our region evolves and develops, environmental concerns and issue multiply. Staying abreast of what is required to keep the region "clean and green" is an immense responsibility, but one that businesses and homeowners alike must frequently address.

Environmental Consulting and Remediation firms exist to help in understanding and complying with a body of environmental regulations that change as fast as the region. Whether it's a home renovation, or expansion, to assessing the impact of a new industrial plant, to cleaning up a threatening spill, a full complement of environmental firms help the region to balance human needs with a safe and clean environment.

For this edition of *Buzz Around the Block*, I spoke with several environmental consulting and remediation professionals across the spectrum about the nature and importance of their work.

Patriot Environmental

Some environmental firms work exclusively with businesses, but not all of them. Patriot Environmental (www.patriotenviro.com) in Douglassville works with homeowners and businesses alike. **Hudson S. Green, Jr.**, President of the company, says "We are a full services Environmental Consulting and Remediation firm. We offer standard environmental consulting services such as Phase I Environmental Site Assessments, Underground Storage Tank Assessments and Removals, Brownfield Redevelopment, Groundwater Supply, and Groundwater/Soil Remediation. In addition, Patriot provides Project Management Services to corporate clients who need assistance managing much larger remedial projects all over the country. This involves working with Environmental Contractors

who work directly for the responsible party. We act as a liaison between the Contractor and the Client. In addition, we support insurance companies with evaluation of other consultants' work."

"Patriot works for individuals up to Fortune 500 companies." Mr. Green says that much of their work results from referrals and word of mouth. "Say a homeowner has an oil spill from an above ground tank that he needs to take care of. He may ask his lawyer who knows someone who worked with us in the past, and so they call. With some of the larger clients it's based on relationships with real estate agents, lawyers, industry executives. Eventually your name gets out."

Mr. Green asserts that maintaining those relationships is key to success in the industry. "Typically, the goal is to work ourselves out of a job. What I mean is our clients want us to perform the most economical and complete remediation as possible. The best way to retain a client, or obtain new clients, is to demonstrate your ability to use common sense, sound science, and obtain closure as fast as possible."

The Cardinal Group, Inc. (A subsidiary of Stericycle, Inc.)

A subsidiary of Stericycle, Inc., the Cardinal Group, Inc. (www.thecardinalgrouppinc.com) of Pottstown is a full service environmental company offering hazardous / non-hazardous / universal waste transportation services,

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

Patriot Environmental Management, LLC

Service flow diagram showing: Site Investigation → Remediation → Monitoring → Closure

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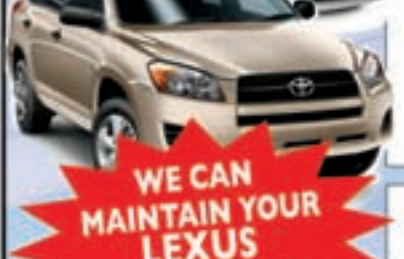
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Statistics Indicating an End to Housing Slump

By Brian Patrick, Real Estate Broker,
Affinity Property Management

Recent statistics are showing that the housing market has begun ascending from its low point reached earlier this year. A specific example includes the sales of new homes, which recently increased by 9.6 percent. These figures

are up 30 percent from the low in January and this sales pace was the strongest since a year ago and exceeded the predictions of economists.

It is believed sales have increased due to developers discounting inventory and the government's tax credit program has had an impact as well. Homebuyers are rushing to take advantage of a federal tax credit that covers 10 percent of the home price, or up to \$8,000, for first-time owners. Home sales must be completed by the end of November for buyers to qualify.

At the current sales pace, that represents 7.5 months of supply — the lowest since April 2007. The decline means builders have scaled back construction to the point where supply and demand are coming into balance. These factors combined with low interest rates and low prices, make now a great time to purchase an investment property or principal residence. 🏠

Brian Patrick can be reached at 484.624.3338; brian@affinitypm.net.



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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

aboveground / underground tank removals, oil/chemical emergency response, soil remediation, and environmental audit services.

Ronald Bane, Operating Manager at The Cardinal Group, says the company works with, "any manufacturing, industrial, or healthcare firm or any homeowner that would need environmental services/consulting." The Cardinal Group works with all types of companies ranging in size "from 1 to 2,000 plus."

The Cardinal Group helps their clients all the way through the process, and even afterward. "We would start with a site visit and meet with the client to discuss their needs and review the scope of the work." Once the project is agreed upon and approved by the client, The Cardinal Group gets to work to complete the assignment as planned. "At the end of the project we have a job completion walk through and discussion with the client."

"Since its founding in 1993, The Cardinal Group's goal has been to handle all environmental services needs of their customers, regardless of their industry, size, etc. New services were added over time in response to customer demand," says Mr. Bane. The company

was acquired by Stericycle in 2007, giving it the support and resources of a multi-national company.

"We have nine other full service environmental companies throughout the country and employ over 5,000 people nationally," says Mr. Bane.

Sustainable Solutions Corporation

Sustainable Solutions Corporation (www.sustainablesolutionscorporation.com) takes a slightly different focus on environmental consulting. **Tad Radzinski**, President says, "We focus on sustainability consulting." He describes four different areas of focus for his company: sustainable buildings and operations, green building design, corporate sustainability, and training.

Mr. Radzinski describes corporate sustainability as, "helping companies with reviewing their products and conducting lifecycle assessments of their products. We have a service which is called Green Circle Certification. If a manufacturer claims that their product is 'green' or 'sustainable' we do third party audit to verify that that claim is in fact, correct."

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



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"BUZZ AROUND THE BLOCK"

(Continued from page 17)

Sustainable Solutions does training and design work on everything from green buildings to sustainable product design and development. "We would look at a product that a company makes and help them to design that product to be more durable or more recyclable." Their expertise extends even to the design of product packaging.

"We're focused on understanding our clients' needs and providing practical solutions," says Mr. Radzinski. "We try to educate the client all through the process and sometimes there are opportunities that arise to do more work with them."

Sustainable Solutions began in 2001. "We started by selling rain barrels to help businesses and homeowners collect rainwater," Mr. Radzinski says. "We slowly expanded into residential green building design."

"We don't sell rain barrels anymore, but we do design rainwater collection systems. We just designed a 30,000-gallon system. We also combine rainwater collection with innovative storm water management techniques and green roofs; this involves putting plants on the roof to reduce run off."

Not only does Sustainable Solutions help businesses and homeowners with sustainable buildings, products and packaging, but they also work to make the community a better place to live. "We stay active and involved in the community. We support The Perkiomen Watershed Conservancy," as well as a number of other local and national organizations devoted to sustainability practices. Sustainable Solutions also made practical, cost effective changes to assure that their own offices in Royersford were as green as possible when they moved there in 2008. "We practice what we preach," says Mr. Radzinski.

Tyree Environmental Corp.

Tyree Environmental Corp. is an environmental service company that performs site assessments, groundwater and soil investigations, groundwater and soil remediation, compliance reports, aboveground & underground tank removals, tank cleaning, tank inspections, Spill Plans, and Emergency Response. Tyree Environmental Corp. is part of the Tyree Organization.

Andrew Meadows is Environmental Group Manager for Tyree Environmental Corp. Meadows is a former founder and part-owner of The Cardinal Group, Inc., and has more than 20 years of experience in environmental services. Mr. Meadows has a BA in Chemistry from Rutgers and

an MS in Environmental Engineering from Villanova University.

"Property transfers of any type can be assisted by Tyree in the form of Environmental Site Assessments, Tank Removals, Compliance Audits, or Site Investigations," Meadows said. "We can investigate for building interior contaminants such as Asbestos, Lead, or Mold; or soil, or groundwater contamination. Spills or suspected releases of petroleum can be acted on by Tyree in the form of emergency response, soil/groundwater investigations, or site remediation."

Tyree is currently in the process of providing site assessment, investigation, or remediation of over 400 sites in the northeast US, Meadows explained. Tyree provides environmental services for projects as small as residential tank removals to projects that involve the release of thousands of gallons of petroleum products. "Our largest projects typically cost over \$1 million to complete," Meadows said. "Tyree is proud to serve many of the areas large petroleum companies, retail stores, and banks."

Tyree provides free proposals for all but the most complex projects. The company

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



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DON'T FOLLOW THE HERD



INVESTMENT IDEAS

Provided by Jim McGuire, Wells Fargo Advisors

There's a theory on Wall Street that goes something like this: If you follow the crowd and buy the hot investment of the day, chances are you'll be scooping up shares when most others are about to sell. This natu-

ral "herd instinct" of buying when everyone is euphoric may mean you've entered the game too late and are buying at the wrong time.

Investors often jump in at the wrong time because they're worried about what others are doing instead of focusing on good old-fashioned fundamentals such as a company's earning potential and its management.

When times get tough for stocks, we generally recommend that you maintain your confidence in their long-term growth potential and use these simple strategies:

(See "Investment Ideas" on page 21)

History continually shows us that when individuals choose investments without a prudent basis for doing so, they often wind up losing money that can take many years to recover. We saw this from 1998-2000, when investors drove the Nasdaq composite over 5,000 — only to see it fall to less than 2,000 over the following year.

History has also shown that when individuals avoid investments because the popular thinking is to steer clear of them, opportunities are often overlooked. We saw this in early 1982, when interest rates were high and companies had a difficult time impressing analysts with their earning potential. That period proved to be the beginning of a bull market that lasted more than fifteen years.

Good Advice

In response to market downturns, some investors shift a greater percentage of their assets to liquid investments. Time and again, this strategy has also proven to be a mistake.

Keep in mind that, over its history, the stock market has experienced nearly twice as many bullish periods as bearish periods. And while past performance is no guarantee of future investment results, the stock market has bounced back from every major market downturn to date.



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"BUZZ AROUND THE BLOCK"

(Continued from page 18)

provides comprehensive customer service and step-by-step guidance through all stages of environmental service projects. Tyree employees over 240 customer-oriented employees with various areas and levels of expertise in our eight regional offices.

In 2010 Tyree will enter its 80th year of business. Tyree has grown from a local family-owned petroleum service company in Long Island, NY, to a regional multi-service organization that has eight regional offices that service clients from Maine to Virginia. In addition to Tyree Environmental Corp., the Tyree Organization includes a maintenance division for retail petroleum stations, a construction division for gas station and retail store construction, and a compliance division for tank inspections, corrosion inspections, and compliance audits.

Tyree has fared well in the current economic recession, according to Meadows. Tyree added the Pottstown office in late 2008, and is forecasting

modest growth through 2010. "We see eastern PA as a great opportunity to expand our business in the years ahead. Sales for the Tyree Organization are expected to top \$50 million for 2009. The relative economic health of the northeast US compared to other areas of the country which have not fared as well has helped to maintain our business levels for 2009," Meadows said.

"The biggest difference between Tyree and most of our competitors is our size and ability to tackle very large, very complex, or multi-location projects" Meadows offered. "Tyree completed a project earlier this year that required 140 Phase 1 Environmental Site Assessments be completed within a four-month interval for a business sale that included 140 property locations. We were able to complete that project on time and within budget. There are only a few companies in the country capable to handle these types of projects and we look forward to providing similar levels of service to the local business community," Meadows said. ■

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INVESTMENT IDEAS

(Continued from page 19)

REDUCE YOUR COST BY AVERAGING DOWN. If one of your stocks declines in value, but the underlying business still appears sound, consider buying more shares. You will reduce your overall cost basis; you do, of course, increase your losses should the stock value continue to fall. A periodic investment plan such as dollar cost averaging does not assure a profit or protect against a loss in declining markets.

STAY DIVERSIFIED. Keep your assets spread among investments that have historically performed differently under the same market conditions. Profits from appreciated investments can help offset losses from any losing investments.

Stay focused on your long-term goal. Don't try to avoid the downturn by jumping out of the market. No one can accurately predict when it will rebound. Remembering why you invested in the first place will help you stay calm during times of market uncertainty.

Stocks offer long-term growth potential, but may fluctuate more and provide less current income than other investments. An investment in the stock market should be made with an understanding of the risks associated with common stocks, including market fluctuations. 📊

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TERMINATING WORKERS' COMPENSATION MEDICAL BENEFITS



LEGAL PERSPECTIVES

By Daniel E. McCabe, Esq. Wolf, Baldwin & Associates, P.C.

Employees who have been injured at work and are receiving workers' compensation benefits have a number of rights related to the medical portion of their claims. Injured persons receiving workers' compensation benefits should realize that those benefits are essentially comprised of two aspects – medical and indemnity. The indemnity portion of workers' comp benefits are the weekly or biweekly checks which compensate injured workers for their lost wages. The medical portion of benefits pertains to the cost of any medical treatment related to the injury. The precise nature of what is covered under the medical portion of a claim can be quite confusing, but generally all medical treatment which is reasonable, necessary, and related to the accepted injury is the responsibility of the employer's workers' compensation carrier.

Many of our clients ask how there medical benefits can be challenged or even stopped once they have started. Before covering those issues, injured workers should know some of the general principles governing their medical benefits.

First, when benefits are awarded, either by a Workers' Compensation Judge, or by a document issued by an insurance carrier (called a Notice of Compensation Payable or "NCP", or an Agreement for Compensation), there is usually a defined and accepted injury. Examples of an accepted injury would be "low back strain and sprain," or "knee sprain." This "accepted" injury is important because it defines exactly what body part the insurance carrier is responsible for covering. For example, if the accepted injury is "knee sprain" the insurance carrier may balk at paying for treatment related to an ankle injury, even if that injury occurred along with and at the same time as the original injury.

Any discrepancies in the injury description can be corrected (within any applicable statutes of limitation) by having an attorney file a petition to review the description of injury. With this petition the injured worker can ask a Judge

to amend the injury description to include additional body parts by proving that those injuries are also related to the original injury. However, until the Judge issues an order officially adding to the description of injury, the insurance carrier will not be responsible for treatment of any injuries but the officially accepted injury. This concept is often troublesome to injured workers because litigation over an injury description can often take well over nine months, and until the description is officially amended by a Judge, additional treatment to any parts of the body that are not officially accepted will be denied.

If an insurance carrier chooses to challenge the reasonableness or necessity of medical treatment it can request a Utilization Review ("UR"). This process challenges past or future treatment by having it reviewed by the same type of provider. For example, if an insurance carrier wishes to challenge chiropractic care, it will be reviewed by a third party chiropractor. During this process (which will usually take 30 days), the insurance carrier will not be responsible for paying any bill submitted by that chiropractor. It is important to note that only the bills

(See "Legal Perspectives" on page 24)



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LEGAL PERSPECTIVES

(Continued from page 23)

of the chiropractor under review are temporarily not paid. All other providers' bills must still be paid. This rule is often not followed by insurance carriers. Workers' compensation carriers will often file a UR request and then believe they can decline to pay any medical bills.

Once the UR reviewer makes a determination about the reasonableness or necessity of treatment, either party can then appeal the outcome to a workers' compensation judge. However, during this process all bills must still be paid if the UR determination is positive for the injured worker.

Having covered some of the basics of the medical portion of a claim, the questions still remains, how can an injured worker's medical benefits be stopped? Generally, there are two ways that medical benefits for an officially accepted injury can be stopped. First, the worker can settle his or her case in exchange for a lump sum of money. If the settlement includes a cessation of medical benefits, they will often stop as of the day a Judge officially approves the settlement. Working out the specific details of settlements is best left to workers' compensation attorneys who can make sure that all aspects of a claim are considered as part of the settlement, including medical benefits, and thus all injured workers contemplating a settlement should contact an experienced Pennsylvania workers' comp attorney.

The other way that medical benefits can be stopped is if the insurance company successfully litigates a termination petition. To win a termination petition, the insurance carrier must prove that the injured worker is fully recovered, and can return to his or her pre-injury job without restrictions. The burden of proof is very high on these petitions; thus, they are rarely successful.

The injured worker will attend an independent medical exam, often called an IME, and if the IME doctor opines that the injured worker's injured has ceased entirely, and that the worker can return to work without restrictions, the carrier can then file the termination petition. The injured worker can defend this petition by presenting testimony of his or her own treating doctor to show that the injury continues and that the worker cannot return to work without restrictions. This litigation typically lasts more than nine months and, as mentioned, is rarely successful. However, with the addition of other evidence, such as surveillance, the insurance carriers, from time to time, can convince a judge that the injured worker is fully recovered. Once the judge rules that the workers' disability has ceased entirely, the insurance carrier is no longer responsible to pay for any medical treatment.

Other than the two possibilities discussed above, once an injury is officially accepted, the insurance carrier is responsible for all related medical treatment. And despite the misconceptions to the contrary, it could potentially be responsible for that treatment for the rest of the injured workers' life. Issues surrounding workers' compensation medical benefits are complicated and this article only touches on the basics. Employers and injured workers with questions about terminating a claimant's medical treatment should speak with an attorney who is well-versed in Pennsylvania workers' compensation law. ☐

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C.. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmcabec@wolfbaldwin.com.



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PROFILE:

METROPOLITAN PERSONNEL: The People People

By Jim Jannotti

Metropolitan Personnel, Inc. knows that you have plenty to think about in your business without the added stress of appropriately screening, interviewing and checking the references of dozens or even hundreds of potential employees. Whether you need temporary help for a project that needs to get out the door, or a new permanent hire to help your business continue to succeed, Metropolitan separates the best from the rest for you by leveraging their 40-plus years of experience in screening and placing the right candidates in the right positions.

"We call ourselves The People People because we actually meet with, talk to, evaluate and screen every candidate," says Metropolitan President and CEO Lawrence J. LaBoon. Mr. LaBoon knows from his own experience in HR that this process takes time, and lots of it; time that the small business owner probably does not have.

"Small to medium sized companies are often just not equipped or don't have the time or expertise to know how to get an ad in or to invest in developing a recruiting network the way we do it, through word of mouth and referral. They don't do it all the time, whereas they can just pick up the phone and we do it for them," adds Vice President Eric N. J. Rittenbaugh.

If an employer is culling resumes from an Internet job site, they may find candidates who, on paper at least, seem to have the skills and background that they need for the position they are seeking to fill, "but in most cases they haven't seen

the person," says Mr. LaBoon. "We actually see these people about three times before the client ever sees them. It's a lot different than just pulling a resume off the internet," he says. "We screen candidates for the temporary positions as well with more emphasis on skills, dependability and availability."

The basic mission at Metropolitan is, according to Mr. Rittenbaugh, "to cut all that work out for them ... we hand them all of it on a silver platter, saying, 'Here are the three or four shining stars that we have chosen,' and the employer can then pick from them."

Metropolitan finds the candidates that are the best fit and the most qualified for each position, all while employing the most professional, ethical and non-discriminatory practices.

But the commitment to fitting the right candidate in the right position or assignment with the right company involves more than simply saving potential employers hours of work.

Mr. LaBoon also brings his unique one-on-one philosophy to the equation. He describes the situation he faced as an HR professional. "Essentially what happened is you would call an employment service and list a job order, and any consultant that had a candidate that might fit would call the company to pitch that person."

"I thought it would be easier to have one person know my company, know the benefits, know the hours, know where the lunch room is, know where to

(See "Profile: Metropolitan Personnel" on page 26)

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PROFILE: METROPOLITAN PERSONNEL

(Continued from page 25)

park... all about the company so that the HR person doesn't have to go over it again and again."

It was this insight that led Mr. LaBoon to found the company in 1966. Metropolitan has maintained their one to one commitment ever since. "The strategy is to keep one consultant with the same client. It saves time for the employer and saves them money as well; they don't have to go through the basics every time they call."

"If a company comes on as a client with us and I am their recruiter, I am their recruiter constantly. They're not sent around to different people in the office all the time," says Mr. Rittenbaugh.

In addition, there are other benefits to businesses that rely on The People People for recruiting, screening and assessing temporary or permanent employees:

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 - No charge testing and tutorial services to verify or build necessary skills.
 - Every permanent placement comes with a three-month unconditional guarantee.
- "We're flexible enough to be able to send them the candidate they need in their industry at the experience level that they require for less money than they could have recruited the candidate themselves," says Mr. LaBoon.

Metropolitan also knows that in order to match the right people with the right positions in today's demanding job market, it is imperative to acknowledge the best applicants through appropriate treatment. With that in mind Metropolitan takes as much care with their temporary and permanent candidates as they do with the companies who hire them.

"We want to fit the right kind of person into a company where there will be growth for that person. One of the joys of this business is placing someone well and then having them be promoted two or three times, and then having the candidate come back as an employer," says Mr. LaBoon.

"We put about 600 to 700 people to work in Chester County and Montgomery County each year," says Mr. Rittenbaugh.

In order to put those people to work and keep them working, Metropolitan also provides training on the latest software packages and career strategy planning as well. The tutorials can be accessed by Metro Temps personnel at their offices or at home. "They don't have to come in here anymore. We can forward it to their email," says Mr. LaBoon.

Metro Temps employees also benefit from weekly pay, holiday and vacation pay as well as health insurance availability.

This combination of the best possible service to clients as well as candidates makes Metropolitan the premiere choice in personnel recruitment and placement service for both.

Find out all about Metropolitan's services by calling 610.933.4000, or via the web at www.metrotemps.com. You can even follow Metropolitan on Twitter (metrotemps) and Facebook (www.metrofacebook.com). 📱

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KEESEY JOINS FINANCIAL SERVICES DIVISION AT MERIDIAN BANK

Vernon Keesey, West Chester, PA, has joined Meridian Bank as a Vice President in its newly-formed investment and wealth management division, Meridian Financial Services.



Vernon Keesey

individual life, disability, health and long-term care insurance options for individual, and identifying cost effective group retirement and benefit plans for small businesses.

About Meridian Bank

Keesey, who earned a master's degree in finance from Drexel University, brings more than 30 years experience to the position. He began his investment career in 1977 at a Center City brokerage firm and spent 19 years with the Philadelphia Stock Exchange before shifting his concentration to the investment and insurance needs of individuals and small businesses.

At Meridian Financial Services Keesey's responsibilities include design and implementation of customized investment portfolios, evaluation and recommendations regarding

Meridian Bank is a full service commercial bank serving Southeastern Pennsylvania. Its primary focus is small business banking, offering its customers a complete line of tailored financial products. Meridian Financial Services combines experienced banking and investment advisors to provide a unique, integrated approach to handling the business and personal financial affairs of clients. Services include investment management, insurance and group benefits for individuals and companies.

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5 SECRETS FROM A LIFE COACH FOR A HAPPY LIFE



MAKE YOUR GOOD LIFE BETTER

By Jeannette Samanen, Ph.D.

In my work as a life coach, I find that there are five basic ingredients that lead to sustained happiness. Cultivate these deceptively simple behaviors and you will make your good life better.

Give and Receive Love

Your relationships are what nourish you the most, whether with family, friends or pets. Be kind to those around you. Be willing to give and receive support, encouragement, hugs. Make time for those you care about.

Research has shown that kindness to others provides more lasting satisfaction than having fun.

Do Meaningful Work

Meaningful work may be a job you care about, whether it's work you get paid for, or taking care of your family. Meaningful work might be volunteering at a local hospice or teaching Sunday school.

Meaningful work can also be a hobby or interest you pursue, such as singing in a choir, collecting rare coins or quilting.

Meaningful work gives purpose and joy to your life.

Nourish Your Body Properly

You need a healthy body to enjoy life. When you take the time to eat nutritious foods, you provide your body with what it needs to function properly.

You feel better when you eat with awareness. Stop eating when you are full. Listen to your body and choose the foods your body loves. These may be different from the foods you crave. Really notice how the foods you eat affect you and make your food choices accordingly.

Enjoy alcohol in moderation. Life is enhanced by a glass of wine with dinner or a couple of drinks with friends after work. If alcohol is creating problems in your life, it's time to modify your drinking behavior.

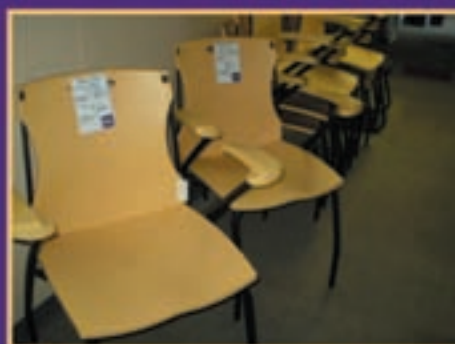
Exercise and Rest

Watch a young child or a pet and you will notice vigorous activity immediately followed by rest. They run around like crazy and then conk out. We are hard-wired to do this. Make sure you get enough of both.

Exercise provides your body with the activity it needs to remain healthy. It also produces endorphins, those hormones that create a natural high.

Ample rest is as important as exercise. People who get sufficient sleep do better

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



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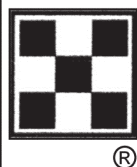
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MAKE YOUR GOOD LIFE BETTER

(Continued from page 29)

on every measure of physical and psychological health.

Take brief relaxation breaks throughout the day. You will return to work refreshed and better able to handle whatever challenges you face.

Cultivate a Practice of Reflection

Provide yourself with regular opportunity to reflect on your life. Take a walk during your lunch hour or turn off the radio in your car on the way home. Keep a daily journal or spend time in church focusing on the past week and the one ahead. Set up a regular appointment with a life coach.

This is time to take stock of what is working in your life and what you would like to see different and better. You will gain awareness that enables you to be more in control of your life.

Taking time for quiet reflection will also help you to calm and center yourself. This is a great way to manage the stress in your life.

You can think of these elements as a beautiful flower with five petals. When you practice all of them, you will definitely make your good life better! 🌸

WARM UP TO COLD CALLING



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

Most business people hate cold calling. Why is that? Primarily it is fear. Fear of rejection. Or maybe fear that you will be perceived as being aggressive or pushy on the phone. Or just that you are uncomfortable interrupting someone during their busy day. Whatever the issue is, I highly encourage you to get past these uncomfortable feelings. I know this is easier said than done but try to take a more positive spin on why cold calling can be a win-win situation. Stop thinking about yourself and think about it from the prospects perspective.

Whatever your business is, your product or service will either make someone very happy (think new car, clothes, food) or fix a problem that has been creating a certain amount of pain for somebody (think saving someone money, or fixing their broken computer). So why wouldn't you want to get on the phone and try to either make someone happy or remove their pain? Either way, you are trying to help someone. And when you help someone you make them a very happy and/or satisfied customer . . . and close a sale for yourself . . . thereby creating a win-win situation.

So with "helping someone" as your primary reason to pick up the phone, here are some tips to help you become more successful at making cold calls:

TARGET THE RIGHT PEOPLE. You should know the characteristics of your ideal client. It could be their geography, type of business, their gender, or their age. Whatever they are list out the characteristics and be sure those are the people you are calling because they are the ones most likely to buy from you.

ESTABLISH YOUR GOAL. Your goal for your call is not to sell them over the phone. Your goal should be to determine if they are in need of your product or service and would it make sense to have a further conversation about how you might be able to help. Get an agreement to meet them. Nothing more than that.

CREATE A SCRIPT. You can't wing it here. You need to know what to say and (See "Business & Marketing Strategies" on page 32)



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BUSINESS & MARKETING STRATEGIES

(Continued from page 31)

more importantly what questions to ask. If you don't have a script you will most certainly miss something. I don't expect you to read it verbatim but at least have an outline on how the call should proceed.

HAVE A CONVERSATION. This isn't about you just talking about all the features and benefits of your product or service. Don't talk at people, talk with them. It's about having a conversation to see whether it makes sense to take the next step.

PRACTICE. INVEST IN A DIGITAL RECORDER AND RECORD YOURSELF. Ask a colleague to role-play with you on the phone. Just like everything else the more you practice the better you will become.

BE HONEST, PROFESSIONAL AND TO THE POINT. Don't ask people "how are you today." Do you really care? You don't even know them so don't try to sound caring. Just state the reason for your call and get down to business.

TRACK YOUR STATS. You should know how many dials it takes to get to

someone and have a conversation, and how many of those conversations turn to appointments, and how many appointments turn to sales. Know your numbers and then try to improve on them.

Now that you are armed with these tips I'm sure you are just chomping at the bit to pick up that phone and make some calls. No? Not really? Well, don't feel alone. All of us at some point felt like the phone receiver weighed 50 pounds and we couldn't pick it up to make the call. But once you make the first call the second one becomes easier and so will every call after that. It's all about getting out of your comfort zone. And the more calls you make the more comfortable you will become. And, not to mention, the more money you will make. ☑

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.

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Sustainable Solutions Corporation received national certification as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC), an organization chartered to enhance and promote procurement opportunities for woman-owned businesses.

WBENC, through its regional organizations, certifies businesses as woman-owned, managed and controlled, and then provides information about those companies to purchasing managers of corporate partners through an Internet database. By including women-owned businesses, corporations and government agencies demonstrate their commitment to fostering diversity and to continued development of their supplier diversity program.

Sustainable Solutions Corporation, a privately owned engineering consulting com-

pany established in 2001, is headed by Tara Radzinski, co-founder and CEO. Sustainable Solutions Corporation provides comprehensive green building and sustainable development services to corporations, developers, and homeowners. Sustainable Solutions Corporation's Services include: Green Building and Sustainability Training, Development of Sustainability Programs, Energy Efficiency Analysis and Modeling, LEED® Certification, ENERGY STAR Certification, Green Building Consulting, Integrated Green Building and Site Design, Renewable Energy Systems, Innovative Stormwater Management Systems, Rainwater Collection Systems, Gray Water Systems and Engineering Design Services. 📄

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Box Office Open Mon-Fri
9-12Noon & 1:00 - 4:30pm
Mon & Thurs 6pm-8pm
484-624-5186

PROFILE

D&D CLEANING AND RESTORATION

D&D Cleaning and Restoration is a full service cleaning company, based in Pottstown, and proudly serving satisfied customers throughout the region since 1981. D&D Cleaning and Restoration Service specializes in the cleaning of fire, smoke, and water damage, puff backs, along with interior restoration and painting. They also provide stripping and waxing of commercial tile floors.

Fran Delibertis is an owner and operator with a personal touch—that means he will work on your job. Fran's father started the first "all men" cleaning service in Pottstown in the 1930s, walking to jobs with a bucket until he made enough to purchase his first "company truck" and family car, the 1932 Packard featured in the accompanying photo. After 30 years Fran's dad retired and sold his business to his partner.

After working for his dad for 16 years, Fran went into business for himself,

picked up his dad's slogan, "We'll clean everything in your home except your baby," and started D&D Cleaning Service with his son Darin. That was 1981. Today, Darin is a third generation owner / operator, still located in South Pottstown, North Coventry Township. And today, Fran and Darin still work on the site to guarantee an owner/operator is involved to assure quality.

D&D Cleaning provides customer satisfaction by following the three "Cs":

CONCERN. From the moment they receive a phone call from a client, they give the loss their full attention.

COORDINATION. All required work is coordinated. Various technicians, crews or craftsman and cleaning people are scheduled. Owners handle most of the work themselves, providing complete coordination of all work and services.



COMPLETION. The client is informed of the progress as the work continues to its final completion. All work is supervised from the beginning to the end. Every effort is made to complete work in a timely manner, but quality is never sacrificed in the process.

"Our customer is the most important person to our business," said Fran Delibertis. "You will be glad you called us."

For additional information, please call 610.326.6111, and visit www.dndcleaningandrestoration.com.

Developers, Brokers and Retailers . . .

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**For Sale — Prime Acreage
Adjacent to the New Outlets**

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

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

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

Contact:

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





TRICOUNTY AREA CHAMBER OF COMMERCE

2009-2010 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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PRESIDENT'S MESSAGE



Dear Chamber Members,

During the month of October, we will be celebrating with the theme of **IMPACT**. The Governor

made his proclamation that **October is "Local Chamber of Commerce month."** The proclamation recognizes the **IMPACT** that local chambers have on their communities and the Commonwealth. It is truly recognizing the businesses that invest and work toward a common interest of supporting local economies.

Thank you to our members who have invested themselves in advancing business through the TriCounty Area Chamber of Commerce.

Whether it's been working on legislative issues like Employee Free Choice Act (EFCA), also known as Card Check, or collaborating on regional planning, the Chamber is having an **IMPACT** on local business. From roundtable discussions to networking events, member businesses are participating and actively helping to make an **IMPACT** in the tri-county marketplace. As we emerge from this economy, it is now the voice of business that must **Be Heard**.

This is the month to become active! The Chamber is hosting several events this month for your company to network and have an **IMPACT**:

Oct 6th - BUSINESS EQUIPMENT RECYCLING DAY

Oct 13th - ABC OSHA Certification

October 23rd - ECONOMIC DEVELOPMENT LUNCHEON

October 27th - Membership Mixer

October 28th - Women of the Workforce (WOW) BREAKFAST

For more information, please refer to the calendar on page 36 or visit the Chamber Calendar on tricityareachamber.com.

And don't miss the opportunity to **Be Seen** at our next **MEMBERSHIP BREAKFAST ON NOVEMBER 12TH WITH Commissioner Robert F. Powelson** of the PA Public Utility Commission who will discuss the **IMPACT** of the deregulation of electricity.

A company's commitment to the Chamber provides for the opportunity to exchange ideas and business with fellow talented business, community, and government leaders. Your membership investment, whether it is time or financial, provides the strength necessary for us to create and advocate a daily voice for the business community on local, regional, county, state, and federal issues.

With your support, the Chamber can continue to **IMPACT** our business community. 📌

Tim Phelps, TCACC President

Be seen. Be heard. Belong!

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

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

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

Susan Burnett, Membership Director,
susan@tricityareachamber.com

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

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

TEL: 610.326.2900 • FAX: 610.970.9705
EMAIL: info@tricityareachamber.com
152 High St., Suite 360, Pottstown, PA 19464

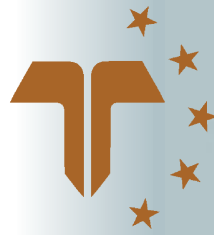
AUGUST MIXER

SPECIAL THANKS to PNC BANK for hosting the August 25 Membership Mixer at their facility. Members of the Chamber **NETWORK** enjoyed a summer evening while PNC Bank revealed how they have made an **IMPACT** on the environment with their "green architecture." This event was sponsored by



Connect with your TriCounty **NETWORK** at this month's Membership Mixer on Tuesday, October 27, 2009. For more on this event, refer to the calendar on page 36 or visit the Chamber Calendar on tricityareachamber.com.

CALENDAR OF EVENTS



TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING OPPORTUNITIES

Fri., Oct. 23 ANNUAL ECONOMIC DEVELOPMENT LUNCHEON
11:30 AM – 1:30 PM Brookside Country Club, Prospect & Adams Streets, Pottstown
 The event is hosted by the TriCounty Area Chamber of Commerce and Pottstown Area Industrial Development, Inc. (PAID, Inc.) featuring invited speakers, Karen Elzey, 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.
 Sponsored by **Verizon** (Co-Sponsor), **D&E Communications, Inc.** (Platinum Sponsor), and **Montgomery County Community College** (Platinum Sponsor).
 Sponsorship Opportunities Available – contact 610.326.2900.
 \$50 per Member; \$65 per Non-member
LUNCHEON TABLE (seats 8): \$400 (Podium recognition, company logo in power point presentation & listing on floor board)

Tues., Oct. 27 MEMBERSHIP MIXER
Comfort Inn & Suites of Pottstown*, 99 Robinson Street, Pottstown
4:30 - 6:30 PM Networking
 Join in on the NETWORKING as the Comfort Inn & Suites highlights their new renovations along with food and beverages from area vendors. Drawing will be for a *complimentary overnight stay at one of their Atlantic City hotels.*
 Sponsored by **Comfort Inn & Suites of Pottstown.**
 No Charge, Members Only Event.

Wed., Oct. 28 WOMEN OF THE WORKFORCE BREAKFAST (WOW)
8 - 10 AM Longhorn Steakhouse, 1110 Town Square Road, Pottstown

 THIS EVENT IS A BREAKFAST unlike our normally scheduled luncheons.
 Featured speaker, **Tara M. Orio**, Vice President of Marketing, Greater Philadelphia Chamber of Commerce, will discuss the role that women in business today play while balancing family and work.
 Sponsored by **United Healthcare.**
 Members Only. \$28 per Member prepaid or at the door; \$36 per Member invoiced

EVENTS

Thurs., Oct. 1 22ND ANNUAL EDUCATION & CAREER FAIR
8:30 – 11:30 AM Gilbertsville Fire Co., #1, 1454 E. Philadelphia Avenue, Gilbertsville
 Approximately 100 colleges, universities, and technical schools participate! Local high schools invited to attend include: **Boyertown**, Daniel Boone, **Coventry Christian Schools, Inc.**, **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.**
**Bolted schools are members of the TriCounty Area Chamber of Commerce.*

Tues., Oct. 6 BUSINESS EQUIPMENT RECYCLING DAY
8 – 11 AM Pottstown Industrial Complex, Keim Street, Pottstown
 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.**, **Manko, Gold, Katcher & Fox, LLP** and **Pottstown Industrial Complex.**
 Sponsorship Opportunities Available – contact 610.326.2900.
 NO CHARGE, MEMBERS ONLY.

Thurs., Oct. 8 CHAMBER 101
3:30 PM Chamber Conference Center*, 152 High Street, Suite 360, Pottstown
 A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
 No Charge. Reservations please.

EVENTS (CONTINUED)

Tues., Oct. 13 OSHA 10 HOUR CERTIFICATION FOR GENERAL INDUSTRY
7 AM - 5 PM Chamber Conference Center*, 152 High Street, Suite 360, Pottstown

 Presented in partnership with **Associated Builders and Contractors, Inc.**
 This course is designed to provide an overview of required safety regulations to meet Federal OSHA Standards for general industry. Participants receive completion cards from OSHA. The course covers:
 1. Introduction to the OSH Act, OSHA, Enforcement, and Recordkeeping 2. Walking-Working Surfaces 3. Means of Egress, Emergency Action Plans & Fire Protection Plans 4. Electrical Safety and more! **Manuals included!**
 \$250 per Member; \$225 per Member for two or more attendees from same company; \$425 per Non-member

Tues., Oct. 20 CHAMBER 101
8 AM Chamber Conference Center*, 152 High Street, Suite 360, Pottstown
 A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
 No Charge. Reservations please.

SAVE THESE DATES

Wed., Nov. 4 SPEED NETWORKING
2 (SHARP) – 4 PM Chamber Conference Center*, 152 High Street, Suite 360, Pottstown
 Looking to gain business contacts? What about new customers? This is your chance to Be Seen. Be Heard. Belong to a new Network! Attend Speed Networking to meet 39 other chamber member business contacts.
Limited to 40 participants. Bring your business cards!
 \$25 per Member; Members only (One person per company can attend – first to register.)

Fri., Nov. 6 OSHA 10 HOUR CERTIFICATION FOR CONSTRUCTION
7 AM - 5 PM Chamber Conference Center*, 152 High Street, Suite 360, Pottstown

 Presented in partnership with **Associated Builders and Contractors, Inc.**
 For more information, visit tricountyareachamber.com or contact the Chamber Office at 610.326.2900.
 \$250 per Member; \$225 per Member for two or more attendees from same company; \$425 per Non-member

Thurs., Nov. 12 MEMBERSHIP BREAKFAST
7 – 7:30 AM Spring Ford Country Club, 48 Country Club Road, Royersford
7:30 – 9 AM Networking Program
 Featured speaker, **Commissioner Robert F. Powelson**, Pennsylvania Public Utility Commission, will be discussing the history of electric deregulation and the upcoming expiration of rate caps across Pennsylvania, in addition to mitigation measures undertaken by the Commission, the Legislature, and the electric utilities and conservation tips for consumers preparing for these changes.
 Sponsored by **Boyertown Salvation Army**, **Pottstown Salvation Army**, and **Workplace Safety Trainers, Inc.**
 \$25 per Member prepaid, \$30 invoiced, \$50 Non-member

Tues., Nov. 17 WOMEN OF THE WORKFORCE LUNCHEON (WOW)
11:30 AM – 1:30 PM Philadelphia Premium Outlets, 18 Lightcap Road, Pottstown

 Featured speaker, **Jim Shulman**, Marketing Results, will present "Don't Let A Perfectly Good Recession Go to Waste: Grabbing Market Share through Intelligent Marketing."
Sponsorship Opportunities Available – contact the Chamber Office at 610.326.2900.
 Members Only. \$28 per Member prepaid or at the door; \$36 per Member invoiced

Register today; connect tomorrow.
Visit us online at tricountyareachamber.com
or call the RSVP line, 610.326.5158.

***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.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

5 Years

Building a Better
Boyetown
Homewood Suites –
Valley Forge

10 Years

ASG Security
Coventry Christian
Schools, Inc.
Michael L. Cross
& Co., Ltd.
A. Jackson Ecker, Inc.
Friendly's Restaurant
Hollenbach Home Center
Kelly Real Estate, Inc.
Carl W. Landis, Certified
Financial Planner
A. N. Lynch Co., Inc.
Manatawny Creek
Winery, Inc.
Nimlock Philadelphia
Potty Queen
Reliable Paper &
Janitorial Supplies
Three Peas In A Pod,
Florist & Gifts
Thrivent Financial for
Lutherans
The Village Electrician
Lamp Shop

15 Years

North Coventry Township

20 Years

American Crane &
Equipment Corp.
East Coventry Township
Harleysville
National Bank
Kaiser
Construction Co., Inc.

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

Atris, Inc.
Boenning &
Scattergood, Inc.
Boyetown
Supply, Inc.
Chiropractic &
Wellness Center, P.C.
Colorworks
Graphic Services, Inc.
Comfort Inn & Suites
Complete
Family Eyecare, Ltd.
CTS Flooring
East Coast
Seed Connection
The Eastwood
Company
Friendship House
Foster Care
& Adoption
Genworth Financial
Gracefully Framed
H & H Systems
Carina Hatfield
Massage Therapy
Hollenbach
Construction, Inc.
Ice House
Steaks & Pizza
JWM Direct
Marketing
Kutz Builders, Inc.
Locker Room
Storage, Inc.
Marion & Black, LLC

Mitchellson
Corporation
Moms House, Inc. of
Greater Philadelphia
Norco Fire Company
NorthPointe
Community Church
Nova Intelligence, LLC
Oletowne Jewelers
Owen J. Roberts
Education Foundation
Michael G. Paat,
DMD, PC
Perkiomen School
PNC Bank
Pottstown
Auto Parts, Inc.
Pottstown
Health Club
Pottstown Symphony
Orchestra
Raven's Claw
Golf Club
Reading Phillies
Judson A. Smith Co.
Sorooptimist
International of
Pottstown
Tri County Area
Federal Credit Union
TriCounty Community
Network, Inc.
The Twin Turrets Inn
West-Mont Christian
Academy, 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



TRICOUNTY AREA
CHAMBER OF COMMERCE

WELCOME NEW MEMBERS!

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

Cavalier Business Communications
965 Thomas Drive
Warminster, PA 18974 (215.407.8211)
Telecommunications Equipment / Services
www.cavtel.com

Cavalier is a full service provider of reliable voice
and data solutions. Owning and operating its
fiber optic network, the company serves more
than 85,000 businesses throughout the eastern
U.S. From landline voice to optical data and
managed network services, customers depend
on Cavalier.

Desserts First Café
451 North Charlotte Street
Pottstown, PA 19464 (610.327.3967)
Ice Cream Parlors; Delis/Sandwich Shops;
Restaurants/Clubs
Featuring treats for everyone at friendly prices.
Open Monday thru Saturday from 11 AM to 10
PM and Sunday 12 PM to 10 PM. Delivery is
available Monday thru Friday from 11:30 AM to
2:00 PM.

ALWAYS BUY CHAMBER

Hot Glue Media
PO Box 1460
970 Warren Street
Pottstown, PA 19464 (484.524.2507)
Web Site Design; Graphic Design; Audio
Visual Equipment/Production; Computer
Consultants/Support Services
www.hotgluemedia.com
Hot Glue Media, a web design and develop-
ment firm committed to serving the needs of
small businesses, offers complete web solutions,
graphic design, new media consulting, technical
support, web hosting, document management,
and copywriting/copyediting.

University Services
1133 High Street
Pottstown, PA 19464 (610.326.6737)
Behavior Health Services; Business
Consultants; Laboratory Services; Medical
Equipment/Supplies; Medical Services
www.uservices.com
Accredited by the American Academy of Sleep
Medicine, University Services provides sleep
diagnostic and treatment in Pottstown and the
surrounding area. All University Services' physi-
cians are board certified in sleep. Convenient at-
home sleep testing is also available.

MEMBER CHANGES

Please note the change in address, phone and fax for **New York Life Insurance Company**. Their new address is 613 Charles Drive, Gilbertsville, PA 19525, phone: 484.919.2984, and fax: 484.300.4402.

BE FEATURED:

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.



THE TIME TO JOIN IS NOW Belong to the TriCounty Business NETWORK!

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 leader-
ship to enhance economic opportunity and quality of life with-
in 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

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

Ribbon Cutting



ADVANCED CHIROPRACTIC OF POTTSTOWN OPENS WITH CHAMBER RIBBON CUTTING

Dr. Ian Allen of Advanced Chiropractic of Pottstown, 1800 East High Street, holds the scissors and celebrates the opening of his office with a Chamber ribbon cutting. Pictured in the front row is TriCounty Area Chamber Ambassador Janet Flack, Keller Williams Real Estate; TriCounty Area Chamber Ambassador Hanna Hartman, National Penn Bank; Maureen Allen of Advanced Chiropractic of Pottstown; Dr. Ian Allen of Advanced Chiropractic of Pottstown; and TriCounty Area Chamber Ambassador Adele Klein, Klein Transportation. The second row consists of TriCounty Area Chamber Ambassador Betsy Chapman, Village Productions; TriCounty Area Chamber Ambassador Tim Forester, The Hill School; TriCounty Area Chamber Ambassador Jackie Gofus, Janney Montgomery Scott, LLC; TriCounty Area Chamber Ambassador Katrina Belcher, Susquehanna Bank; and TriCounty Area Chamber Ambassador John Armato, Pottstown School District.

SIGN UP FOR CHAMBER WEEKLY EMAIL SUBSCRIPTION

Members, if you aren't already receiving the Chamber Weekly emails subscription, sign up TODAY by emailing ashley@tricityareachamber.com. Receive the latest updates on Chamber programs, professional development seminars, advocacy, and more. For questions about tricityareachamber.com Chamber Weekly email subscription, please email Ashley Eisenhower at ashley@tricityareachamber.com or call 610.326.2900.

IMPORTANT: Do not forget to add ashley@tricityareachamber.com to your address book or "approved senders list" to ensure our emails do not get blocked so that you can receive the Chamber Weekly email subscription in a timely and consistent manner. 📧

DO YOU POSSESS MEISHI MANNERS?

Whether you've traveled to Japan or not, you too can possess the manners of this high art for it is the small gestures that make up the big picture!

Networking Tip #6 MEISHI MANNERS

In Japan the exchange of meishi (business cards) is a high art.

- A card is presented respectfully with two hands, name facing towards the recipient.
- The card is acknowledged.
- It is never taken and casually stuffed in your pocket, without a glance.
- Treat a person's card with interest and respect.

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

The Chamber is looking for your success story or personal tip! Share your success story and help others learn from your experience with NETWORKING through your Chamber by calling the Chamber Office at 610.326.2900 or email ashley@tricityareachamber.com.

The Chamber will continue to provide a monthly NETWORKING tip. Remember, it's the **little things** in life that make the most **IMPACT!** 📌

Positive Networking® is a registered trademark of Darcy Rezac.

RESUMES

If you are a Chamber Member business looking for employees, stop by the Chamber office to look through the resumes collected this month and those collected at our Fall Job Fair held in September.

- 1- Accounts Payable/Accounts Receivable
- 1- Administrative Assistant/Office Management
- 1- Customer Service/ Financial Service Representative
- 1- Marketing & Sales
- 1- Warehouse Stock Associate

INTERVIEWS FOR FALL INTERNSHIPS: Valuable Business Experience in a Professional Environment

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

FEATURED MEMBER BENEFIT OF THE MONTH

Celebrating 25, 50, 75 Years?

The TriCounty Area Chamber of Commerce would like to recognize your milestone at our Annual Economic Development Luncheon on Friday, October 23, 2009 because you **Belong!** 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. Member companies will be recognized from the podium and briefly highlighted as part of a PowerPoint presentation. Contact Kitty at 610.326.2900 or kitty@tricityareachamber.com and let us highlight your business making an **IMPACT** on the tri-county area for the past and future years to come!

For more information on the Annual Economic Development Luncheon, refer to the calendar on page 36

Visit the Chamber Calendar on our website!
tricityareachamber.com

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

LOCAL LEADERS BEGIN THEIR JOURNEY

Thursday, September 10, 2009 was the day 11 strangers came together to create a new partnership and begin their 10 month journey into personal and professional development. The 11 people, listed below and shown in the group photo on this page, are the members of the Leadership Tri-County Class of 2010.

Leadership Tri-County, founded in 1990, provides business professionals with a "behind the scenes" view of our tri-county community. The mission of the program is to sustain community participation and involvement by providing new and emerging leaders with the expertise to serve on boards. Upon graduation from the program our participants agree to serve on the board of a local, chamber member non-profit organization. They assume important leadership roles in our community with confidence because they have learned the current issues facing the tri-county area and the actions being taken. Participants have developed the skills necessary to serve as competent board members.

Our September kick-off of the program included attendance at the Chamber Membership Breakfast which provided a new networking opportunity for some participants and provided information pertaining to "Effective School Governance: Critical to Pennsylvania's Future" presented by our keynote from the PA School Board Association. This topic will prove a helpful reference when they attend a local school board meeting as part of the requirements of their participation in the program. The class received a welcome, an update on the tri-county area non-profit community and an overview of the initiatives of the United Way from Wendy David, Director of Regional Community Impact for the United Way of Southeastern PA. The photo on this page provides a sample of the very interactive team building experience the class participated in at Fellowship Farm. The visit to Fellowship Farm has been a part of the Leadership Tri-County program for



several years and is the most important component to our opening session. The relationship among all participants that is created defines the class for the remaining nine months of the program.

David Kraybill, Executive Director of the Pottstown Area Health and Wellness Foundation, addressed the class sharing the details of the Foundation's recently completed needs assessment and his organization's involvement with our tri-county area non-profits.



Also during the remaining nine months of the program the class will work, partnered with a few of their fellow classmates, to complete a project on behalf of a chamber member non-profit organization. The projects were presented to the class for their consideration, stay tuned for an article next month featuring the class projects that the Class of 2010 will complete.

A special thank you to the businesses that are sponsoring a Leadership Tri-County participant for the Class of 2010, to the many individuals that provide their

time in presenting to our group, for the many businesses that continue to sponsor our program allowing us to tour their facilities, and through their financial support. The program cannot happen without the support from the business community.

If you would like more information on the Leadership Tri-County program, please contact Eileen Dautrich, Director, at 610.326.2900 or eileen@tricountyareachamber.com. ■

(More "Behind The Scenes" on page 41)

GOVERNMENTAL AFFAIRS & ADVOCACY UPDATE ON TRANSPORTATION

Transportation is a vital part of Pennsylvania's economy. Our economic future depends on having a safe, reliable network of roads, bridges, and public transit systems. We owe it to future generations to maintain this critical infrastructure so we can help communities and businesses continue to grow in the Keystone State.

Pennsylvania's transportation system faces increasing investment needs and decreasing resources. Senate Bill 693, introduced by Senator John Rafferty, provides for transportation infrastructure partnership and development. This bill would allow state government and local transportation authorities to partner with private groups to fund the design, construction, maintenance and management of state and local roads, bridges and more.

Public-private partnerships (P3's) are contractual agreements between a government entity and a private party to provide a good or service to the public. P3's work best when all partners are able to meet their goals. The public sector is interested in securing benefits for the general public at reasonable cost. The private sector is interested in profit, either through contract revenue or return on investment. All of these tools promise a transportation network that better meets the needs of businesses and residents. Without a doubt, by partnering with the private sector, policymakers can better provide public services. The contractual mechanism in public-private partnerships increases the incentive to produce high-quality work and to ensure high performance. More importantly, a leading driver behind public-private partnerships in transportation is reduced costs to taxpayers and commuters.

Public-private partnerships change traditional business practices, making them more flexible, innovative, and customer focused. In addition, they can lead to more on-time and on-budget project delivery. Across the nation, such partnerships have proven to generate greater financial resources and have increased the quality of services for citizens. Transportation infrastructure and mass transit impacts the region's business climate and economy.

It is not often that Pennsylvania lawmakers can choose between raising taxes and fees and reducing costs and improving services. Yet a public-private partnership offers that potential, creating a positive impact to the TriCounty region.

Therefore, the TriCounty Area Chamber of Commerce supports this legislation due to the fact it would provide transportation improvements that positively impact economic development and create new jobs. A positive business climate in our Commonwealth benefits our residents, municipalities, and various other institutions. Support of pro-business policies goes a long way towards making Pennsylvania a better place to live, work, and raise a family. ■

Elena Chitova & Alex Rahn of Wanner Associates (www.wannerassoc.com) Alex serves as the Government Affairs Consultant and Lobbyist for the Delaware County, Main Line, TriCounty Area and the Greater West Chester Chamber of Commerces.

Leadership Tri-County Class of 2010:

Leonard Bass, Assistant Vice President for Student Affairs,
Montgomery County Community College

Katrina Belcher, Branch Manager, Susquehanna Bank

Ashley Eisenhower, Marketing and Communications Director,
TriCounty Area Chamber of Commerce

James Erb, Senior Vice President, Susquehanna Bank

Gary Gamler, Realtor, Keller Williams Realty Group

Joseph Koury, Associate Attorney, O'Donnell, Weiss & Mattei, P.C.

Andy Meadows, Environmental Group Manager,
Tyree Environmental Corp.

Lauren Stuart, CFO, Tycor Benefit Administrators, Inc.

Joe Szafran, Site Communications Manager,
Exelon Nuclear/Limerick Generating Station

Alberto Vennettili, Vice President, Carroll Engineering Corp.

Erica Weekley, Grants Assistant, Pottstown Borough

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ANNUAL ECONOMIC DEVELOPMENT LUNCHEON

Friday, October 23, 2009
11:30 AM – 1:30 PM

Brookside Country Club, Prospect & Adams Streets, Pottstown

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CHAMBER OF COMMERCE

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Contact 610.326.2900. For additional details regarding the event please refer to the calendar on page 36 or visit the Chamber Calendar on tricountyareachamber.com.

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LIMITED SEATING for this previously **sold out** event!

- Presentation on workforce preparedness as we emerge from our current economy.
- Area businesses celebrating significant anniversaries will be highlighted.
- Awards presentation for: **Economic Development, Economic Impact, Regional Planning, and Legislator of the Year.**

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.

POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION SHARES 2008 NEEDS ASSESSMENT REPORT WITH COMMUNITY

The Pottstown Area Health & Wellness Foundation has released its second **Needs Assessment Report** to the community. The report is available at www.pottstownfoundation.org. The 2008 Needs Assessment Report details the community's current health outcomes and demographics, and compares the community's health to the findings of the first Needs Assessment conducted by the Foundation in 2004, as well as the nation as a whole. The Report can be used as a reference or as a tool for anyone who has an interest in the Pottstown Area.

One of the purposes of the 2008 Needs Assessment was to compare the health and behaviors of residents today to the baseline developed five years ago. But, it also evaluated the community in its efforts to improve its health and achieve a healthier lifestyle. "The needs assessment actually probed deeper than just physical health," comments Dr. Laurie Betts, Program Officer, Health Access, Pottstown Area Health & Wellness Foundation. "It discovered what beliefs, attitudes and behaviors contribute to people's overall health."

The Report's key findings were in a number of areas including health conditions, emotional health, and diet and nutrition. It found that the perception of local healthcare has improved since the last assessment. However, residents still felt that finding a doctor was slightly more difficult than five years ago. The report also uncovered that major depression is the third most common health condition in the area, smoking has decreased mirroring the national statistic, and two-thirds of those surveyed reported being obese or overweight, which did not change from the first Assessment. "We feel it is too soon to expect to see a decrease in obesity," states

Betts, "but we were encouraged that there was not an increase in obesity either." According to Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation, "the good news in this is while our weight may be the same, on average, our residents have become more active over the past five years."

While the Needs Assessment is meant to inform the community about the state of its general health and wellness, it also is used by local organizations who work with the Foundation requesting and executing health and wellness grants for the community. "This Needs Assessment is really the community's Needs Assessment," comments Kraybill. "It is a tool that will be used by many of our partners—non-profits, boroughs, townships, school districts—to create programs and services that will qualify for grant dollars in these challenging times." The Foundation explained the Assessment's findings during a presentation to its grantees at the end of July.

A link to the 2008 Needs Assessment Report, as well as 2004 Needs Assessment, can be found on the home page of www.pottstownfoundation.org.

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, a risk-assessment questionnaire, and much more. 🍪

Marcia L. Fortley, Public Relations Manager, The Anderson Group, mfortley@theandersongrp.com or 610.678.1506

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BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

ASK THE EXPERTS – THE CHAMBER'S ENVIRONMENTAL EDUCATION COMMITTEE MAKING AN IMPACT ON THE ENVIRONMENT CAN ALSO MAKE AN IMPACT ON YOUR BOTTOM LINE

In one of the toughest business environments in at least 30 years, you may not be thinking about ways to improve the sustainability of your business enterprise. Most likely, the only sustainability you're concerned about right now is staying *in* business, even though you may have strong personal feelings about the importance of the environment. But sustainability is as much about making an impact by properly managing your resources as it is about making positive social and environmental impacts.

Paraphrasing the United Nation's Brundtland Commission (1987) definition, *sustainability* entails meeting the "Triple Bottom Line" of economic, social and environmental responsibility. These concepts are also sometimes referred to as the three "P's": People, Planet, Profits. In wisely managing both economic and natural resources, you make an impact on your employees on a local level and the world on a grander scale.

START SMALL

Twenty years ago, in the infancy of my career, I had a supervisor who carefully examined every expense. Before signing off on the day's shipment of overnight packages and mail, he would ask, "If this gets there tomorrow, will the person receiving it actually take any action on it tomorrow?" Ninety five percent of the time, the answer was, "No", and the package was relegated to the regular mail bin.

Do you really need to print out that piece of paper? Are you wasting paper and ink by either routinely printing out documents that can be reviewed and stored electronically or by sending your clients and customers pieces of paper that in most cases will not be read or saved? The savings in paper, printing, ink and mailing costs can be substantial over time. And then there's the storage of that paper. Alternatively, can your employees submit information online for processing (i.e. reimbursement

forms, sales reports, inventory forms, timesheets, etc.)? For those folks who just can't break away from holding a piece of paper, consider purchasing duplex printers. For a small upfront investment, we have reduced annual paper costs by 30 to 40 percent.

Are your lights on? A weekend trip to a state university for my daughter's volleyball tournament was an incredible eye opener on the amount of energy that's wasted on lighting areas that no one is using. Motion detector light switches and power saver devices on vending machines are simple ways to reduce electricity bills related not only to the lighting itself, but for cooling indoor spaces which the lighting heats. Our office saves \$94 per year for each vending machine on which we installed a power miser which essentially shuts down the machine for periods of time when no one is around. Our green lighting program, which consists of energy efficient light

bulbs, light reflecting fixtures and motion sensitive switches saves us about \$10,000 per year.

DREAM BIG

Once the simple ideas are implemented and the taste for savings begins to infiltrate your organization, ask your employees to think about ways that they might have a bigger impact on your bottom line. Are there process changes that can be made to increase energy efficiency or reduce expensive raw material and waste disposal costs? Can you substitute a recycled product for a raw material? Not only are you making a positive impact on the environment, such measures save money in the short term and they can pay larger dividends when a new customer chooses you based upon your commitment to sustainability. ■

Darryl D. Borrelli is the senior technical consultant at Manko, Gold, Katcher & Fox, LLP, an environmental and energy law practice.

THE IMPACT OF THE TRANSPORTATION SYSTEM

It is more than asphalt under your car. It is more than rails in front of the train. We don't think about it too often, mostly just take it for granted, but our transportation infrastructure impacts our lives in more ways than we can begin to imagine.

Our transportation infrastructure does more than get us to where we need to be, it dictates how we live our life, it affects how we interact with our neighbors, and it can make or break a region. The impacts of plans made decades ago are long lasting, and directly affect the way we do business and live today. The plans we are making for our region will greatly affect our future and decide how children will live and move about the region.

The recent completion of the US 422



Shayne Trimbell,
Project Coordinator,
GVF Transportation

Master Plan shows two scenarios for the future, one (Trend Scenario) that continues the trend of suburban development and sprawl, and another, (Sustainable Scenario) that directs development back into the older urban boroughs. The success of the Sustainable Scenario relies heavily on investments that improve transit connections throughout the corridor. The pivotal element of the Sustainable Scenario is the return of passenger rail to the US 422 corridor. Regardless of public opinion for one method or another, the hope of the US 422 Corridor lies in changing the land use patterns and transportation infrastructure decisions that have created an unsustainable lifestyle.

When passenger rail is brought to the corridor, it will bring with it new opportunities, limited only by the imagination of the entrepreneur. The core element to the success of the plan is to drive development back into the existing urban core. The bene-

fits to the older boroughs will be immense. Saving open space and revitalizing communities will have a long lasting impact on the economy of the region, and also on the ecology of the region. Over the past twenty years the rate that open space, both wooded land and farmland, have been developed into homes and businesses is astounding and unsustainable. The corridor quickly went from being primarily rural to vastly suburban. During this transition, development extended further and further away from the urban cores of the corridor boroughs. This pattern of development has impacted the downtowns. No longer can people live within walking distance of the office. If the office or market is a short distance there are no sidewalks to provide a safe pedestrian experience. Retrofitting the suburbs is difficult, if not impossible; however refocusing development back into the urban core of the boroughs that have this infrastructure is possible.

Refocusing development to the boroughs that have the infrastructure in place will in turn provide opportunities to open

businesses where more people will be living and working. The return of regional rail will bring commuters in and out of the boroughs where the stations will be. The ability to commute by transit will open new opportunities of businesses to locate near the train stations, and draw a different kind of commuter. The impact of these changes will be a boost to the region, and will change it from an unsustainable course to one that is more sustainable for the future. It does not force people to change their lifestyle, but offers an alternative to the suburban style of the US 422 Corridor. If you want to impact the future of the corridor, get involved with the planning process. For the benefit of the region, a website: www.422corridor.com has been established to provide up to date information and a chance to sound off with your comments on the plans. These plans will shape our future, and it is time to get involved with the process and control our destiny. ■

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

IMPACT



A YEAR OF PROGRESS

In 2008-2009, Members were provided with access to the tools needed to make a positive **IMPACT** in and around the tri-county marketplace.

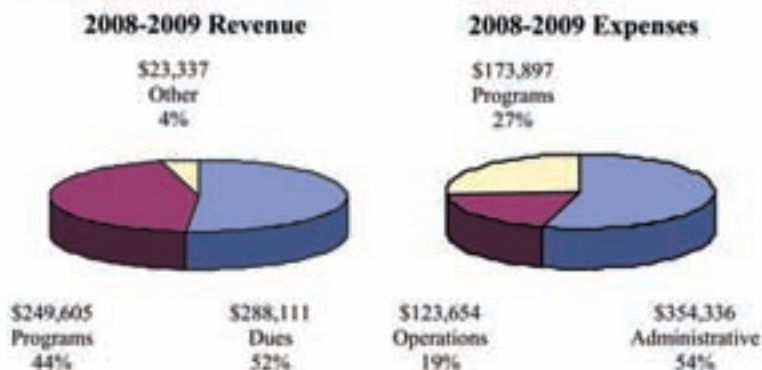
TriCounty Area Chamber Members continue to break ground as business leaders and advocates in our community. Our award winning Members played key roles in building an effective, unified Chamber; *Volunteer of the Year Award* presented to **Fred C. Reim, Jr., Harleysville National Bank**; *Ambassador of the Year Award* presented to **Hanna Hartman, National Penn Bank**; *James K. Boyer Quality of Life Award* presented to **Building a Better Boyertown (BBB)**; and *Ambassador of the Quarter awards* given to Member Ambassadors. From historical revitalization projects to governmental support and advocacy, your Chamber's coordinated efforts have certainly made a solid **IMPACT** this year. Leadership Tri-County alumni volunteered several hours for United Way's Days of Caring, and the Chamber assisted with efforts of the Montgomery County Planning Commission, Delaware Valley Regional Planning Commission, and GVF Transportation Management Association to develop and plan traffic projects in our region while supporting a "tolling feasibility" study for Route 422 as a source of funding for the Route 422 Master Plan and R6 line projects.

Annual Luncheon Award Winners



Legislator of the Year to Representative Bob Mensch (R, PA-147);
Economic Impact to the Tri-County Performing Arts Center;
Economic Development to Sunnybrook Ballroom;
Regional Planning to the Montgomery County Planning Commission.

Financial



NETWORKS

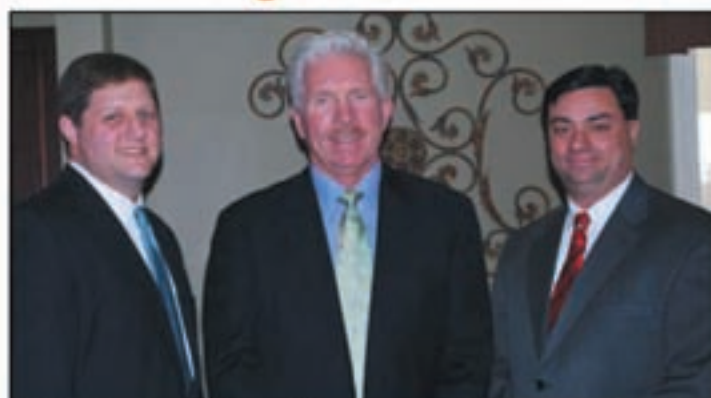


BUILDING PARTNER RELATIONSHIPS

The Chamber will continue to provide events and opportunities for Members, community leaders, government officials, and other professionals to **Be Seen, NETWORK**, and build partner relationships.

The TriCounty **NETWORK** is in the palm of your hand when you possess the power of positive networking. Networking is a vital skill that needs to be practiced to be used successfully. Your Chamber facilitates many valuable networking possibilities for Members to enhance opportunities and increase business marketability. This year, we've hosted over 30 networking events in 12 tri-county municipalities. These events include breakfasts, luncheons, dinners, mixers, as well as the annual golf outing¹. Women of the Workforce (WOW) Luncheons are held monthly providing professional development and **NETWORKING** to this segmented market. In addition to monthly mixers, two multi-chamber mixers gave Members access to **NETWORK** with 8 other chambers in the region. Also, the monthly networking tip initiative² helped you build a stronger, more informed **NETWORK**. Count in the added benefits of our recent partnership with the National Association of Women Business Owners³ (NAWBO), and you will be able to maximize your potential through your Chamber **NETWORK**.

Baseball Legend at Annual Dinner



Following the tradition of illustrious Annual Dinner Speakers, the 2009 Annual Dinner featured Mike Schmidt, Hall of Fame Phillies 3rd Baseman. Pictured from left are: P. Timothy Phelps, Chamber President; Mike Schmidt; and Bradley Okoniewski, Board Chair.

1. Held Annual Holiday Open House at the Chamber Conference Center, Monthly Membership Mixers, six Chamber Membership breakfasts, and Speed Networking event.
2. Networking Tips are 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
3. NAWBO partnership allows Chamber Member women business owners to attend NAWBO events at a member rate.

PRIORITIES



ADDRESSING ISSUES OF CONCERN

*Advocacy has been made a **PRIORITY** this year as we recognize that your voice needs to **Be Heard**.*

As your primary business advocate, the Chamber is always on the clock when it comes to promoting a pro-business agenda. Whether it is fighting for employer rights in Harrisburg or hosting legislators for political discussions, your Chamber staff makes the welfare of its Members the most important **PRIORITY**. This year, Chamber Members benefited from several traditional and grassroots events that provided forums for open discussion. "Pancakes and Politics" successfully connected tri-county manufacturers to PA legislators for questions and concerns, and special meetings were held to discuss issues relevant to local municipalities. In addition, the Chamber supports pro-business candidates through its partnership with SEPAC, the Political Action Committee for multiple Chambers in Southeastern PA. The Chamber connects you to key government affairs information, advocacy issues, and various legislative resources throughout the year with weekly email updates and links on the Chamber website.

The Chamber provided endorsements to politicians who support the mission of the Chamber and its Members. Dr. G. Terry Madonna, Ph.D., one of Pennsylvania's foremost specialists on presidential politics, provided an analysis of the election and insight into what to expect from the elected President.

ENDORSEMENTS:

- Endorsed Congressman Gerlach in the PA 6th Congressional District
- Endorsed Richard Gokey in PA House of Representatives primary and general election for 130th legislative district

The Chamber acted on behalf of its Members by supporting and objecting to critical legislation.

SUPPORTED:

- Legislation to preserve PA as a "right to work" state, working with PA Representative Curtis Schroder
- Transportation management projects along the Route 422 Corridor, receiving award from GVFT Transportation Management Association for the Chamber's support

OBJECTED:

- The TriCounty Area Chamber was on the forefront with the Pennsylvania Chamber of Business & Industry and the U.S. Chamber of Commerce, in the fight to stop the "Employee Free Choice Act" (EFCA). Through the U.S. Chamber of Commerce, the TriCounty Chamber met with delegation members in Washington D.C. to support their objection on EFCA.
- The "Lilly Ledbetter Fair Pay Act (H.R. 11)" and the "Paycheck Fairness Act (H.R. 12)", which could be harmful to tri-county area businesses.

OPEN



OPENING THE DOOR TO NEW IDEAS

*Your Chamber will continue to stay **OPEN** to new ideas, offering the latest programs and hot topic discussions to build your business because you **Belong**.*

Your Chamber actively seeks out new opportunities to serve you better through training and beneficial program initiatives. From attending the American Chamber of Commerce Executives (ACCE) Conference and PA Chamber of Business & Industry Round Tables, Chamber leadership connected to new programs and brought ideas back to the membership through creation of a Business Continuation Plan, and in the face of a challenging economic environment, the Chamber introduced a new monthly membership dues payment system (ACH) for Chamber businesses. The staff also provides monthly features such as the *President's Welcome*, *Member Notes*, *Marketing 101*, *Ask the Experts* provided by Members of the *Environmental Education Committee* and *Government Affairs Committee*, and *Featured Member Benefit of the Month* in the Route 422 Business Advisor. The newly formed alliance with OSHA (pictured below) educates Chamber Members on workplace safety and health of employees, and our informative OSHA Seminar Series helps businesses better prepare for inspections and increase compliance. Important employer compliance information and products from MyOSHASTore.com compliance store can also now be accessed via tricityareachamber.com. These are innovative ways to obtain business and **OPEN** the door to endless possibilities.

OSHA signs alliance with TCACC



Tim Phelps, Chamber President, signs alliance with Jean Kulp, Area Director of OSHA's Allentown Area Office.



alliance
An OSHA Cooperative Program

Chamber members can now access hard-to-find OSHA compliance information and products through tricityareachamber.com.

FOR A COPY OF THE 2008-2009 ANNUAL REPORT, CONTACT THE CHAMBER OFFICE AT 610.326.2900.

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#9-B - Limerick

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



#991 - Pikeland Township

Commercial corner with 1.7 net acres, sewer and water, prime commercial area. **\$1,200,000**



#992 - Pottstown

Adjacent to Post Office. Commercial building with plenty of parking, 3 offices, great professional location including updated mechanicals, central gas, air conditioning, plenty of storage areas. **\$358,500.**

#993 - Upper Providence

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



9-C - Limerick Bordering Route 422 on Airport Road

17 acres zoned OLI, mostly cleared has sewer available, excellent building site. **\$2,250,000**



#996-Pottstown Farmers Market

Building lends itself to many uses, large open space with 2 separate stores. **\$375,000**



#997-Pottstown

On N Evans St., right off High Street adjacent to the proposed new Autozone store, 1 bedroom 2nd floor apartment with excellent workmanship, 1st floor was formally used as a hair salon plus has another vacant store, excellent location for office, plenty of parking on site plus adjacent to municipal parking lot. **\$168,500**

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PART IV



PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

There have been some very recent articles in the news about information security breaches involving sensitive data. The articles go on to discuss the penalties that businesses face for allowing confidential information to be stolen

from their computer systems. The uncharted frontier in this area is one of e-mail security that is just as important as data security. This series of articles has discussed the issues and solutions concerning sending confidential information such as tax returns, medical information and company information through non-secured basic Internet e-mail. The final part of the series will identify specific industries that are most susceptible to a data breach as a result of sending confidential information through the normal Internet e-mail channels.

The most secure way to send e-mail is to have the e-mail encrypted, or scrambled, so that hackers or other malicious individuals would not be able to view the information contained in the e-mail. It is relatively easy for individual with less than honorable intent to intercept and view normal e-mail as it traverses the Internet to its destination. Experts see this area of e-mail security and crime growing steadily for the foreseeable future.

As we look at the business landscape, e-mail security affects some industries more than others in several different ways. We have identified industries that

face a heightened threat from e-mail hackers and heightened consequences for information that might be hijacked from their use of e-mail. The remainder of this piece will take a look at those industries and the issues surrounding the use of unsecured e-mail.

1) Accountants

Accountants are at the cornerstone of tax and financial reporting by both business and consumers. As a result, CPAs have been entrusted with highly confidential information that, in the wrong

(See "Performing Technically" on page 46)



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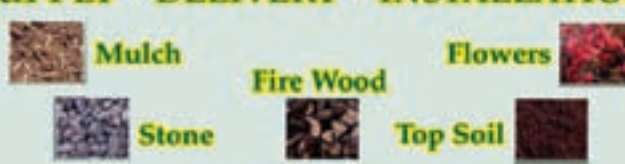


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PERFORMING TECHNICALLY

(Continued from page 44)

hands, would be extremely valuable on the data black market. The problem is that the purchasers of accounting services are very comfortable with the use of e-mail, for both sending and receiving information from their trusted Accountant. Folks think nothing of calling their accountant and requesting that a copy of their tax return be e-mailed as fast as possible to themselves, their bank, their financial advisor or other interested party.

The use of encrypted e-mail by an accounting firm ensures that the information that is sent, is received only by the intended recipient. The sensitive content of the e-mail is scrambled as it is routed through the Internet ensuring that hackers would have a difficult time in viewing the e-mail message.

2) Health Care

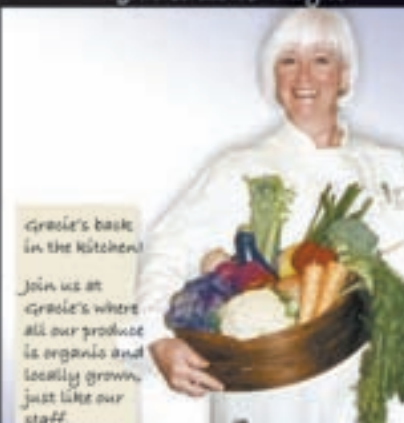
If you are a health care provider, you no doubt know that you are covered by the federal law entitled The Health Insurance Portability and Accountability Act of 1996 (HIPAA) which places a number of requirements on the way that you handle patient information. This act has specific impacts on the way that professionals in this field need to handle and manager information when using e-mail. Even though enforcement of the privacy rules took effect on April, 2005 many of the professionals that I spoke with on the subject are using a cautionary and manual approach to deal with this issue instead of a technical approach. Relying on caution and manual processes becomes expensive from a time standpoint and is prone to errors in the handling of information. Many physicians shy away from e-mail entirely due to the risks, unfortunately this limits communication channels and patients may

prefer to use e-mail for communication with their physicians.

HIPAA mandates that organizations must secure e-mail messages that contain protected health information. At this time no government authority has published specific guidelines for how this information should be handled, but there is consensus that proper technology industry "best practices" involving

(See "Performing Technically" on page 48)

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PROFILE CORNERSTONE PHYSICAL THERAPY

Cornerstone Physical Therapy has been serving the Pottstown community for the past 20 years. We believe in offering our patients the best rehab possible despite today's managed care environment. Being a small private, independent practice is a real plus and allows us to give our patients the extra care they need. The day of the simple strain/sprain has been long gone. Most of our cases are much more complicated. This creates an interesting challenge as well as an increased responsibility for us. Does that elderly patient really have to resign themselves to a walker or the suggested surgery as their only hope? Our goal is to offer renewed hope to a patient who has lost it and to see them become productive once again. We literally had a man come into our facility severely depressed, in his mid forty's who said, "I have tried everything with no positive results. This is my last attempt. Can you please help me?" He is now back golfing.

Unfortunately, we now live in a time where healthcare can be very quantity and not quality driven. Our therapist and facility still believe in putting quality first. We have found that educating the public has been an excellent way to establish a community presence. There is a real lack of public awareness on the benefits of physical therapy. Our articles are on various health related issues from back pain, carpal tunnel syndrome, to the latest in rehab technology are all a part of that education process. We had one woman say that she actually learned more from an article on back pain than she did from her orthopedic surgeon. More than ever we need to be proactive with our health as well as the healthcare that we receive.

Benefits of Physical Therapy

There is nothing that slows us down or changes our life style more than pain. Whether the cause of our pain is a result of a sports injury, an accident at work, an auto accident, or perhaps some unknown reason, we all want the same result. RELIEF! ASAP! Where do we go from here with all that is available today?

Physical Therapy is considered to be a very conservative method of addressing pain by naturally encouraging the body to promote healing and restore function and movement. Physical Therapy is also a great method of promoting fitness, strength, wellness and proper body mechanics. It is focused on education, correction, and prevention. Treatment begins with an extensive exam to assess pain patterns, mobility, and to see if there is any neurological involvement. A treatment plan is then developed and goals are set.

It is important to note that most insurance companies including Medicare will cover treatments for Physical Therapy. All that is needed is a prescription from your doctor.

A Physical Therapist is a specialist skilled and educated in rehabilitation. They work closely with the referring physician to develop a program that is specifically designed for each individual patient. The Therapist will be able to explain to you why your pain/dysfunction is occurring and what is the best course of action to correct it. It is important to note that every individual is different with different bodies, patterns of movements, lifestyles and hobbies. All these areas must be taken into account to properly assess a rehabilitation program that would be right for you.

A good Physical Therapy program can bring benefits that would be difficult to achieve on your own. I can't stress enough the importance of a good rehabilitation program. For example, managed care has really made it much more challenging for people to find a place where they can receive good quality healthcare. Proper rehabilitation means a speedier recovery. Therapy is not solely an independent exercise program. This is what gyms are for. A good physical therapy program consists of exercises as well as pain relieving modalities. In our facility each patient sees the same physical therapist at every visit. Continuity is very important.

Conditions that can benefit from Physical Therapy are back and neck pain, tendonitis, shoulder and elbow pain, ankle and knee pain, carpal tunnel, strains/sprains, pre and post surgical care, arthritis and much, much more. After a fairly pain free status is achieved, it is important to remember proper body mechanics and remain fit to keep your body in a state of wellness.

Some Physical Therapy modalities that are used to promote healing are heat/ice, ultrasound, electric stimulation, traction, joint mobilization, along with specific exercises for strength and flexibility. We are currently using a few new methods that have helped patients who have literally been in pain for several years and are seeing fantastic results.

As far as recovery time, everyone has a different timeline. Some patients do well with a few visits while others take several months. We usually give our patients home exercise programs that are customized to their specific problem. Consistency is key to recovery. A patient who is compliant with the established program will recover much quicker. Our goal

(See "Profile: Cornerstone" on page 49)

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PERFORMING TECHNICALLY

(Continued from page 46)

secure e-mail, adequate virus protection, hardened mail server software, authentication along with anti-virus and anti-spam technology are acceptable for meeting HIPAA requirements. As this is an area of rapid developments, it is expected that various government entities will be issuing additional standards and documents to assist both the health practitioner and the technology provider with HIPAA compliance.

3) Attorneys

The final industry that will become more affected in the near future by issues surrounding e-mail security are lawyers, paralegals and the law firms for which they work. Lawyers, by their nature, handle sensitive information related to many aspects of companies and individuals private data including, among many others: agreements, current or potential legal cases, insider information, and corporate fillings. One can imagine that if a sensitive piece of e-mail got into the wrong hands the effects might be catastrophic. For lawyers, the issue even goes beyond the potential for e-mail hacking it also goes to the trust that the courts and clients have with the law

firms about the information that is entrusted to them.

There are two specific issues with regards to an attorney's use of e-mail in their practice. One involves the expectation of attorney client privilege and the second is the nature of the content of the e-mail itself. Attorney use of e-mail in Pennsylvania is addressed by the Pennsylvania Bar Association Committee on Legal Ethics and Professional Responsibility Informal Opinion Number 97-130 and the American Bar Association released Formal Ethics Opinion 99-413. Both of these opinions were issued a little over ten years ago and indicate that for certain content unencrypted e-mail is acceptable as a matter of course and others content can be sent unencrypted with client consent. This opinion is based in part on the idea that unencrypted e-mail like a telephone call is presumed to be confidential. As issues involving e-mail security become more prevalent one would expect these opinions to change. There are ancillary issues with regards to the attorney use of e-mail, such as the identity of the

(See "Performing Technically" on page 50)



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PROFILE: CORNERSTONE

(Continued from page 47)

is to achieve optimal results in the minimum amount of time. We still believe in offering the best care possible despite today's managed care environment.

Below are a few examples of our cutting edge technologies that we feel give our patients that extra benefit that sets us apart as a rehab facility.

New Technology for Battling Pain: The Low Level Laser

Cornerstone Physical Therapy Center is excited to announce that we offer the latest technology in the battle to combat PAIN. We are the only facility in the area to offer the THOR, an FDA approved therapeutic low-level laser. Low-level lasers have been used in Europe for many years and are considered one of their most popular modality. This system was originally used, with documented success, for the relief of hand and wrist pain associated carpal tunnel. World wide published research indicates that the laser is also beneficial in treating many more conditions.

There are many types of medical lasers. High power lasers are used to cut, coagulate and evaporate tissues. These lasers are used in surgery, replacing the scalpel of the surgeon. Low-level lasers are used for stimula-

tion of cell function. They are also called Bio Stimulating Lasers or Low Intensity Lasers. The effect is not thermal as is the surgical laser. It is important to note that treatments with low-level lasers are non invasive and pain free, promoting a very natural healing process.

Laser technology is an electro therapy modality that emits photons of light from specific bands of the electromagnetic energy spectrum. When light is absorbed it induces increased production of cellular energy, which leads to normalization of cell function, tissue healing, and pain relief. The theory behind the how and why are very technical but the results we are having with our patients are phenomenal.

FDA approval for the low level laser came from extensive research using 6,000 employees from General Motors. Research proved the laser to be the most effective non-surgical method for alleviating carpal tunnel symptoms.

There are positive studies on the low level laser that show clear evidence that it is highly effective for the following conditions. Chronic Pain, Neck and Back Pain, Tendonitis, Sports Injuries, Soft Tissue Injuries, Strains/Sprains, Carpal Tunnel Syndrome, Tennis/Golfers Elbow, Fibromyalgia, Migraines, Plantar Fasciitis, Nerve Regeneration, RSD, TMJ, etc. Plastic surgeons are now using the low level laser

to help speed up the healing process.

Our owner/Physical Therapist, Louis Carreon feels that this new technology combined with his 20 years of orthopedic and sports medicine training is the best possible combination for his patients. Mr. Carreon gained his knowledge of the laser from training with Donald Chu, PhD, PT. Dr. Chu is the past Director of Performance Enhancement at Stanford University and uses the low level laser with his athletes. We personally had the opportunity to work with several of the Philadelphia Eagles who were experiencing pain issues using our Low Level Laser.

Laser therapy as an intrical part of our patient's weekly treatment plan, and have seen amazing progress by speeding up their recovery process. www.thorlaser.com

ATM2 (Active Therapeutic Movement)

The ATM is a device that enables pain free functional movement for patients with back pain. This includes a wide variety of diagnosis like joint disorders, disc disorders, and muscle imbalances. Pain and joint disorders alter normal muscle firing patterns. The ATM restores normal muscle activity as the patient is standing in a pain free stabilized position.

Developed by a Manual Therapist from the Netherlands, the equipment incorpo-

rates all of the modern manual therapy philosophies. The ATM is intended to bring the user from a painful to a pain free situation with the use of stabilization belts. The body can then be mobilized and immobilized manually in a standing position. We have also found that the device dramatically increases the range of motion and flexibility with our young athletes and our patients who are golfers.

A few years ago golfer, Ernie Els, used the ATM2 as a part of his rehab program for a ruptured ligament in his knee. Els said it was a "beast of a machine," and that he was lucky to have access to it.

ATM2 users also include the Pittsburgh Steelers, Back to Golf program, New York Giants and the San Francisco 49ers, to name a few.

The ATM2 has one objective, to normalize impaired movements through neuromuscular training with pain free movements. Muscles can be activated in a positive normalized manner. We are finding a marked difference in pain free range of motion after the treatment as well as a substantial increase in flexibility.

The ATM2 is nothing short of revolution-ary within the realm of pain and rehabilitation and is changing the way spinal rehabilitation is approached. www.BackProject.com

(See "Profile: Cornerstone" on page 51)

PERFORMING TECHNICALLY

(Continued from page 48)

recipient, the nature of the content, or the mere fact that e-mail is being exchanged that also have the potential to reveal sensitive information. In the end, no one is going to take issue with an attorney who chooses to play it safe for both himself and his clients and choose to encrypt e-mail.

If you think that you or your business is safe from issues involving e-mail, think again. This four part series looked at the risks, implications, solutions, legality and industries that are most affected by passing unsecured information through e-mail. As technology changes, the threats will only get worse and the issues around information security will become more evi-

dent. It is well worth it to take the time to examine your e-mail and information storage and handling practices and ensure that they are protected and secure with the correct precautions to protect both your personal life and your professional livelihood. ☐

Please send feedback on this article or any other technical issue or question to the author, Bill Swank (bill@limesystems.com or (610.) 828-6100) who is the President and CEO of Lime Systems and Immediate Past President of the Philadelphia Purchasing Management Association. Bill has been on the forefront of successfully aligning technology to business performance for companies from Global Fortune 10 to small local businesses.


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PROFILE: CORNERSTONE

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ASTYM (Augmented Soft Tissue Mobilization)

Whether pain is from being out of shape, inflexibility, or overuse it needs to be addressed and corrected before it gets worse. Louis Carreon, PT, has been specially trained in a method called ASTYM, (Augmented Soft Tissue Mobilization). Sometimes we call it "scraping" or "tooling" in short. It's a form of Myofascial release where specifically designed tools allow the therapist to work deep within the tissue.

The ASTYM method was developed by Thomas Sevier, M.D., an orthopedic surgeon, as a result of working with many patients who were enduring chronic pain with little or no relief. The doctor enlisted the aid of leading scientists, physicians, and clinicians in the healthcare field to confirm and refine his theories. An effective protocol was then developed.

This specialized method requires very intense training, which enables the physical therapist to locate dysfunctional soft tissue by using specially designed instruments. Treatment/stimulation from the ASTYM instruments initiates a breakdown of the scar tissue. The main objective is to break down abnormal tissue and stimulate new collagen by encouraging the body's natural healing process to take place.

Adhesions, scar tissue, and fibrosis within soft tissue can result from trauma, surgery, prolonged tendonitis, immobilization, repetitive strain and stresses, and even sports injuries. Most treatments ignore these soft tissue dysfunctions and therefore are often not effective in treating the true cause of the pain. The ASTYM method addresses the underlying problem.

We see many people who put off therapy for so long that by the time they finally schedule a treatment, their pain and condition have become much worse. They already know that the usual options are often injections or surgery. The good news is that Cornerstone Physical Therapy offers a new approach, which determines whether the pain and restriction is a result of fibrosis and scarring. The ASTYM method can often decrease the need for surgical intervention. This procedure helps the body to absorb and remodel the scar tissue and is much less invasive than alternative methods.

Scientific research and substantial clinical experience have proven the ASTYM method to be a new breakthrough in the way soft tissue injuries are treated. ASTYM is effective both as a "first choice" and a "last-resort" method of treatment. What makes this system unique is that it not only addresses the pain but also the

underlying pathology of the pain. Otherwise, treatment for pain can be a temporary fix by masking problems rather than helping to eliminate them. When appropriate, we use this method to jumpstart the healing process.

"I have treated patients that were in pain for several years due to injury and are now pain free as a result of using the tooling method. We have also seen remarkable results with patients suffering from chronic problems of the foot and ankle," says Carreon.

It is important to remember that surgery always creates scar tissue, which is a part of the healing process. Likewise, trauma that produces chronic pain is often due to excessive scarring. The problem occurs when the area is not properly exercised and mobilized. Scar tissue will then begin to restrict motion and muscle activity.

It is not uncommon to have a patient who has had a compound fracture due to an accident continue to experience pain in spite of healing. Likewise, we see patients who have on going pain after surgery even though there was a good surgical outcome. This is very discouraging to patients since the initial purpose for the surgery was to "relieve" pain. In extreme cases surgical removal or manipulation of adhesions is often the only alternative offered for the increased pain.

It is imperative that a proper assessment is made by an ASTYM certified Physical Therapist. Following the assessment, a customized treatment plan will be implemented. Included in this plan are physical therapy modalities, and proper stretching and strengthening techniques.

Cornerstone Physical Therapy is one of only three facilities in Pennsylvania certified to perform the ASTYM technique. www.astym.com

There are several diagnosis that respond well to the ASTYM System: Sports Injuries; Post Surgical Scarring; Post Traumatic Fibrosis; Carpal Tunnel Syndrome; Lateral and Medical Epicondylitis; Shoulder Pain; Knee Pain; Back Pain; Chronic Ankle Sprains; Soft Tissue Changes from Degenerative Arthritis; Plantar Fasciitis; Chronic Tendonitis; Joint Contractors.

One of our main goals at Cornerstone Physical Therapy is to inform the public of new methods and technologies that offer pain relief and promote healing. Our facility offers the latest in non-invasive rehabilitation to allow the body to strengthen and heal itself. Our location makes us easily accessible from the 422 corridor. If you are experiencing pain and would like to schedule an appointment, please call today: 610.323.0462; www.cornerstoneptc.com. 📞



Ask SCORE

BUSINESS PLANNING: The Next Generation

Starting a small business requires extensive planning and research. But just because things are up and running doesn't mean your days as a strategist are done. In fact, they are just beginning.

Planning is an ongoing necessity because the environment in which your small business operates continually changes. New opportunities and challenges will arise that are different than those assessed during the start-up stage. Your initial financial projections may be literally and figuratively on the money—or trending in a different and unexpected direction.

Here are some planning tips to help keep your small business on track for long-term growth:

Revisit your business plan. Your business plan shouldn't become a "trophy" of your start-up success. Refer to it every quarter or six months to match estimates with current realities. Update your plan as needed with new or modified contingencies, and adjusted time frames for key milestones such as expansions or new product/service lines.

Watch those numbers. Financial statements provide a window into the health of your business. Project cash flow several months into the future based on reasonable expectations for sales and income, customer demand, regular payments (e.g. loans and rent), and other factors. By comparing actual cash flow to projections, you can spot opportunities to improve performance.

Watch your industry. In today's interconnected global economy, any change anywhere can have a ripple effect on any small business. The influences may be as far-reaching as a shift in demand for a certain commodity, or as local as a new stoplight near your store. Stay current with world and community events; study your sales records; and communicate with customers, suppliers, and colleagues. You'll be less susceptible to surprises, and better prepared to anticipate and capitalize on these changes.

Develop relationships. Although growth usually implies investing in additional resources, there may be more cost-effective options better suited to your immediate and

long-term needs. Building partnerships with other businesses in your field and specialty consultants can help stretch your capabilities. They may also call on you when they need help—perhaps during a period when you have time or capacity to spare.

Invest in your staff. Because a growing business will demand more of your time, identify employees who can take on routine and management responsibilities. They'll relish the opportunity to grow personally and professionally, and you'll be free to focus on more important issues.

An experienced, outside perspective can benefit any small business, which is it's a good idea to contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office, or visit www.pottstownscore.org.

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Everyone loves to receive something for FREE—as in "no money needed" and "no strings attached." Rich DeFalco, Chairman of Montgomery County SCORE and recent guest on "Ask SCORE" radio show is offering a FREE 32 page downloadable booklet in PDF format. The booklet is titled *How to Really Start Your Own Business*. It is a step-by-step, easy to follow, guide which helps the entrepreneur from "Summarizing Your Idea" to "Charting Your Progress." The booklet contains 14 chapters dedicated to the following topics: "Creating the Business Plan and Choosing the Company Structure," "Testing and Protecting Your Idea," "Focus on Funding and Building the Team," and "Controlling Cash and Credit."

To receive a copy of this informative booklet, send an e-mail to booklet@score513.org, requesting an electronic copy of the publication. 📧

SCORE is a service corps of retired executives and partner to the U.S. Small Business Administration. This non-profit organization provides free and confidential counseling to businesses. The Pottstown SCORE office is located in the New York Plaza on High Street. For more information phone 610.327.2673 or visit the web at www.pottstownscore.org.



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NO PAIN, NO GAIN: Myth or Truth?



BUSINESS, HEALTH AND FITNESS

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

No pain, no gain. For decades, this was the accepted mantra of those who competed in bodybuilding or power lifting events, which was then passed on to and assumed by the general population as the only way to exercise to improve health, lose weight, or change the shape of their body. As years of research and a better understanding of the effects of exercise on the body have shown, the "no pain, no gain" theme is not really fair or accurate. Or is it? Most exercise "novices" or "naysayers" would say it is bad advice, but as a fitness professional I have another perspective to offer you.

Success, whether in life, your career, your relationships, and even your body is all about stepping outside of your comfort zone and that may require embracing some pain. To reach high levels of physical and personal success you must approach your training, and your entire life, as an endeavor in constant growth. The ultimate truth is, you are either moving forward or moving backward; growing or dying. There's no such thing as comfortably maintaining. To grow, you must step above past achieve-

ments; beyond your perceived boundaries and limits. That means stepping out of the known, into the unknown; out of the familiar and into the unfamiliar; out of the comfortable into the uncomfortable. You must get out of your comfort zone.

Cavett Robert, who was founder of the National Speakers Association, said, "Most people are running around their whole lives with their umbilical cords in their hands and they're looking for some

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

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BUSINESS, HEALTH & FITNESS

(Continued from page 53)

place to plug it back in." A majority of the population is scared of the new, unknown and unfamiliar. They prefer to stay in that womb of comfort. When the going gets tough, when the effort gets painful, when the work gets hard, they always pull back into safety. But the extraordinary people do the opposite. They know they have to get out of the comfort zone, and into new territory or they'll stagnate and die. You can't grow or change by doing what you've already done. You've got to train just to prevent yourself from going backwards. Maintenance doesn't occur when you do nothing. Maintenance is working to fight entropy (the tendency for things to naturally deteriorate).

Nevertheless, most people still will not leave their comfort zones. They won't do it in business, they won't do it in their personal lives, and they certainly won't do it when seeking REAL change in their health and fitness. Why? Because it hurts, it's uncomfortable, and it means more work beyond what they consider to be hard work already. And that's what it means to step outside the comfort zone. It is uncomfortable.

Change is uncomfortable, whether it's physical mental, or emotional. It requires discipline, sacrifice, uncertainty and fear. To say, "no pain no gain" is bad advice is admittedly accepting things for the way they are, and if you are happy with that then no one or nothing can change your mind. The fact of life is that you don't grow unless you are constantly stepping outside the comfort zone, and outside the comfort zone requires a little discomfort and pain.

The statement "no pain, no gain" has been misinterpreted, criticized and labeled a fallacy by many. However, those doing the criticizing are almost always the pretenders, the "comfort zoners" who haven't achieved much. My advice to you is to ignore them. Step out of your comfort zone and follow the small percentage of people who press on and achieve great things. Embrace the "good pain" of growth and when it subsides, enjoy the benefits of the change. But I forewarn you. Enjoy the view for a short while because it's not long before that higher level becomes your new comfort zone and then its time to press on again. 📌

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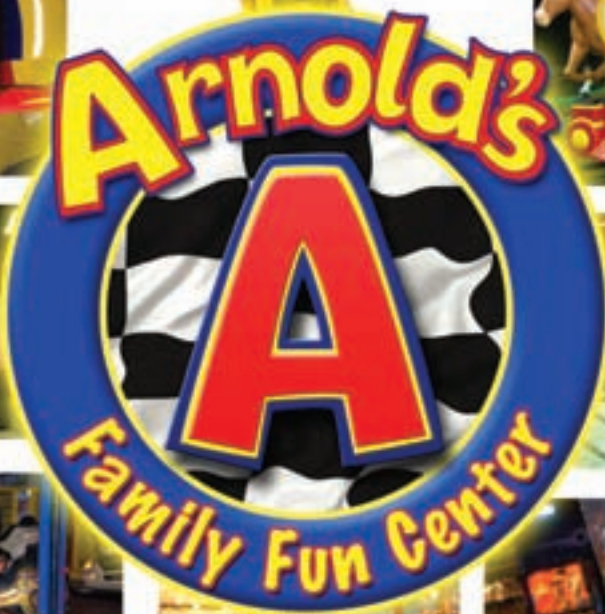
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POTTSTOWN SCHOOL DISTRICT ACHIEVES HIGH ACADEMIC STANDARDS

David P. Krem, Superintendent of the Pottstown School District, recently announced that all of the district's schools have met the academic standards set by the federal *No Child Left Behind Act*. The district's five elementary schools, middle school, and high school achieved AYP, which stands for "adequate yearly progress." AYP is how the state measures the achievement of school districts.

All Pottstown schools met the standards set for participation rate, graduation rate, and academic performance. Mr. Krem stated, "The success that we have experienced has been achieved because of the efforts of our motivated students, dedicated staff members, enthusiastic administrators, supportive school board, and partnership with parents and community. We hope that the community shares our sense of pride and enthusiasm in this accomplishment. While we are excit-

ed about achieving these standards, we will now refocus ourselves to achieve higher goals."

Superintendent Krem communicated to all members of the school district staff and parents of all students by use of the school district automated phone service. He extended his thanks and gratitude to all for the role that they played in accomplishing the academic goals. The school district remains dedicated to the vision of preparing all students to take their place in the 21st century marketplace.

Mr. Krem stated, "As we begin our new academic year I encourage all parents to continue to support their children and our school district's effort to provide the educational opportunities which will one day in your child's future be the cornerstone of this loving and caring community. For additional information, please visit: www.pottstownschoools.com. 📄

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SURVIVING THE RECESSION NOW... AND GAINING EVEN GREATER BENEFITS IN THE FUTURE



IMPROVING PROFITABILITY

By Roman Fedirka, Fedirka Associates, Inc.

Currently, there are debates as to whether we are in a recession, or coming out of a recession. But one thing we know . . . when it comes to the long-term health of your business, neither condition matters.

The fundamental principles of a successful business never change. Things just become more magnified when the economy is working against you. When you're busy putting out fires every day, it's difficult to even think about assessing the health of your business or to make necessary changes. You might think that seeking out new market opportunities and customers, re-organizing your personnel, changing delivery patterns and methods, modifying the storage of materials, restructuring plant layout, etc. should be done when things are running smoothly and profitably. Not so. Besides, why make changes when you are succeeding and "hitting on all cylinders?" When times are good, it's very easy to become complacent—which can only lead to trouble. Economic downturns are the ideal time to explore new opportunities and ways of doing things.

One thing's for sure. A company whose sales are decreasing or remaining stagnant could be a DYING company. A downturn in business can be a frightening experience. In a recession, most companies experience stagnant or reduced sales and appear to be dying. Although recessions come and go—poorly run companies only "go."

Revamping your business when cash is in short supply will not only help stop the "bleeding" but will also pay huge dividends in the future. Specifically, if you make changes such as downsizing your staff, vehicles, fringes, equipment, inventory, etc. and rearranging facilities to be more efficient, your future expenses will be lower thereby creating even more profits and cash for you to enjoy. An efficiently run company will give you a competitive edge for years to come. A fairly priced product or service will always be in demand in the marketplace—recession or not.

For 25 years, FEDIRKA ASSOCIATES, INC. has helped companies real-

ize their maximum potential in good times and in bad by applying sound business practices. Helping companies survive recessions—both general economic and specific industry downturns—is a specialty. Small to medium size companies that experience a lack of sales often resort to price slashing. This causes confusion—both within the company and in the marketplace. More effective solutions can be reached by investigating and analyzing a company's true underlying value, and exploring other opportunities in the market and within the company. "Hidden" assets are often found that can put more money on the bottom line.

For example, FEDIRKA ASSOCIATES suggested changes in the structure of the distribution and pricing policies for a manufacturer of contemporary high-end outdoor furniture. Originally, the owner believed that he would either have to close down the business or sell it. Implementing our recommendations significantly increased productivity and profitability and attracted several bona fide buyers. All three offers were rejected—even the one for almost twice what he thought the company was worth! He chose to continue running the business and felt confident enough to travel the world while his company kept churning out profits and cash.

The business professionals on our staff have succeeded in top management positions in corporate America. Moreover, many have also owned and run their own businesses. At FEDIRKA ASSOCIATES, we all find it personally rewarding to pass along lessons we have learned to other entrepreneurs, thereby helping them grow their bottom lines and ensure long-term survival in an ever-changing world.

Some cost cutting measures, such as reducing payroll, may be obvious, but implementation may be very difficult.

(See "Improving Profitability" on page 58)

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IMPROVING PROFITABILITY

(Continued from page 57)

Loyalties to long time employees who may even be family members make this a gut-wrenching decision. But reducing payroll is only one of the many ways to bring costs under control.

Over the years, FEDIRKA ASSOCIATES customers have reaped many benefits from our guidance. An engineering design and service company for commercial building fire-alarm-and-sprinkler-systems, plus security and communications systems needed to substantially increase profitability. After achieving that goal by correcting weaknesses in service and pricing on new projects, a major public company expressed an interest in acquiring the company. Again, we helped present and negotiate a lucrative offer with the buyer that far exceeded the seller's expectations. He turned it down, however, only because after implementing our recommendations, he found he was making plenty of money and having too much fun running the business.

In contrast to traditional consulting groups, FEDIRKA ASSOCIATES prefers to work on short-term assignments. By

completing our investigations and analyses in an expeditious manner, we can make suggestions and recommendations on the spot. If you need assistance in implementing our recommendations, our highly-trained, expert staff will roll up their sleeves and get it done for you!

In addition to assessing and improving a company's operations and its administrative and marketing activities, FEDIRKA ASSOCIATES provides a conduit between client companies and their banks. Very often entrepreneurs view banks as partners. Nothing could be further from the truth. Maintaining a healthy arms-length relationship with your bank is very important—not only in recessionary periods but also when you need additional capital to expand.

Recessions can be very stressful. In the collective experience that spans hundreds of man-years, our staff has been through many downturns. We can help you get through this one. Don't hesitate to contact FEDIRKA ASSOCIATES for a FREE CONSULTATION. Ask for ROMAN — 484.645.4866; RFedirka@Fedirka.com. 📧



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