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Pottstown Hospital Reaches the Top in Community Healthcare

COVER STORY

By Patricia Andrien

Going up? Take a tour of the brand new **Center for Orthopedics and Spine** on the completely renovated fourth floor of **Pottstown Memorial Medical Center**. With the recent opening of its highly anticipated Center for Orthopedics and Spine, PMMC has reached the top floor in patient care.



John Kirby, CEO

The Orthopedics and Intensive Care units were unveiled following a VIP reception and ribbon-cutting ceremony May 26. A major accomplishment for the hospital, under the direction of CEO **John Kirby**, renovations for the center required input from many levels of personnel to make the multi-million dollar, client-centered facility a reality.

"It's significant. We put a lot of work and a lot of money into this new unit. It was really a team effort among every staff level, including the doctors. Our Physicians helped us with the entire project," says Kirby.

Together with the newly renovated Intensive Care Unit, the Center for Orthopedics and Spine and other updated and existing programs make Pottstown a "destination center" for health care throughout the region. The fourth floor was entirely demolished and rebuilt to include 18 beds for the Intensive Care unit, and 10 beds for the orthopedic unit.

A Whole New Level

After two years of renovation and construction projects, PMMC has elevated patient care to a new level, and evolved into the single destination for community health care. The new orthopedic unit brings together all orthopedic services in one area.

Under Kirby's leadership, the PMMC has grown in response to community needs. Kirby joined the hospital as COO in July 2008, and assumed the CEO role last June. "The area has seen growth, specifically in orthopedics," Kirby says. "By providing this unit and this new approach, it's going to allow this program to grow even more."



 **Pottstown Memorial Medical Center**

PHOTO BY STYLISH IMAGES PHOTOGRAPHY.

(L to R) John Kirby, CEO; Thao Wesler, RN, Orthopedic Coordinator; and Scott Weiskittel, Assistant CEO.



Pottstown Memorial Medical Center

The Best Right Here

"You start with what you're doing well, and orthopedics is a perfect example of that," Kirby explains. "We have excellent doctors, well-trained, practicing the latest techniques, all doing great work. We want them to be able to stay right here and for patients to receive this care right here in our town. Hip resurfacing, customized knee replacements, advanced spine surgery — all of those things are being done right here," he said.

"You hear a lot of big city hospitals touting those services, and all of our orthopedic surgeons are doing them right here in Pottstown," Kirby continues. "The opportunity was to give all of our orthopedic surgeons a new environment and a new focus, which they deserve, because of the work that they are doing. Now they will have a dedicated area. We were able to give them private rooms with high-end appointments, and to keep them all on one floor and provide them with an organized, patient-centered program."

The hospital has eleven orthopedic surgeons on staff, including spine surgeons, spine-care doctors, a neurosurgeon, and physical medicine and rehabilitation specialists. Specially trained nurses and therapists who are experienced in work-

ing with joint replacement and spine surgery patients will staff the unit.

Pottstown's orthopedic surgeons offer the latest techniques in minimally invasive surgery, joint replacement surgery, cartilage repair, cartilage regeneration, hip resurfacing (an alternative to replacement), and spine, neck and back care.

Patient care starts at the time the procedure is scheduled. Once the decision has been made for a knee or hip replacement, or for spinal surgery, patients can visit the hospital, where they will meet the orthopedic and Spine Director, **Thao Wesler, RN**, who will ensure each patient and their family members receive well-coordinated, quality care and valuable information they will need for their recovery.

Patients can also learn about their follow-up care ahead of time, which could include special exercises, or learning how to use a walker or cane for example.

Comforts Count

In addition to well-coordinated care, the unit includes private rooms, private showers, a designated therapy area on the floor, wireless internet service, and a patient-centered, concierge approach which makes the whole experience of a hospital stay a bit more pleasant.

(See "Cover Story" on page 7)



Thao Wesler, RN



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FOR SALE- (#ZC2073) Chester County- E. VINCENT TWP. — 5.72 ACRES with C2 Zoning.
(3) rental units, house and garage. **Reduced \$995,000.**

FOR SALE- (#ZC2080) 3208 Sanatoga Road, Pottstown- Rural setting but close to 422 and all major arteries. 2-3 bedroom stone farmhouse with large stone barn. Includes storage sheds, outbuildings and a spring house. Ideal location for small business or retail store. **Reduced \$290,000.**

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- (#ZC2089) Business only "Candy Java Connection"- Located in Coventry Mall. Price includes business, all inventory, shelving, refrigeration. **Reduced \$90,000.**

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. The hard work has been completed. Start building in 60 days. Call for details. \$204,900.

FOR SALE- (#ZC2093) Business Only For Sale- Current business on Main Street in ROYERSFORD. Building, is leased. Owner supplied equipment included. Intellectual property (recipe and processes) included. Call for showings. \$59,900.

FOR SALE- (#ZC2094) Lower Pottsgrove and Multi-Family Property- 3 SEPARATE BLDGS. INCLUDED. The main building includes (3) apartments, (1) commercial space and an unfinished apartment. Also included is a single family home and oversized 3 car garage. \$429,900.

FOR SALE- (#ZC2095) Bechtelsville -Business Only- Turnkey operation. Currently operating as a pizza and sandwiches business. Sale price includes franchise and equipment. \$159,900.

FOR SALE- (#ZC2096) 1012 E. Phila. Ave., Gilbertsville - BOYERTOWN AREA COMMERCIAL building features 5 rooms and bath. Located on heavily traveled main artery. First floor- kitchen and 2 rooms; Second floor- 2 rooms. Public water and sewer. Heat- gas hot water. Many possibilities. **Reduced \$164,900.**

FOR SALE- (#ZC2097) Morgantown- Rita's Water Ice BUSINESS ONLY- Ready to operate. Call for details. \$147,500.

FOR SALE- (#ZC2098) 650 Spring St., Reading- RALPH'S HARDWARE - 33,000SF concrete building ZONED MANUFACTURING/COMMERCIAL on nearly 1 acre of land currently operating as a hardware store and warehouse. Priced to sell with owner financing possible to qualified purchasers. **Reduced \$249,000.**

FOR SALE- (#ZC2100) 98 Pricetown Rd., Fleetwood- Rockland Florist. Quaint flower/gift shop on large lot PLUS separate immaculate ranch home to live in. Lovely landscaping. 3 greenhouses and room for a garden center. Turnkey operation and established business. **Reduced \$250,000.**

FOR SALE- (#ZC2101) 531 North Charlotte St., Pottstown- OFFICE SPACE - 6,000SF on upper and lower level. Can be two separate units. Off/street parking. Medical or dental office, etc. \$239,900.

FOR SALE- (#ZC2105) 1219 N. Gravel Pike, Zieglerville- COMMERCIAL PROPERTY (1 story cape cod) currently used as a residential property plus separate building in rear. Across from Wal-Mart. \$239,900

FOR SALE- (#ZC2102) 1745 Portland Ave., West Lawn- COMMERCIAL BUILDING IN THE HEART OF WEST LAWN w/ first class office space, conference room and 2,000SF of warehouse space. Listing includes large parking. Separate tenant occupied house w/ garage. Entire package is also for lease at \$3,200/Month-NNN. Ideal for day care facility, builder/developer, (large building could be converted into apartments/condos) or engineering firm, graphic arts firm, etc. \$379,000.

FOR SALE- (#ZC2103) 47 Penn Road, Pottstown- Two light industrial office zoned parcels sold as one 6-acre lot w/an existing two story home featuring 2BR and 2BA + several outbuildings. This is a raw ground opportunity. Close to Rt. 422 for optimum highway access. \$499,900.

FOR SALE- (#ZC2106) 63 King Street, Pottstown- West End (6) UNIT Apartment Building- Good rental history with net income over \$21,000/Year. (5) one bedroom and (1) 2 bedroom apartments with 3 car garage and coin operated laundromat for additional income. Call for detailed income and expenses. \$224,900.

FOR SALE- (#ZC2107) 451-453 North Charlotte Street, Pottstown- NORTH END INVESTMENT PROPERTY that includes (8) UNITS. 4 residential apartments; 2 retail stores and 2 storage/warehouse units. Tenant pays heat and electric. All units metered for water/sewer. Call for specific expenses. Current CAP rate is almost 10%. Expenses include management and vacancy. \$274,900.

FOR SALE- (#ZC2108) 1924 Perkiomen Ave., Mt. Penn- Suburban (6) unit apartment in an all brick bldg. 10% CAP rate. All rents are fully leased with long term tenants. Offstreet parking in rear of bldg. Good updated mechanicals with separate electric and gas meters. 1 year old furnace. Property is up to code with all inspections current. Owner will consider a package deal with 136 N. 11th St. and 1264 N. 10th St. Landlord pays gas heat and hot water. Tenant pays electric. \$269,900.

FOR SALE- (#ZC2109) 1264 North 10th Street, Reading- (3) unit apartment bldg. in North East Reading. Separate 2 story garage makes this a (4) unit property. All units except garage are fully leased. 12% CAP rate. First floor was originally a grocery store and could be turned back into one. Updated mechanicals with separate electric meter and hot water heaters. Up to city code with all current inspections. Owner will consider a package deal with 136 N. 11th St. and 1924 Perkiomen Ave. \$89,000.

FOR SALE- (#ZC2110) 136 North 11th Street, Reading- (6) unit stone apartment bldg. located across from City Park. Well maintained with all units fully leased. 12% CAP rate. Updated mechanicals with separate electric meters. up to city code with all inspections current. Owner will consider package deal with 1924 Perkiomen Ave. and 1264 N. 10th St. \$165,000.

FOR SALE- (#ZC2111) 2431 Morgantown Rd., Reading- Prime location. COMMERCIAL/RETAIL property located on busy Route 10. Large (5)BR Residence above comm. sp. ideal for owner to live in or rent for extra income. (1)BR efficiency unit on first floor rear can also be leased. 2nd 2,000SF bldg. in rear of property. Village commercial zoning allows for a myriad of possibilities. 1.57 acres has large fenced in area. A better location just past Flying Hills cannot be found. Currently used as Blackberry Services. Owner willing to consider negotiating business and inventory. \$398,000.

FOR SALE- (#ZC2112) 117 East Main Street, New Holland- Fully leased commercial property on busy main street. First floor has operating EAT-IN PIZZERIA and 2BR apt. in rear + efficiency apt. Second floor has a 2BR apt. in rear and (5) rooms for boarders. Third floor has (3) more boarding rooms. 31 space macadam parking lot in rear. Nicely maintained building with excellent income history. \$460,000.

PENDING- (#ZC2113) 513 East Main Street, Kutztown- 6BR victorian property with two story detached garage. Highway commercial zoning - ideal for professionals to work where they live. Beautiful EIK and first floor laundry. Master BR features built-in cabinetry. \$240,000.

FOR SALE- (#ZC2114) 301 South Railroad Street, Myerstown- Former Personal Care Facility- 15 bedrooms in main building. 3rd floor features 1BR owner's apartment. Leased 1BR unit at rear of property. Possible uses include Boarding House, Bed & Breakfast, possible apartment conversion. Large 7,346SF property on corner lot in quiet neighborhood. Possible owner financing. \$300,000.

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(ZC1097) 1145 E. Phila. Ave. Gilbertsville- 5,900SF retail/office COMMERCIAL SPACE for lease. Non conforming use. \$3,400/Month + heat, electric, sewer, lawn and snow removal. Public sewer, well water.

(ZC1098) 261 High Street, Pottstown- 2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, electric and 1/2 water invoice.

(ZC1099) Limerick Office Space- 3,100SF of CLASS A OFFICE SPACE. inc. reception area, conference room, private office and large open area; 2 handicap accessible bathrooms. Central Air, sep. utilities and plenty of parking. \$7/SF

(ZC1100) 629C Manatoway Road, Boyertown- Commercial warehouse space (25' x 60') two floors. Office space (13' x 24') w/powder room. Oil forced air heat on first floor. second floor is not heated. \$650/Month + heat and 1/3 electric of commercial strip.

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

(ZC1026) 1314 E. Philadelphia Avenue, Gilbertsville- 2nd floor Individual office suites. Competitive Rates!

(ZC1033) N. Keim Street, North End, Pottstown- 1,850SF retail/office space, plenty of offstreet parking. \$8-10/SF

(ZC1039) 355 Circle of Progress, Pottstown- 1,770SF 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.

LEASED (#ZC1050) 70 Wells Road, Parkerford-

(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.

(ZC1062) 70 Bridge Street, Collegeville- 3,500SF commercial first floor office space. Subdivisible/multiple uses. Large parking area. Available immediately. Possibility of 7,000SF available. Call for details. \$8/SF

(ZC1080) Lemon Street, West Pottsgrove- 7,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates

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

(ZC1090) 1 Security Plaza, Downtown Pottstown- (Train Station Building) 1,150SF second floor office. \$1,000/Month Includes ALL utilities.

(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 1,850SF. total refurbished, kitchen area, (6) offices total, off street parking. Call for rates.

(ZC1096) 32 Wells Road, Parkerford- Gorgeous office space on busy Rt. 724. Beautiful flowers surround the exterior. 2 large windows overlook bird sanctuary. 2 large offices. 1,000SF. \$895/Month plus heat & electric. No common area maintenance fees.

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

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of the Pottstown Memorial Medical Center. Handicapped accessible, elevator, ample parking and various size suites from 300-3,500SF. Competitive rates and flexible terms. Call for more details!

(ZC1077) Douglass Township, Berks County- (2) warehouse suites consisting of 3,285SF each. Some existing office space in each suite. Suite #1 is comprised of 252SF office space and 3,033SF warehouse; Suite #2 is comprised of approximately 1,300SF office space and 1,985SF of warehouse. Lease together or separate.

(ZC1101) 12 Church Lane, Douglassville- Totally refurbished commercial space. Two car garage and plenty of off-street parking. Easy access to Route 422. \$1,900/Month + utilities.

(ZC1102) 1745 Portland Ave., West Lawn- Commercial building with 1st class office space. Conference room and 2,000SF of warehouse space. Large parking lot and separate tenant occupied house w/garage. \$3,200/Month

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COVER STORY

(Continued from page 5)

"Bring your laptop," Kirby advises. "In-between your therapy sessions and doing your exercises, you can send an email to the family that says, 'I just bent my knee another ten degrees or walked another twenty feet.'"

The staff is there to help. If someone says, 'I can really go for a cheese steak,' we'll help put that in place," Kirby says.

Providing a healing atmosphere means patients will benefit from being around others going through similar treatments and recovery regimens. Relationships and friendships are sometimes established because people are going through the same thing at the same time and patients become friends, Kirby says.

"You might arrive on the same day as somebody else who had a similar surgery. You have that support. You can encourage each other and learn from each other."

Back to Work and Play Sooner

Pottstown has a very active sports community at the school and recreational levels. Baby boomers and others have

remained physically active, and in many cases, are looking for joint replacements or other procedures to maintain their level of recreational activity.

With that in mind, the new orthopedic unit includes a Sports Care program and technologies and procedures are applied which allow people to remain active and moving.

"The great thing is that after they are done their rehab, they are back to doing just about everything they did before," says Kirby.

PMMC doctors also conduct educational outreach to educate coaches, recreational teams, directors, trainers, athletes, and parents. The public is welcome as well. Attendees get invaluable "face time" with doctors, who talk about anything from MRSA (Mersa) infections in schools to shoulder injuries. The program provides continuing education credits to trainers free of charge.

As two years of renovations at the hospital draw to a close, almost every floor has been upgraded or revised, resulting in major advances in facilities and new options in treatment for Pottstown area residents.

(See "Cover Story" on page 9)

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FOCUS ON READING/ WEST READING



"BUZZ AROUND THE BLOCK"

By Patricia Andrien

The Reading area is home to many charming shops and is a great place to live and work. Newer and larger stores provide contrast to the quaint and approachable "Mom and Pop" businesses of downtown Reading and West Reading, many of which have been around for many years. The next time you visit Reading, take time to visit and appreciate the many unique and historic buildings that have stood the test of time. And, as the commercial sector is on the rebound, excellent commercial realty services are available to assist you in launching your own office or retail venture.

NAI Keystone & Industrial, LLC Provides Full-Service Approach

Previously the commercial division of Century 21 Advance Realty, Inc., Keystone Commercial & Industrial joined the NAI team in late 3rd quarter 2002. Specializing exclusively in commercial and industrial properties, NAI Keystone has sold millions of dollars in property and leased hundreds of thousands of square feet of space, not only in the Rte. 422 corridor, but across the country and the world.

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Principals Steve Willems and John Herman share a vision of providing high quality services targeted at the commercial & industrial real estate market. Contact them at the Exeter Ridge Corporate Center 3970 Perkiomen Avenue, Suite 200 in Reading, 610.779.1400. A complete list of available properties can be viewed on their website at www.NAIKeystone.com.

(See "Buzz Around the Block" on page 10)

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COVER STORY

(Continued from page 7)

"We've had renovations all over the hospital," says Kirby. With the opening of the I.C.U. and Center for Orthopedics and Spine, "the majority of this hospital will have been touched by some aspect of this project." The renovations will result in a net gain of 23 beds at Pottstown.

Starting from the ground floor and working up, following is a recap of renovations over the past five years:

In 2009, the nationally-renowned **Center for Wound Healing** was opened on the ground floor, featuring two hyperbaric chambers, and receiving a third chamber in the coming months. The chambers represent the most advanced technology in wound healing available.

The **Emergency Room** was upgraded about five years ago, and delivers care quickly and efficiently. Average wait times are just over two hours from when a patient enters until he or she leaves.

The second floor now houses the **Endoscopic Unit**, which utilizes high-

definition television technology to meet the demand for colon cancer and gastrointestinal screenings and other diagnostic procedures, and features three GI procedure rooms, one bronchoscopy room, and a 10-bay pre- and post-recovery area. Family members may accompany the patient to the unit, wait with them until the procedure begins, and then visit them once the procedure is completed.

The second-floor **Maternity Unit** was revised in 2008-2009, adding digital mammography technology, increasing accuracy and convenience in diagnostics.

The newly constructed, 18-bed **Intensive Care Unit** moved from the third to the fourth floor, and is joined by the 10-bed **Center for Orthopedics and Spine**.

On the seventh floor, a new **Transitional Care Unit** with private suites and showers was recently created along with an expansion of the **Center for Behavioral Medicine**.

(See "Cover Story" on page 55)

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"BUZZ AROUND THE BLOCK"

(Continued from page 8)



Abigail's Tea Room Features Charm of A Bygone Era

Abigail's Victorian Tea Room is a beautiful three-story Victorian Manor House built in 1883 and listed on the Berks County Historic Register. The tea room is decorated to be reminiscent of a bygone era with a relaxing atmosphere and the quiet charm of yesteryear. The Tea Room features crystal chandeliers, three fireplaces, beautiful cherry woodwork, stained glass windows, Austrian drapes and tastefully decorated with Victorian artwork and period furnishings.

Abigail's serves a full lunch menu and an elegant afternoon tea, or a Victorian Royal High Tea, on exquisite Victorian China in many lovely floral

patterns. Come relax and enjoy a memorable dining experience at Abigail's Tea Room. After tea, browse the gift shop with many tea related items and our Gilded Age Hat Gallery of beautiful hats and millenary treasures. Gift Certificates are also available.

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(See "Buzz Around the Block" on page 12)

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NAI Keystone Commercial & Industrial, which maintains a prominent market share in Berks and Schuylkill Counties, Pennsylvania, and specializes exclusively in commercial and industrial properties, recently completed a 13,695SF office lease transaction on behalf of Reading Area Community College, at The Gateway Building, 201 Penn Street, Reading, Berks County.

Reading Area Community College, a two-year institution of higher education which offers educational and training programs to meet the needs of the Reading, Pennsylvania community, will use the space for classrooms and administration offices. The building, owned by The Greater Berks Development Fund, is now fully leased.

In addition, NAI Keystone Commercial & Industrial recently announced the sale of 201 S. Front Street, over 61,000 SF of industrial/flex space, located in Reading. The team represented both the seller, Reagle Realty, Co. and the buyer, Reading Area Community College, in the transaction.

NAI Keystone Commercial & Industrial and Steve Willems & Bryan Cole also completed the sale of the former Reading Eagle Building in Reading. Bryan Cole & Steve Willems have also finalized two leases at the Wyomissing Corporate Campus totaling 10,810 SF. The Wyomissing Corporate Center, located at 1166 Spring Street in Wyomissing, PA, is a professionally managed multi-tenanted office buildings. Several suites are still available.

NAI Keystone Commercial & Industrial and Bryan Cole & Steve Willems also completed a 10 year lease at the Wyomissing Corporate Center for The Reading Hospital Medical Group.

NAI Keystone Commercial & Industrial announced that it has completed a 36,000 SF 10 year lease at the Wyomissing Corporate Center. NAI Keystone represented both the tenant and the landlord, Wyomissing Associates LP, in the transaction. Construction and occupancy of the new building should be finalized in August 2010. ■



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"BUZZ AROUND THE BLOCK"

(Continued from page 10)

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 12)

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

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Want to See the Future of Healthcare? Take a Look at the “Mass Connector”

Massachusetts’ state-mandated health insurance bears many similarities to new federal law



EFFECTIVE MANAGEMENT

By Jim Devine, President & CEO, MidAtlantic Employers’ Association

At a recent legal update hosted by MidAtlantic Employers’ Association, I asked attendees to raise their hands if they would drop their employer-sponsored health insurance coverage if acceptable alternative coverage was available to their employees through state-run health insurance exchanges. No one raised their hand. Not one person.

For many of us, the new healthcare laws create many questions and concerns. We’d love to truly know how all of this is going to truly play out. To get a glimpse of the new model in action, however, Massachusetts employers may provide some insights. Their state-mandated system has been in operation since 2006.

While many employers in Massachusetts were originally skeptical, according to statistics published by the Commonwealth Health Insurance Connector Authority, the independent state agency that operates the insurance exchange, sentiments are changing. Massachusetts currently boasts the lowest rate of uninsured residents in the nation at less than three percent, while the national average exceeds fifteen percent. Since healthcare reform was enacted in Massachusetts, over 400,000 newly insured residents have been recorded. Sixty-five percent of this total represents individuals covered by state-mandated health insurance programs. The remaining thirty-five percent of the newly insured are covered through private insurance, either sponsored by employers or purchased individually.

The law that created the “Mass Connector,” entitled “An Act Providing Access to Affordable Quality, Accountable Health Care,” bears an

(See “Effective Management” on page 17)

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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

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

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EFFECTIVE MANAGEMENT

(Continued from page 15)

uncanny resemblance in both process and form to the new federal healthcare law. In addition to the fact that both bills were championed by a Democratic majority with passage followed by amendments and technical corrections, both contain:

- A state-run exchange system supported by private insurers
- Small employer thresholds for mandated coverage
- An individual resident coverage mandate
- Tax-based penalties for noncompliance
- Subsidized coverage for poverty level wage earners and their children

Although controversy and opposition continue to stir, the Authority points to additional signs that the system is working. Namely, that there has been actual growth in employer group coverage in Massachusetts since 2007. This bucks a national trend that saw group coverage levels drop nationwide approximately thirteen percent from 2001 to 2007. It does not appear that the additional coverage levels in Massachusetts have come at a high

expense to state taxpayers as the state budget has grown only one percent since the Connector was established.

The Authority also points to statistics indicating high levels of compliance state-wide and nominal levels of consumer confusion. Surveys show consumer approval ratings to be between fifty-nine and seventy-three percent. The business community's support is apparently growing, with current approval ratings at seventy-five percent.

So perhaps there is hope, although as I write this article the Massachusetts governor is dead-locked in a stalemate with insurers over excessive rate increases. The impact is that 235 small groups will be without coverage until the issue is settled. And, statistics being what they are, perhaps selectively presented by the Authority from reams of available data, it is difficult to say whether real progress is occurring in Massachusetts. It is, however, a model that may offer insight on what's in store for the rest of us. For more information visit the Connector's Web site at www.mahealthconnector.org.

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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

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You'll see Lisa's name on Sold and For Sale signs of many of Berks County's most prestigious properties, especially in Wyomissing, where she and her husband John Herman, Esq. live and raised three children and a dozen or so dogs. Wyomissing is recognized by the Arbor Day Foundation as a

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

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THE NEW PENNSYLVANIA CHILD SUPPORT GUIDELINES



LEGAL PERSPECTIVES

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

Anyone who pays or receives child support will be interested to know that in January 2010, the Pennsylvania Supreme Court issued an update to the statewide support guidelines.

Both Pennsylvania and Federal law require a review of the support guidelines every four years to ensure that the most recent economic data is used to calculate child-rearing costs.

The new guidelines are effective as of May 12, 2010, and can be found online at www.pacourts.us/OpPosting/Supreme/out/519civ.attach.pdf. There are a number of important changes to the guidelines which will affect most, if not all, child support orders in Pennsylvania. Child support lawyers in PA will again need to become familiar with all the new rules and their application to the specific cases of their clients. This article will note some of the highlights of the new PA support guidelines.

The basic structure of the guidelines has not changed, in that the guidelines still attempt to allocate to the child or children of two parents the same amount of money that would have been spent on behalf of the child or children had the parents been living together. These calculations, however, have changed significantly in that the formulas now allow for calculations of support for family net incomes of up to

\$30,000.00 per month, and the rules for combined family net incomes over \$30,000.00 per month have changed significantly. The law previously known as the *Melzer* rule used in high income support cases, named after the case of *Melzer v. Witsberger*, 505 Pa. 462, 480 A.2d 991 (1984), has been superseded by the new guidelines.

Also superseded is the ruling in *Isralsky v. Isralsky*, 824 A.2d 1178 (Pa.Super. 2003), which allowed for a mortgage modification to a support order to occur after a divorce. The new rule clarifies that the mortgage payment deviation cannot be applied after a final order of equitable distribution has been entered, because presumably the marital residence will have been distributed to one party or the other.

There remain many variables to consider such as health insurance contributions, the number of overnights the

(See "Legal Perspectives" on page 21)

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"BUZZ AROUND THE BLOCK"

(Continued from page 18)

"Tree City USA," and by Money Magazine as one of the best places to live in Pennsylvania. Lisa's enthusiasm for the area and real estate market are contagious, "Homes here are holding their value in a rocky market, and I believe they will continue to," she comments.

In many dimensions, Lisa is one of the area's driving forces. Prior to entering real estate, Lisa headed a successful graphic design firm. Many of the skills and insights she developed at Tiger Graphics continue to serve and her Century 21 clients today: keys to effective marketing, communications and presentation, as well as the ability to bring a discerning eye and enthusiastic attitude to properties and their possibilities.

If you want the scoop on Berks County arts and community scenes, ask Lisa about that, too. She's on the boards of the Reading Public Museum, the Yocum Institute of Arts, and Berks Arts Council. You'll find her actively involved in such diverse organizations as the Greater Reading Film Festival, 20th Anniversary Jazz Fest Committee and Artist Service Task Force, and supporting Reading Symphony, American Heart Association, American Red Cross, John Paul II Society, Berks Women in Crisis, the PA Humane Society, the Berks County Tennis Association, the Reading Hospital and other community pillars.

Whether you want to know about a great home or what makes Berks County such a great home town, call Lisa at 610.670.0917 or 610.781.6177 (cell).

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LEGAL PERSPECTIVES

(Continued from page 19)

non-custodial parent has with the child or children, unusually high mortgage payments, and other extraordinary expenses, to name a few. As set forth in the official comments to the new Rules, "[t]he basic support schedule incorporates an assumption that the children spend 30 percent of the time with the obligor and that the obligor makes direct expenditures on their behalf during that time." The new guidelines call on the courts to recognize that some parents do not see their children often and to consider upward deviation of the support order as a result; conversely, parents who spend a significant amount of daytime time with the children and pay for meals and entertainment during those hours may seek a downward deviation from the guidelines even if those parents do not have the children overnight.

For some income levels, the guidelines will increase the amount of support; for others, the new guidelines will indicate a decrease. Both obligors and obligees should keep in mind, though, that no changes to existing support

orders are automatic, and a petition must be filed before a support order can be modified.

The guidelines have increased the basic amount that low-income support obligors may keep for themselves in order to meet their own basic needs under Federal poverty standards. That amount, now called the "Self-Support Reserve," increased from \$748.00 per month to \$867.00 per month.

The courts must also take into account the duration of the marriage when crafting spousal support orders.

Support payors and payees, especially in those families with high net monthly incomes, would be wise to meet with their PA family law attorneys to review their existing orders, so that the effects of the new Pennsylvania support guidelines can be weighed, and modifications sought if appropriate. 🗑️

Levi S. Wolf, Esquire is a partner in the Pottstown law firm of Wolf, Baldwin & Associates, P.C. He frequently represents clients in both family law and workers' compensation matters. Mr. Wolf can be reached by calling 610.323.7436, or by e-mail to LWolf@wolfbaldwin.com.



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HOW TO FAIL IN BUSINESS



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

Most of the “how to” articles you read, including the ones I write here, tend to advise you on what to do in order to improve and be successful. There are many

books that do the same, like . . . *The 7 Habits of Highly Effective People*, *The 22 Immutable Laws of Marketing*, and *40 Strategies for Winning in Business*. How about all the top 10, eight ways, seven things, five reasons, four ideas, two rules and the one most important system to.... (fill in the blank).

Well, I thought I'd take a little different approach this month and try to advise you on what to do if you want to fail. That's right. Here is my list of how to destroy a business. Some of them may be obvious, others not so. But I can guarantee you this, do these things and your failure in business is most assured. So here's the list . . . the “how to” in business failure.

LIE: People will not do business with you if they don't trust you. If you break their trust they will be gone. It will be virtually impossible to get their trust back unless they are long time friends or family members. You lie, you lose.

COMPETE ON PRICE: the main reason most companies compete on price is because there is nothing that distinguishes them from their competition. Customers have nothing else to compare to but price. Therefore, customers beat their vendors to no end since they know they can get the same thing elsewhere. If you keep reducing your prices

you will eventually price yourself out of business as the profit margin will shrink to nothing. A sure recipe for failure.

RELY ON WORD OF MOUTH: this is a very good way to promote your business but you can't just rely on this one strategy. Particularly if you are just (See “Business & Marketing Strategies” on page 24)



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ALL HOME BUYERS SHOULD GET A PROPERTY INSPECTION

By Brian Patrick, Real Estate Broker,
Affinity Property Management and Realty, LLC

If you are shopping for a home this summer, be sure to get a property inspection before making a purchase. Many people believe that this is an unnecessary expense. Some even bring in their contractor friends to avoid the cost of a property inspection. The truth is that a few hundred dollars that it can cost for a property inspection can end up saving buyers thousands down the road. Property inspectors are trained and licensed to locate issues that contractors, real estate agents, and buyers may miss. Consider the following:

- Cracked heater exchange
- Failing air-conditioning compressor
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- Defective roofing/flashings
- Insect infestation — termites or carpenter ants
- Mixed plumbing
- Aluminum wiring
- Horizontal foundation cracks
- Major house settlement
- Undersized electrical system
- Chimney settling or separation

All of these issues can be missed by untrained eyes. You can see that they can also lead to thousands of dollars in repairs. So if you are ready to take the step toward home ownership, be sure to remember that roughly 40 percent of homes on the market contain at least one major defect. Protect yourself, and be sure to have a property inspection before making purchase. 🗑️

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BUSINESS & MARKETING STRATEGIES

(Continued from page 22)

starting out. Without a good marketing plan you are waving in the dark. You know what you're doing but no one else can see you.

TREAT EMPLOYEES LIKE CRAP:

How many times have you been in a business and heard employees complain about the boss? What did you think? Your employees are helping you run your business and are interacting with your customers. Treat them like crap and they will probably do the same with your customers.

BE EVERYTHING TO EVERYONE:

If you try this you will most definitely fail at some point. The "jack of all trade" types tend to do worse than highly focused specialists. Everything to everyone means no uniqueness. Back to competing on price. Doomed!

PLAN AND PREPARE AND THEN DO NOTHING:

I see this quite often. All the best plans are made but some people get so busy doing the wrong things they never get to what they intended to do. Maybe it's because of fear or maybe it's just bad time management. Whatever the reason a plan without action is useless.

KEEP POOR FINANCIAL RECORDS:

If you don't track it, it's difficult to improve it? If you don't track where the money is coming from and where the money is going to, how do you even know if you're making any money at all? At some point you will know, once it's all gone!

Clearly, my goal here is not to give you advice on how to fail. As a business coach the last thing I want is for people not to be as successful as they can. When reading this list you might think to yourself how ridiculous it is to do these things. You might say to yourself, "anyone in business should know better." You'd be surprised. I see these things or variations of them every day.

So sarcasm aside, here is my advice. Read this list and then do the opposite. That would be the list of how to fail at failure. That's a double negative meaning just another article on how to be successful in business. 📦

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

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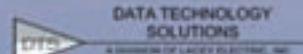
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WILL LADY GAGA LAST ON TAPE?



PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

When you think of companies that are blazing the trails with their technology use and innovation, one of the last places that one would look would be an organization that targets services to the senior consumer.

Yet, that is exactly what we have found.

Depending on your point of view and preferences, the recent Lady Gaga appearance on *American Idol* was either must see or glad to have missed TV. From what I have heard from the must see camp, her performance of "Alejandro" was unforgettable. Given that Fox aired the performance and 19 Entertainment Ltd. and FremantleMedia North America have production roles, there is at least one "official" recording of the performance and depending on the contract terms, there may be as many as three. The information technology team at each of these three companies will decide how best to record this unforgettable performance for backup purposes.

Many businesses need to make decisions such as these each and every day. They must decide how best to backup the data that their company has generated and needs to preserve as a part of their ongoing business practices. If the three companies that handle the data from *American Idol* choose to backup

their data on tape they may be in for a surprise. At this time, tape backup is the *de facto* method that many companies use to store their backup data. Tape backup works well as long as the company does not need to use the tape to restore the data. There are a few reasons that storing the Lady Gaga performance on tape might not be the best solution.

Top Reasons Why Lady Gaga may vanish

1) Reliability

The dirty little secret behind tape is that it is unreliable. If you have been around for a bit, you may remember cassette tape technology that is used to store music that people listen to. You may also remember that this tape was susceptible to warping, degradation, breaking, etc. with just a minimal amount of use. Data tapes are similar to cassette tapes only more expensive

(See "Performing Technically" on page 27)

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PERFORMING TECHNICALLY

(Continued from page 25)

because they use more advanced technology. At its core, the technology is the same for both cassette tapes and backup tapes and data is unforgiving when it comes to warping, degradation, etc. The way to ensure reliability is to stick to a firm process of tape replacement, which is expensive no matter what the size of the company.

2) Data Restoration

Anyone who has restored data from tape will tell you that it is just a nightmare. Restoring one file is not so bad, but restoring an entire system or multiple systems in the event of a server loss or a disaster can be close to impossible. System administrators have told tales of trying to restore from a multiple tape set and running across a tape error on the second tape. Any type of error may make the entire tape set unusable—Trouble if you are trying to get to a file that is on the third set of the tape. Most businesses use tape for disaster recovery and there is no guarantee of data restoration from tape on a disaster declaration.

3) Process Breakdown

Depending on the size of your company, there is a process for loading tape, performing the backup, unloading the tape and labeling the tape set. In small companies this task is left to a secretary or an administrative assistant and in big enterprises, the tasks are pretty much the same only the responsibilities are different as they will tend to have robotic systems handling the loading/unloading and tape rotation. Additionally, “best backup practices” indicates a tape rotation process to ensure that data is archived correctly and that new tapes are placed in the rotation correctly. Although all companies try really hard to get this right, it is rarely done right and there are issues with each step in the process that may result in data loss or the inability to restore needed data.

The above issues are just a few of the reasons that businesses will have difficulty maintaining data on tape. These days, a new method of storing data removes much of these issues and is much more reliable.

(See “Performing Technically” on page 29)

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How Interest Rate Changes May Affect Your Investments



INVESTMENT IDEAS

By Jim McGuire, Wells Fargo Advisors

For many Americans living through the economic recession of the past several years, dealing with the effects of interest rates has become as inevitable as death and taxes.

The rise and fall of interest rates is one of the biggest factors influencing the economy, financial markets and our daily lives. That's why it is important to have a basic understanding of how interest rate changes could affect not only your wallet but also your investment portfolio.

Simply put, interest rates help control the flow of money in the economy. Typically the Federal Reserve lowers interest rates to jump-start the economy. Lower interest rates mean consumers may be willing to spend more money and incur more debt. This stimulates the

economy in a variety of ways, including increased revenues from products sold to the consumers and taxes generated from those sales. Investors, on the other hand, have a different perspective.

BOND INVESTORS: As interest rates fall, the prices of previously issued bonds tend to rise. The new issues are offered at lower, less appealing rates. That makes bonds with higher interest rates much more desirable and that much more in demand. On the other hand, those who plan to hold their bonds to maturity aren't really affected by falling rates, with the exception of reinvestment risk.

One way issuers may take advantage of falling rates, is by calling their outstanding bonds and issuing new bonds at lower rates. This can hurt those whose bonds have been called because they can't reinvest at the rate they were previously receiving. To offset that risk, it's important to make sure you don't have too many callable bonds in your portfolio. Your fixed-income investments should be diversified to withstand rising and falling rates.

STOCK INVESTORS: Falling interest rates tend to have a positive impact on the stock market, especially stocks of growth companies. The companies that tend to borrow money to finance expansions also tend to benefit from declining rates. Paying lower interest rates decreases the cost of their debt, which may positively affect their bottom line. The stock prices of those companies may rise as a result, driving the market in such a way that prices of other stocks may follow suit.

When the Federal Reserve decides to raise interest rates, its goal is usually to slow down an overheating economy. Interest rates tend to affect the economy slowly — it can take as long as 12 to 18 months for the effects of the change to

(See "Investment Ideas" on page 30)

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PERFORMING TECHNICALLY

(Continued from page 27)

How to Keep Lady Gaga Forever

Smart companies are moving beyond tape to disk-to-disk backups that come in a variety of options, flavors and sizes. The most popular for small companies has been a hosted model where the company signs up with a service such as Mozy or Carbonite and deploys a secure backup agent on their computers to send the backup off site to a data center for backup and storage.

Larger companies are moving to a complete backup and disaster recovery solution that involves installing a backup device next to their servers and backing up data to a similar companion device in a data center. This device allows backups to take place both on-site and off-site which is the ultimate in data protection.

The security of the data is still maintained as the data "key" is maintained on the original device and the data is encrypted as it is sent off site using this key.

To provide a complete solution, it is best to locate a company who has the ability to both monitor the backups on a daily basis to ensure completion and to periodically test the backups to ensure that data is available for restoration when needed.

It has always amazed me as to how valuable data is to an enterprise, and yet, backups are the least paid attention to until there is an issue. Take the time now to assess your backup plan and process and begin planning the steps to move beyond the tape backup, which will cause potential issues when the chips are down. 🗑

Feel free to call or e-mail Bill with questions, comments or feedback on this article or any technical issue. Bill Swank (bill@limesystems.com or 610.828.6100) is the President and CEO of Lime Systems and Immediate Past President of the Philadelphia Purchasing Management Association. Bill is available to speak to your business or group on issues related to technology, security or strategy.



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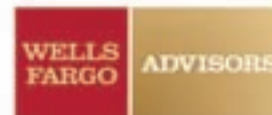
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INVESTMENT IDEAS

(Continued from page 28)

permeate the entire economy. Slowly, the cost of borrowing increases, banks lend less money and businesses put growth and expansion on hold. Consumers may begin to cut back on spending because they realize don't have as much disposable income as they once did. This reverses the effects that lower interest rates had on the economy and, again, investors are affected differently.

BOND INVESTORS: When interest rates shoot up, the demand for bonds with lower interest rates typically falls, which decreases their value. That's because new bond issues are offered at higher rates.

STOCK INVESTORS: Depending on the current market environment, rising interest rates can have a positive or negative impact on the stock market. In some cases, rising rates can send jitters through the market, resulting in falling stock prices. In other cases, the stock market will respond favorably.

In addition, rising interest rates may affect certain industry groups more than others. For instance, because

growth companies borrow money in order to expand, rising interest rates increase the cost of their debt, which in turn decreases profit (or increases loss). As a result, the prices of their stocks may fall.

If you're interested in learning more about what changing interest rates mean for you, a Financial Advisor can help you better understand the effects interest rates may have on your portfolio.

Stocks offer long-term growth potential, but may fluctuate more and provide less current income than other investments. Bonds offer a fixed rate of return and investment principal if held to maturity. In addition to market and interest rate risk, bonds are also subject to default risk, the risk that companies or individuals will be unable to make the required payments on their debt obligations. ■

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ORGANIZATIONAL RELATIONSHIPS



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy, Director, Main Street Community Development Corporation, Borough of Phoenixville

Many times downtown Main Street Boards delegate some of the nuts and bolts of the revitalization to committees. Committees could include economic development, design, and promotion. Some Main Street Boards are creative and have an inter-group committee to interact with other agencies. Committees are where the work gets done and the community input is secured.

In addition to the Main Street Board, in many cases there is a merchant's organization, a Chamber of Commerce and an Economic Development Organization that operate in the same town. Some of these groups are membership organizations and, in the past, were forced to become regional to become sustainable. There are times where the groups come in conflict over turf and mission. For the most part, in towns I have worked in, the organizational relationships have been harmonious. It is always important that the revitalization committee establish a "target area" with geographic boundaries that are easily distinguishable and let everyone know that they exist.

The Main Street Board normally represents a broad spectrum of the town. Members from the ancillary groups are sometimes appointed to represent their organization on the board. I do not think that is the right approach because it puts the employee "Main Street Manager" in a difficult position. People should be appointed because of their love of the town or desire to see it prosper, not because they represent an organization. I find that, especially in small towns, it is not hard to find cross representation

when you check at the final count because, in most cases, it is all the same people.

Start up revitalization committees also should avoid putting other agencies' staff on the Main Street board because these staff people are the manager's peers, people they have to work with every day. There have been many occasions when I heard from Main Street Managers that the member of an organization is problematic, and there was nothing that could be done because that person was on the Main Street board. Towns should give the manager a chance to compete without having their hands tied.

The promotion committee sometimes plans general promotions while the merchant organizations will concentrate more on retail promotions—promotions geared to bringing people to the street to buy. Main Street Committee promotions are geared more toward bringing the masses to the street, and that may or may not bring in business for the merchants. In other words, a Christmas Parade will bring many people into a town. Whether they

(See "Downtown Marketing & Development" on page 33)

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What's Your Blurb?



MARKETING SOLUTIONS

By Maria Novak

We've all heard about the "blurb." It's that short phrase you use to describe what you do for a living. Often it's the first and, maybe if handled incorrectly, the last, contact you'll have when meeting a potential client. It's more important than your name when introducing yourself.

When it comes to creating a blurb to describe what you do, think benefits. Most people are interested in what's in it for them. Also, try to use a blurb that offers an open-ended question. Those are the kind where a simple "yes" or "no" isn't going to cut it. It should beg for more info. Saying something like, "I'm a graphic designer," is, frankly, boring and closed-ended. Its fitting reply is, "Oh, ok" Sorry, but the same thing goes for "I'm a photographer, a writer, a business consultant," etc. I tend to use something along the lines of, "I help people grow their businesses." That usually gets a reply like, "Really? How do you do that?" The problem with most blurbs is that they tend to be introspective and focus on features, rather than benefits.

Think about what you say to the guy across the table or in the elevator. How does your blurb help your potential prospect? Maybe, "I help small businesses reach their marketing goals." Or, even better — "I help small businesses make more money." I can pretty much guarantee you that will turn a head and

get a response asking for more info. If one says, "I do logo design," what's the benefit? Maybe it's separating from the competition or enhancing visibility in the marketplace.

Benefits hit people on an emotional level. In some way, shape or form, a benefit helps them feel more secure, feel better about themselves, save time and feel happier. So, look at what you do and whittle it down to its core benefits. Also, keep it simple. That means leave the trade jargon at home and shelf the ten syllable words.

Finally, try to avoid a canned spiel because they tend to sound like ... well ... canned spiels. Once you get to a place where you know the benefits and value you bring to the table — and you truly believe it — your blurb will flow effortlessly. 🗑️

Maria Novak is the owner of Marketing Solutions, a marketing consulting firm in West Chester, PA, offering creative marketing services for small & medium sized businesses. For more information, contact Maria at 610.405.0633 or MariaNovak001@yahoo.com.



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 31)

spend money in the stores while they attend the parade festivities remains to be seen. Creating the fine line between general town promotions and sales promotions is often difficult to define and often harder to explain to the merchants. "How does that help me?" is a common response from the business people when you ask them to participate through taking out an ad or having a small reception in their store.

Design committees are equally difficult to integrate into the flow of the existing structure of the town. In many cases the town will have a Historical Architectural Review Board (HARB) that may or may not have the same ideas as the design committee. Main Street projects normally have some façade incentive grants that they can give to store or business owners to fix up their buildings or put up a new sign. What is acceptable to the committee may not be acceptable to the HARB. This should be avoided at all costs. Picture this— a store owner wants to put up a new sign and he gets the okay from the design committee and then proceeds to HARB. HARB does not like the sign and tells them to come back with a better design. The store owner is now trapped in a time warp while he waits to meet with

the committee, who then will revise and have the owner go back to the HARB...30, 60, 90 days before the sign is erected. The best thing to do is have the HARB be the design committee because it is less cumbersome and does not give the impression that good design is hard to achieve.

Main Street Programs often are started in communities that have ongoing economic development activities. In the case of rural communities, many of the economic development agencies are county-wide agencies and may or may not care about the revitalization effort. There even may be a different vision for the town. It is best to meet with the economic development agency early on in the process and articulate what the vision and the goals are for the Main Street program. It is also wise to keep the economic development people privy to your development activities because they may have funding for a project that you have on the drawing board.

All of these committees and agencies demand a lot of levels of coordination and programmatic integration. Sometimes there are differences of opinion and the Main Street Manager needs to manage

(See "Downtown Marketing & Development" on page 34)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 33)

conflict as it emerges. No one wants conflict with the merchant organization, the Chamber of Commerce or the local economic development agency, but it happens. When it does happen, the Main Street Manager may not know how the board will treat it, based on the composition of the board. There are times that, if the manager is hired from out of town, the existing relationships with people who the board members know and trust may outweigh the loyalty to the board.

Conflict is a part of the business in Main Street development. When you implement change you step on people's toes or, worse yet, move forward with a plan that will garner institutional resistance. That is what makes it so hard to revitalize—there are many moving pieces that may want different and conflicting things. If you compromise on everything you may never accomplish anything. If your challenge consistently, you may lose your job.

I have found the best way to work is to keep everyone informed, incorporate ideas and derive consensus. Streamlining the processes could make the process more user-friendly and easy to understand, even when it is not. Through this method you will either eliminate conflict or draw it to you. At that point you will need to make a

decision concerning the importance of the issue and whether you are willing to compromise to make it work.

I feel that people sometimes believe I have too much conflict in the way I conduct myself. I believe in the system of planning, executing the plan, and then evaluating the plan. I also like to stick to the plan once the plan is properly vetted and consensus is determined. Sticking to the plan is where the conflict happens. In some cases, someone from another agency did not take time to participate in the planning process or did not care until it affected them institutionally, and those actions result in conflict. Depending upon the how "strong" the respective staff people or boards are, conflict could reach the point where it becomes public. Public conflict is really not good for anyone, but sometimes it does bring the issue to a resolution, one way or the other, because no one likes a war of words. If the Main Street Manager is always in conflict, he or she will lose their job because their job is to bring consensus, not conflict.

Many of you read about me being in perpetual conflict here in Phoenixville. It is just a perception because I am actually deriving consensus and sometimes that gets noisy. ☹

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TRICOUNTY AREA CHAMBER OF COMMERCE

**Thank you to
the 2009-2010
TCACC EXECUTIVE
COMMITTEE &
BOARD OF
DIRECTORS for their
commitment and
dedication throughout
the past year!**

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PRESIDENT'S WELCOME

Dear Chamber Members,

Thank you.

As we bring the TriCounty Area Chamber of Commerce's business year to a close, I want to extend a hand of gratitude and personal word of thanks to the Members, volunteers, Board of Directors and the Chamber staff.

Thank you, Brad. Brad Okoniewski, Cabot Supermetals, is the outgoing chairman to the Board of Directors. At the TriCounty Area Chamber of Commerce's Annual Dinner, Brad was honored as both the outgoing Chairman and also as the Volunteer of the Year. Shortly after passing the gavel to Todd Alderfer, Brad was tapped on the shoulder to return as Chairman for Todd who received a corporate promotion. During these two terms, Brad balanced his career, volunteer work, and the love and special care for his daughter Caroline's needs. Whether on the road in Louisiana or at the Boyertown facility, Brad was always available for advice and guidance. From the Board of Directors and Chamber staff, we thank you for your leadership and dedication.

Thank you to Rick Lewis, Lewis Environmental, and Brad Borneman, Body-Borneman, for providing leadership on the Board of Directors. Each served two terms, a total of six (6) years on the board, and their companies represented Spring City/ Royersford and the Boyertown areas as well the environmental clean up and insurance industries. Rick also helped chair the Golf and the Environmental Education Committee. We greatly appreciate all of their Board commitments to making this region vibrant.

Thank you to the many volunteers who helped bring the Chamber to life. From the Ambassadors to committee members and the Boyertown Progress Dinner to the Golf Outing, these volunteers help us meet our mission. As with all organization volunteers, they are our life line.

Thank you to the staff and interns of the Chamber. Quietly behind the scenes, Eileen, Kitty, Ashley, Jeff, Theresa, and Cory work diligently to prepare for the events and meetings and to keep you informed. We would not be able to achieve what we do with out their dedication.

For many chambers across the country including ours, we faced the trials and tribulations of any small business. It was and continues to provide its struggles. We thank all of you who have dedicated yourself and your businesses to making the tri-county area a great place to work. Please spread the news and encourage others to participate in the Chamber. Continue to practice your ABCs – Always Buy Chamber, by supporting local chamber businesses. Together we will build a stronger community.

Be seen. Be Heard. *Thank you for BELONGing!*

Tim Phelps, TCACC President



TCACC MISSION: As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

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

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

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

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

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Belong to the NETWORK and
make an IMPACT on our community!

For more info on Membership, call 610.326.2900 or visit us on the web at tricountyareachamber.com to APPLY ONLINE!

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

*HAPPY ANNIVERSARY to
the following Members:*

20 Years

Klein Transportation

Pottstown Downtown
Improvement
District Authority

10 Years

Chestnut Knoll
Assisted Living

5 Years

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Wellness Center, P.C.

*Are you
Celebrating
25, 50, 75 Years?*

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success. Contact Kitty at 610.326.2900 or kitty@tricountyareachamber.com

Thank you to the following Members who renewed their commitment to make your Chamber a **PRIORITY!**

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TRICOUNTY AREA
CHAMBER OF COMMERCE

WELCOME NEW MEMBERS!

*Look who's joined us... The following businesses
have invested in YOUR Chamber. When purchasing
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257 Schuylkill Road
Phoenixville, PA 19460 (610.933.0660)
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Chestnut Knoll at Home has expanded its offices into the Phoenixville community. Chestnut Knoll at Home caregivers are specifically trained in geriatric assistance and can help you or your family members remain in the comfortable surroundings of the home.

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Health Proponent® is the consumer division of Health Advocate, Inc.™, the nation's leading independent healthcare advocacy and assistance company. The Company helps millions of Americans to personally navigate the healthcare system and resolve clinical and insurance-related issues, to save time and money.

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CALENDAR OF
EVENTS

TRICOUNTY AREA
CHAMBER OF COMMERCE

GOLFERS
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ON THE
COURSE
JUNE 7!**



NETWORKING

Thurs., June 10	MEMBERSHIP BREAKFAST <i>Brookside Country Club, Prospect & Adams Streets, Pottstown</i>
7 – 7:30 AM	Networking
7:30 – 9 AM	Program Featured presentation will focus on “Tourism” with speakers Kurt Zwilk , Executive Director of the Schuylkill River National & State Heritage Area and a representative of the Valley Forge Convention and Visitors Bureau. Sponsored by Yucha Chiropractic Health Center, Rutter Roofing, and Chestnut Knoll Assisted Living and At Home Services \$25 per Member prepaid, \$30 per Member invoiced; \$50 per Non-member
Thurs., June 17	WOMEN OF THE WORKFORCE (WOW) LUNCHEON
11:30 AM – 1:30 PM	<i>Frederick Mennonite Community, 2849 Big Road, Frederick</i> This last Women of the Workforce luncheon before the end of the program year will be strictly for NETWORKING . There will not be a featured speaker. Members will be allotted time to give a 1 minute elevator speech about their business. Sponsored by Frederick Mennonite Community. Members Only. \$28 per Member prepaid or at the door; \$36 per Member invoiced
Tues., June 22	MEMBERSHIP MIXER
4:30 – 6:30 PM	<i>Schuylkill River National & State Heritage Area, 140 College Drive, Pottstown</i> Discover the partnership with Montgomery County Community College to develop the Schuylkill Riverfront Academic & Heritage Center and the Schuylkill River Heritage Area Interpretation Center. Several door prize drawings will be held and the new book “Along the Schuylkill River” will be available for sale. Sponsored by Schuylkill River National & State Heritage Area No Charge, Members Only. Reservations appreciated.
Wed., June 23	NETWORK AT NOON
12 – 1:30 PM	<i>Philadelphia Premium Outlets – Food Court, 18 West Lightcap Road, Pottstown</i> It’s time to NETWORK, NETWORK, NETWORK! This NEW Chamber event provides Chamber Members the opportunity to do just that, NETWORK! Your Chamber will be hosting this event on a monthly basis. There will not be a featured speaker; instead, the program will kick-off with a networking tip, and members will be given the opportunity to highlight their business with a one minute “elevator speech”. \$20 per Member – Members Only.

***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.

EVENTS

Thurs., June 3	CHAMBER 101
3:30 PM	<i>Chamber Conference Center*, 152 High Street, Suite 360, Pottstown</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservations appreciated.
Mon., June 7	ANNUAL GOLF OUTING
10:30 AM	<i>Spring Hollow Golf Club, 3350 Schuylkill Road, Spring City</i>
11 AM	Registration
12 PM	Buffet Lunch
4:30 PM	Shotgun Start – Scramble Format
5:30 PM	Social Hour Dinner & Program \$150 per Chamber Member Golfer includes Lunch, Greens fees with cart, and Dinner; \$40 per Member for Dinner Only Members Only. Presenting Sponsor: Flexible Benefits Plans, Dinner Sponsor: Pottstown Memorial Medical Center, Lunch Sponsor: Schultz Technology Solutions, Goodie Bag Sponsor: PMSI, Cart Sponsor: Exelon Nuclear, Trophy Sponsor: Keller Williams Realty Group Sponsorship Opportunities Available – contact 610.326.2900.
Tues., June 15	CHAMBER 101
8 AM	<i>Chamber Conference Center*, 152 High Street, Suite 360, Pottstown</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservations appreciated.

SAVE THESE DATES

Tues., July 13	OSHA SEMINAR – JOB SAFETY ANALYSIS (JSA)
8 – 10 AM	<i>Chamber Conference Center, 152 High Street, Suite 360, Pottstown</i> Scott Shimandle , Compliance Assistance Specialist, USDOL/OSHA – Allentown Area Office, will discuss how JSA systems are flexible enough to be tailored to a particular site or group of workers. Randy Kresge , Senior Safety Engineer of Cabot Supermetals, a Chamber Member business, will describe how the JSA process works at his site. \$5.00 per person to cover cost of food.
Wed., July 21	NETWORK AT NOON
12 – 1:30 PM	<i>Philadelphia Premium Outlets – Food Court, 18 West Lightcap Road, Pottstown</i> It’s time to NETWORK, NETWORK, NETWORK! This NEW Chamber event provides Chamber Members the opportunity to do just that, NETWORK! Your Chamber will be hosting this event on a monthly basis. There will not be a featured speaker; instead, the program will kick-off with a networking tip, and members will be given the opportunity to highlight their business with a one minute “elevator speech”. \$20 per Member – Members Only.
Tues., July 27	MEMBERSHIP MIXER
4:30 – 6:30 PM	<i>Serenity Junction Wellness Center, 127 East Philadelphia Avenue, Boyertown (front)</i> Mix and mingle with fellow Chamber members while enjoying refreshments Sponsored by Serenity Junction Wellness Center No charge, Members Only. Reservations appreciated.

Register today; connect tomorrow. Visit tricountyareachamber.com or call 610.326.5158.

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If you are planning a summer excursion, remember YOUR Chamber offers consignment tickets to many summer attractions including: Adventure Aquarium (NJ), Dorney Park, Dutch

Wonderland, Hersheypark, Morey's Piers, National Aquarium in Baltimore, Pennsylvania Renaissance Faire, and Philadelphia Zoo!

Tickets are available for Chamber Members only. Visit the Members Only section on tricountyareachamber.com or call 610.326.2900 for more information and availability.



OPEN

Success in building both business and communities comes from staying **OPEN** to new ideas.

The Chamber of Commerce provides opportunities for you to exchange ideas with other talented leaders in business, community, and government, to help make your business run smoother – and to make your community a better place to work, live and play.

Access to new ideas. One more way the Chamber opens doors for you.



Visit tricountyareachamber.com for Chamber Events and Community Events



WEBSITE SPONSORSHIPS – Affordable for any business!

Your Chamber has website sponsorships available on tricountyareachamber.com! ACT NOW! Opportunities for Website Sponsorships are *available on a first come, first serve basis*! Your business should **Be Seen** on the go-to website of the tri-county region!

For more information about becoming a WEBSITE SPONSOR on tricountyareachamber.com, please email Jeff Dentler at jeff@tricountyareachamber.com or call 610.326.2900.

MEMBERS - BECOME COMPLIANT TODAY!

Are you compliant with OSHA regulations? Visit tricountyareachamber.com for all of your compliance products.

The Chamber's partnership with **MyOSHAStore.com** has successfully provided Chamber Member businesses the opportunity to purchase a range of compliance products such as labor law posters, first aid products, exit signs, and training manuals through your Chamber's OSHA Compliance Store. The Chamber encourages members to visit the site to review the products and services available.

SIGN UP FOR CHAMBER WEEKLY EMAIL SUBSCRIPTION

ATTENTION CHAMBER MEMBERS: You can receive the Chamber's Weekly email subscription. Sign up TODAY by emailing jeff@tricountyareachamber.com. Receive the latest updates on Chamber programs, professional development seminars, advocacy, and more. For questions about Chamber Weekly email subscription, please call 610.326.2900 or email Jeff Dentler at jeff@tricountyareachamber.com.

ABC - Always Buy Chamber: OFFER A MEMBER-TO-MEMBER DISCOUNT/PROMOTION!

Member-to-Member Discounts/Promotions are available to YOU! As an added benefit of membership, the Chamber has compiled a list of Chamber Members who are willing to offer you a discount or a special promotion. Visit the Members Only section of the Chamber's website and click on Member-to-Member Discounts. The purpose of this program is to encourage, promote, and retain business between Members of the Chamber NETWORK. A simple phone call will be required to confirm your business is a TCACC Member in good standing in order for you to receive the discount/promotion. Current participants will automatically be included unless they advise otherwise.

To extend a discount/promotion to fellow chamber members, please email Jeff Dentler at jeff@tricountyareachamber.com or call 610.326.2900.

ABC – Always Buy Chamber!

BECOME AN INSERT SPONSOR!

Each month Member businesses are sent the Chamber's official newsmagazine, *Route 422 Business Advisor*, reaching nearly 1,200 Chamber Member representatives. As a sponsor, your marketing flyer will be inserted into the Chamber Members' mailings. This Members Only marketing opportunity will get the word out about your business. All you have to do is supply the Chamber with your insert and the Chamber will do the rest



of the work for YOU! For more information, please email Eileen Dautrich at eileen@tricountyareachamber.com or call 610.326.2900.

It's as easy as 1-2-3 or ABC – Always Buy Chamber!

MEMBER UPDATES

Chamber Members - If your business moves to a new location or your contact information changes, update your information with the Chamber by calling 610.326.2900 or email jeff@tricountyareachamber.com.

HIRING FOR THE SUMMER?

Let us know or stop by the Chamber Office to look through the RESUMES collected throughout the last few months. This month's resume includes:
1-Contract/Vendor Management

APRIL WOW

SPEAKER ADDRESSES "THE URGENCY ADDICTION"



Carol-Anne Minski, MBA, MA, Director of Training, MidAtlantic Employers' Association (MEA), spoke at the TriCounty Area Chamber's Women of the Workforce Luncheon at Spring Hollow Golf Club in April. Minski, who has 20 years experience in education, training, and strategic planning, engaged the audience in a workshop style discussion about time management and goal setting.

"Few of us realize how powerful the urgency addiction is in our lives," said Minski, who explained that the pressures of our daily schedules can produce a "temporary high that makes us feel important." Yet, she pointed out, reacting to outside pressure is not the most productive way to work.

Minski outlined practical tips for avoiding work interruptions, eliminating procrastination, and replacing bad habits with good ones. She identified goal setting and prioritizing as the keys to moving away from the "urgency mode," and emphasized the importance of setting "S.M.A.R.T." goals: Specific, Measurable, Achievable, Realistic, and Timed.

According to Minski, managing time well also means taking time for relationships with family, friends, and customers. "Time is life," she concluded. "The way you manage your time defines who you are. To manage your life means asking yourself what kind of life you want to lead."

The event was sponsored by Chestnut Knoll Assisted Living and At Home Services and L&J Cleaning Service. 🏠



L & J Cleaning Service

The Women of the Workforce Luncheons are a monthly occurrence on the Chamber's calendar. This month's Luncheon will be held on Thursday, June 17, 2010 from 11:30 AM to 1:30 PM at Frederick Mennonite Community in Frederick. For more information on this event, visit the Chamber Calendar on www.tricountyareachamber.com.

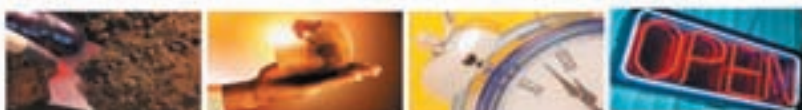


Now, more than ever, businesses need an **ADVOCATE**.

The Chamber of Commerce provides opportunities for you to exchange ideas with other talented leaders in business, community, and government, to help make your business run smoother – and to make your community a better place to **work, live and play**.

As a membership based, **business advocacy organization**, the TriCounty Area Chamber of Commerce (TCACC) serves businesses in southeastern Berks, western Montgomery, and northern Chester Counties and along the Route 422 Corridor.

TCACC provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our thriving region.



■ IMPACT ■ NETWORKS ■ PRIORITIES ■ OPEN

JOIN TODAY - Call 610.326.2900.

Join by May 31 and receive a \$5 DISCOUNT OFF your next Membership Breakfast.

Offer valid on any one of the breakfasts between now and November 2010.



TRICOUNTY AREA
CHAMBER OF COMMERCE

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Offer Expires 5/31/2010 - Promo Code: 422BANOFFER

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A LOOK BACK AT THE CHAMBER'S ANNUAL DINNER

PLATINUM SPONSORS

The Chamber would like to thank the 2010 Annual Dinner Platinum Sponsors – the success of this year's event would not have been possible without their support.



Cabot Supermetals is "Creating What Matters" in the tri-county area. High performance tantalum and niobium metal products, produced in Boyertown, matter a great deal to many high technology industries.

State-of-the-art electronic devices rely on components employing our products. The metals are excellent materials of construction for chemical processing equipment, such as is used in our local pharmaceutical facilities to produce life saving drugs. Our products are also important components of "superalloys" used for strength, reliability and energy savings in jet engines and power generation turbines.

Cabot is committed to ensuring the safety and health of people and the environment in Boyertown and around the world. Our "Drive to Zero" mentality results in world class safety and environmental performance. Named a Voluntary Protection Program "Star" site by the U.S. Occupational Safety and Health Administration (OSHA) in 2008, Supermetals was awarded the 2009 Pennsylvania Governor's Award for Safety Excellence.

Cabot values community involvement, through activities such as cooperation with local emergency response teams and the Citizen's Advisory Panel. Cabot supports dozens of community, medical, and educational programs in the Boyertown area with financial support and employee involvement.

Here in Boyertown, Cabot Supermetals is truly "Creating What Matters".

Cabot Supermetals is part of the Cabot Corporation of Boston, MA. Cabot generates about \$3 billion in annual sales from 39 manufacturing facilities in 19 countries. While they bear the same New England name, they aren't related to Cabot Stains or Cabot Cheese!

For more information, visit Cabot on the web at www.cabotcorp.com.



2010 promises to be an exciting year with a number of construction projects coming to fruition at **Pottstown Memorial Medical Center**. According to John Kirby, CEO, "The medical staff and employees of PMMC are really excited for the June opening of a new 18-bed private suite Critical Care Unit featuring the latest equipment and modalities available for critically ill patients. The critical care team has worked together on the details of this modern unit and Pottstown Medical Specialist Pulmonologists Ken Sbat, MD and An Pham, MD will continue to serve as co-medical directors."

Also scheduled to open in June of 2010 is the highly anticipated 10-bed all private suite orthopedic unit. Called the Center for Bone & Joint Health, PMMC's orthopedic unit will feature a hotel-like atmosphere with

(Continued on page 41)

AN EVENING WITH "MASTERS OF NETWORKING," GAYLE AND JUDY

Networking Masters Demonstrate Importance of "Working the Pond in Work & Life"

Attendees of the TriCounty Area Chamber of Commerce's Largest Networking event of the year, the 2010 Annual Dinner, gained a wealth of networking tips and advice from the Dinner's featured speakers, Judy Thomson and Gayle Hallgren-Rezac, co-authors of the book "Work the Pond! Use the Power of Positive Networking to Leap Forward in Work and in Life," and founders of Shepa Learning Company, Vancouver, B.C.

The opening remarks for the keynote presentation, and words that were reiterated by Judy and Gayle several times in their presentation, stated "People do business with those they know, trust and like and people recommend those they know, trust and like." This simple statement was an important principle for attendees to remember during the evening and as they attend future networking events. They stressed using positive, not transactional, NETWORKING, which involves focusing on others and not on yourself, making relationships not referrals, and building reputation instead of revenue. Positive networking is defined by Gayle and Judy as "discovering what you can do for someone else."

The two speakers offered advice on how to combat "Networking Nervosus." They recommended taking along a "tag teammate," someone you already know, to help take away the initial awkwardness of being in a room full of people you've never met. However, they also warned that employers should make sure that employees that are attending events avoid "not-working" instead of networking.

A tool provided in the presentation to help combat "nervosus," and easy enough to do, "Figure out the color of their eyes" when you meet someone for the first time. This will force you to look into their eyes when introducing yourself, which makes a good first impression. Judy also suggested having business cards easily accessible to "Avoid archeological digs" that disrupt an introduction;

your cards to distribute and the cards you collect should also be separated into two separate pockets.

"Look for a wallflower," said Gayle. Whether you're with a group or alone, never exclude any networker. She went on to encourage networkers to open your circle to those hovering outside because they will only spend a maximum of twenty-eight seconds before they move on. The authors reminded attendees not to underestimate the weak links in the networking chain, it's not so much who you know, it's who you vaguely know - you never know who is in *their* pond. Gayle stated "What if the most important person you know is someone you haven't met yet" and they might have been the person that moved on because you didn't open the circle.

Attendees at the Chamber's 2010 Annual Dinner were given a "100% guarantee" in this presentation – Gayle and Judy stated you have a "100% guarantee that if you stay home and don't network, nothing will happen!"



2009 Ambassador of the Year Award Recipient, Janet Flack, Keller Williams Realty Group (left), is pictured with Terese Brittingham, Keller Williams Realty Group and the 2010-2011 Chairman of the Board (right).

Networking Tip - YOU HAVE PERMISSION

The opportunity to build your network can come at any time, in any situation. It's the difference between saying nothing and being one to start a conversation. Opportunities reveal themselves when you start conversations. The password to the network? PERMISSION.

It's as easy as 1-2-3 or ABC – Always Buy Chamber!



Brad Okoniewski, Cabot Supermetals and Chamber Chairman (left) and Tim Phelps, Chamber President (right), present event keynote speakers Judy Thomson (2nd from left) and Gayle Hallgren-Rezac (2nd from right) with a "Work the Pond" frog statue as a token of the Chamber's appreciation.



D. Scott Detar was named "King Frog" for activating the "Work the Pond" message in the Maillie, Falconeiro & Co., LLP offices.



Brad Okoniewski (left) was named the Chamber's 2009 Volunteer of the Year. In recognition of this award, the Chamber Board personally donated a total of \$800 to the March of Dimes on behalf of the Okoniewski family. Also pictured Tim Phelps (center) and Fred C. Reim, Jr., Immediate Past Chairman of the Board (right), who presented this award to Brad.

"People do business with those they know, trust and like and people recommend those they know, trust and like."

PLATINUM SPONSORS

(Continued from page 40)

soothing colors, artwork, and flat screen televisions and a focus on excellent patient care in a comfortable environment offered in large private suites with walk-in showers.

"The new 10 private bed center will be the culmination of a lot of hard work and a lot of people working together," said Kirby. "Our medical staff features many highly-trained board certified orthopedic surgeons who are developing new technologies and participating in national research. Together, our physicians, orthopedic trained nurses, rehabilitation specialists and leadership have developed a joint program that involves consumer outreach and education, patient education and coordination of care."

Each patient scheduled for a joint replacement at PMMC will work closely with Thao Wesler, RN, PMMC's Center for Bone & Joint Health Coordinator who will insure each patient and their family members receive well-coordinated quality care and valuable information they will need from what to expect before and after their joint replacement procedure to what to wear on the unit.

For information, visit Pottstown Memorial Medical Center on the web at www.pottstownmemorial.com.



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Exelon Nuclear's Limerick Generating Station is a nuclear power plant located in southeastern Pennsylvania, about 20 miles northwest of Philadelphia in Montgomery County.

Limerick is built on a 600-acre site and draws its cooling water from the Schuylkill River. Units 1 and 2 began commercial operation in February 1986 and January 1990, respectively.

Both of Limerick's units are boiling water reactors designed by General Electric. Unit 1 is capable of generating 1,149 net megawatts (MW), while Unit 2 is capable of generating 1,146 net MW. Together, they can produce enough carbon-free electricity to power more than 2 million average American homes.

Limerick Generating Station and its employees contribute to many community organizations, donating more than \$500,000 in 2009.

For more information, visit Exelon Nuclear on the web at www.exeloncorp.com.



Based in Philadelphia, **PECO** is an electric and natural gas utility subsidiary of Exelon

Corporation (NYSE: EXC). PECO serves 1.6 million electric and 486,000 natural gas customers in southeastern Pennsylvania and employs about 2,400 people in the region. PECO delivered 84.3 billion cubic feet of natural gas and 38.1 billion kilowatt-hours of electricity in 2009. Founded in 1881, PECO is one of the Greater Philadelphia Region's most active corporate citizens, providing leadership, volunteer and financial support to numerous arts and culture, education, environmental, economic development and community programs and organizations.

For more information, visit PECO on the web at www.peco.com.

(Continued on page 42)

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A LOOK BACK AT THE CHAMBER'S ANNUAL DINNER

(Continued from page 41)

GOLD SPONSORS



In 2001, Terese Brittingham and Thomas McCouch opened doors to their own franchise of **Keller Williams Realty** in Royersford. Their decision to open one of the most unique real estate offices in the area came from the similarities in Keller Williams' belief system and their own.

"Our goal was to be different from all others that came before us. Our mission has always been to develop a company that offers a safe and rewarding environment for agents of all levels, an arena where they work together, share ideas, superior education and maximum earning potential. We wanted agents to respect each other's differences and celebrate their diversities. We wanted to have not just a group of agents, but an alliance of partners.

Growth came at a phenomenal pace and the original office was no longer large enough to meet Keller Williams Realty needs and objectives. "In just two years since expanding," reports Brittingham, "We doubled in size and have 140 agents in Royersford. The new building will allow us to more than double again in coming years."

The thriving company saw growth to the west, as well. Many agents in Berks County and the surrounding area liked the Keller Williams philosophy. It made sense to expand into Berks County.

"There are many reasons we have come so far, but the Keller Williams belief system captures the essence of our success," proclaims Brittingham. "Dedication and service commitment to our customers and clients is our # 1 concern. Please place your trust in us with your next Real Estate transaction: Residential, and Commercial Real Estate, and Property Management!"

For more information, visit Keller Williams on the web at www.kwrealtygroup.com.



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National Penn Bancshares, Inc. common stock is traded on the Nasdaq Stock Market under the symbol "NPBC."

For more information, visit National Penn on the web at www.nationalpennbancshares.com.



O'Donnell, Weiss & Mattei, P.C. was founded in 1955 with its offices at 41 High Street, Pottstown, PA. From the original three lawyers, they have grown to a firm of 13 attorneys and a dedicated staff of fourteen, including a legal administrator, paralegals and legal assistants, providing legal representation to clients throughout southeastern Pennsylvania. While the original main office at 41 East High Street has remained home to the firm for over 50 years, it has been expanded several times over the years, and in January of 2006, OWM Law opened an additional, fully-staffed office at 347 Bridge Street, Phoenixville, PA.

OWM Law represents individuals and families, municipalities, banks, small businesses and corporations. OWM Law includes attorneys who are licensed title insurance agents and who conduct residential and commercial real estate settlements. The firm is also strongly committed to the support of the communities in which they do business.

OWM Law's attorneys, and their practice areas, include: John A. Koury, Jr. practicing in land use, municipal, banking, real estate, elder law and estate administration; Richard D. Linderman practicing in personal injury, criminal, business planning, estate planning and estate administration; David S. Kaplan practicing in estate planning and estate administration, family law, social security and mediation; Henry T. Zale practicing in land use, municipal law and real estate; David A. Megay practicing in real estate transactions, business planning, family law, estate administration and criminal law; Ryan A. Costello practicing in land use, municipal, real estate, civil litigation and criminal law; Gary L. Stein practicing in banking, loan workouts, mortgage foreclosures and collections, general business and commercial transactions; Kathleen M. Martin, a Certified Elder Law Attorney, practicing in elder law, estate planning and estate administration; James C. Kovalski, practicing in tax law, estate planning and administration, and business law; and James V. Ottaviano, practicing in business law, personal injury, criminal law, and civil litigation; Joseph K. Koury, practicing in tax law, estate planning and administration, and business law; Victoria S. Holister, practicing in family law; and Eileen A. Schaeffer, practicing in Elder Law.

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Windstream Corporation is an S&P 500 company that provides phone, high-speed Internet and high-definition digital TV services to customers in 16 states. The company also offers a wide range of IP-based voice and data services and advanced phone systems and equipment to businesses and government agencies. The company has approximately 3 million access lines and about \$3.1 billion in annual revenues. Windstream is ranked 4th in the 2009 "BusinessWeek 50" ranking of the best performing U.S. companies.

For more information, visit Windstream on the web at www.windstream.com.



Gayle Hallgren-Rezac describes the N.E.T.W.O.R.K. Dance at TCACC workshop.

Authors Conduct Networking Workshop for Members of TCACC

Judy Thomson and Gayle Hallgren-Rezac, networking experts and co-authors of "Work The Pond! Use the Power of Positive Networking to Leap Forward in Work and in Life," conducted a workshop at Brookside Country Club in Pottstown for Members of the TriCounty Area Chamber of Commerce (TCACC). The interactive workshop was a follow-up to their keynote address at the Chamber's 2010 Annual Dinner. Thomson and Rezac offered practical advice for overcoming the challenges that most people face when networking.

"Positive networking is the opposite of negative networking," said Thomson. "When you walk into a room, instead of asking 'What can these people do for me?' ask 'What can I do for this group of people?'" According to the authors, learning what you can do for others by asking questions and having a genuine interest in their passions takes the pressure out of networking.

Participants in the workshop practiced "Tribal Introductions™," a form of networking that goes beyond the typical introduction and exchange of business cards that takes place at most networking events. A Tribal Introduction™ tells people not only what you do, but how and why you do it better than anyone else. The goal is to brand yourself and your organization and to keep the other person engaged in the conversation.

The authors stressed the importance of business owners making networking a part of the business plan by budgeting both time and money. They suggested that employers provide training and "give permission" for their staff to leave the office to take advantage of networking opportunities where they can serve as "brand ambassadors" for their company. They also pointed out that contacts are shared within and outside the company.

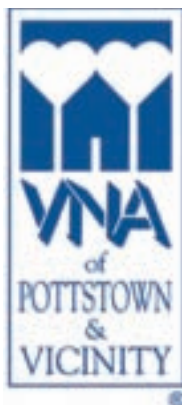
"When you shake hands with them," said Rezac, "you shake hands with their network." 📁



Judy Thomson gives Sue Seanor, Chestnut Knoll at Home, tips on organizing stacks of business cards.

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APRIL MEMBERSHIP MIXER



NETWORKING AT VNA PROVES THE VALUE OF ABC!

Chamber encourages Members to ABC – Always Buy Chamber! SPECIAL THANKS to VNA for hosting a very successful April Membership Mixer at their facility.

This month's Membership Mixer will be held on Tuesday, June 22, 2010 at Schuylkill River National & State Heritage Area Center in Pottstown.

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Pottstown Area Health & Wellness Foundation Announces www.missionhealthyliving.org As The New Local Gathering Place For Good Health

The Pottstown Area Health & Wellness Foundation has introduced a new Web site, www.missionhealthyliving.org. It's the area's only local and free online community that is intended to not only give great information about healthy living, but also encourage members to share how they lead a healthy lifestyle.

The site features a main page that is continually providing local and national news about healthy living and other health-related issues. Other site features include recipe sharing, the ability to create or join a discussion group, updates on healthy living events and seminars, information on area fitness activities, educational videos and other pertinent links.

"We created this site to reach out to the community at large," comments Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation. "We wanted to create a community within our community where folks could connect with each other and learn and share information and even get support on a number of health-related topics. As a Foundation, we are in constant communication with our grantees, but we wanted the residents in our service area to know that we are committed to improving everyone's health and well being."

The Foundation is asking people to go to www.missionhealthyliving.org and sign up and become a member of the Mission Healthy Living community—it's fast and free. Members can then subscribe to RSS feeds, become a fan on Facebook, follow the Mission Healthy Living site on Twitter and join, or start, a group about a health-related topic of interest.

The community is especially encouraged to share with each other—whether it is about buying organic foods in the area, finding an exercise buddy, learning

how to eat to avoid getting diabetes, finding support for parents who have children with disabilities, or trading knowledge about any other health-related topic of interest. If someone is interested in starting a group, they must first sign in on www.missionhealthyliving.org, then click the "request" link under groups on the main page. Then, they will have to fill in the group's name, its description and its mission, and submit for approval.

"We are really excited about the potential our group feature offers area residents," states Rose Crews, Office Coordinator, Pottstown Area Health & Wellness Foundation. "We are hopeful that the community will embrace this option and realize it is a great way to get support or information from other local residents who have the same concerns or interests. If anyone has any questions about starting or participating in a group, they should feel free to give me a call at the Foundation at 610-323-2006 or email me at rosecrews@pottstownfoundation.org." 📧



ABOUT THE FOUNDATION:

The Pottstown Area Health & Wellness Foundation's mission is to enhance the health and wellness of area residents, providing education, funding and programs that motivate people to adopt healthy lifestyles. Visit www.pottstownfoundation.org for more information about the Foundation. Discover Pottstown area's new online community at www.missionhealthyliving.org to learn and share information on how to lead a healthier life.

It's as easy as 1-2-3 or ABC – Always Buy Chamber!



Event Sponsor, **Cory Rutter, Rutter Roofing**, speaks at newest Chamber Member **NETWORKING** event, Network at Noon.

NEW CHAMBER EVENT, NETWORK AT NOON, A SUCCESS!

Network at Noon, the newest Chamber Member **NETWORKING** event, hosted by the TriCounty Area Chamber of Commerce, was another successful **NETWORKING** benefit for Members – veteran and new.

In addition to building upon both new connections and longstanding business relationships, the intimate luncheon provided Members the opportunity to showcase their product and service offerings through a one minute “elevator” introduction of their business.

“It was exciting to be able to network with a diversified group of attendees,” said new Member, **Sue W. Seanor, Chestnut Knoll at Home Services** located in Phoenixville. “The Chamber facilitated a forum that was relaxed and provided a great way to make new connections and reconnect with old friends.”

Bill Wellen, FASTSIGNS said, “Network at Noon is a great opportunity to present your own business and learn about other Member businesses in the area. I made several valuable contacts at the first session and will become a regular attendee.”

The Chamber selected **The Western Center for Technical Studies** as the location for this luncheon to reinforce the vocational, career development initiatives that they support through the TriCounty Area Chamber of Commerce Foundation, Inc. The curriculum at The Western Center directly reflects vocational, career development and in hosting our luncheon, the students in the Culinary Arts program provided a restaurant quality meal and service showcasing their talents and that they are prepared to enter the future workforce in the tri-county area.

“What a great response for a new event! I will continually support the Chamber and continue using its resources to help keep awareness of my services and significantly grow my business everyday,” acknowledged event sponsor, **Cory Rutter, Rutter Roofing**. 🏠

NETWORK at Noon is a monthly occurrence on the Chamber’s Calendar. This month’s Luncheon will be held on Wednesday, June 23 from 12 to 1:30 PM at The Philadelphia Premium Outlets Food Court. For more information on this event, visit the Chamber Calendar on tricountyareachamber.com.

VALUE OF TIME

In business, the biggest challenge is properly managing time. With only twenty four hours each day, time is our most precious commodity. Time is free, however it is the most valuable resource, once it has been used it cannot be recaptured. In business, understanding that time is extremely valuable and critical to being successful. Time, as valuable as it is, most cannot afford to waste it, so technologies have been developed to help maximize it. Email has



Shayne Trimbell,
Project Coordinator,
GVF Transportation



replaced the need to send letters through the mail, allowing a response in minutes rather than days. Video on demand allows us to watch our favorite television programs at our leisure rather than having to arrange our schedule around the programming schedule. Travel has also been made more time conscious, flying to a vacation destination or business meeting takes much less time than driving the same distance.

All of these time saving measures do come at a cost, and reflect the value we put on our time. Without paying a monthly subscription to an internet provider, we are without email. Of course email isn’t required, the postal service will deliver your message for a much lower cost, however the time required for a response increases dramatically. Flying to a destination is significantly more expensive than driving, however the time saved is, in many cases, worth the expense. Those are two common examples of how we monetize our time. It is a decision process we all go through, evaluating if paying more for a service will save time or be more convenient. If the cost is low enough, the savings in time is worth the expenditure of money. The value of time is personally assigned, however it can be universally applied.

When it comes to travel, time is money. Time spent sitting idle in traffic costs the business real money. Time wasted is

money lost. If time saving measures can be implemented, it is worth the expense if it will save time. Sitting in traffic always costs more than not sitting in traffic. Reducing traffic congestion does come with a cost. The decline in funding availability at both the state and federal level has our state legislators evaluating all possibilities to improve the transportation network at the lowest cost to the state. One proposal is to use public private

partnerships to transfer responsibility from the state to a private organization. The advantage of transferring responsibility to the private sector is that the state no longer needs to cover the costs of maintenance, at the expense of the individual traveler. The advantage to the traveler is that the private organization must maintain a roadway that people want to use, primarily by improving driving conditions and reducing congestion and travel times. Of course, the individual will have to pay a fee to access the road, but the fee is directly applied to improving the travel conditions, and saving valuable time. It is the savings of time that make using the roadway worthwhile in the first place. The fee for driving on the highway is small when compared to the cost of wasting time in traffic.

The value of time is crucial in any person’s decision making process. If time can be saved through reducing travel times, the associated expenses are worth the savings. As state legislators proposal various techniques to keep our transportation network funded, consider the value of time when evaluating the proposals. With time a consideration, any additional expense may not be as bad considering the alternative. 🏠

Provided by Shayne Trimbell, Project Manager, GVF. Shayne can be reached at 610.635.3559 or by email: strimbell@gvftma.com.

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BASEMENT WATERPROOFING — WHY IS IT NECESSARY?



By Scott McFarland, Owner, Basement Services 911, Inc.

Most people call a waterproofing company only after their basement floods. They call us after the insurance company explains that they do not cover any of the damages. NONE. This traumatic episode is faced by hundreds of homeowners every time it rains or snows.

Despite the traumatic experiences, unhealthy living conditions can quickly form in your basement because of the rain.

Generally basements are sealed, cool, humid, damp and dreary places — especially in older homes. Remember, basements are sub terrain, built into the ground and are cave like. Caves are always 56 degrees. Cool in the summer, warm in the winter. This climate is perfect for mold. Mold forms when humidity levels are above 55 percent. These conditions are common in basements and attics.

Mold needs three things to live and breed. Air, Water, and Organic Matter. Let's look at them one at a time.

AIR: the most efficient way to keep air clean is by having movement of that air. Open the windows or mechanically move the conditioned air from upstairs to down stairs. Homes create a chimney affect. The basement tends to be 10° cooler than the second floor. This temperature difference pulls 40 percent

of the homes air from the basement. Majority of the time basement air is not conditioned (heated or cooled). With this air being in a closed, damp, and unhealthy environment you are basically contaminating the entire home. If you create a negative air situation, you reverse the process by bringing conditioned air from the upstairs. We use the Humidex system to accomplish this. Basically it is a humidity controlled air mover (like a big fan). It turns on and off using embedded controls, adjusted according to the humidity level. This movement of air can help keep your air quality at a much healthier level.

WATER: This is the main ingredient in the process of an unhealthy situation. Generally it is the water that you cannot see that contributes to air quality problems. As I stated earlier, most people realize they have a water problem only when they get flooded. In fact, nine out of 10 homes have some sort of water problem below grade.

(See "Basement Waterproofing" on page 51)

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CONCERTive is New Name for DSI Technology Solutions

Firm changes name to reflect philosophy, expanded scope of services

DSI Technology Solutions, a premier provider of design, enhancement and support services for complex enterprise environments, recently changed its name to CONCERTive. Ownership, management, staff, office locations and client commitments are unchanged.

"We chose CONCERTive as our new name to symbolize the collaborative approach we take with our clients, the concerted effort we bring to every project and the satisfaction we get from orchestrating exceptional results," said Peggy Brennan, President and CEO.

Since its founding in 1996 as a hardware integrator, CONCERTive has expanded its service, grown and added expertise and allied with industry leaders to meet the changing IT needs of clients. The firm currently works with Fortune 500 firms in the pharmaceutical, legal, and healthcare industries to name a few.

"We consider our team to be of the

most highly skilled group of engineers and project managers in the marketplace today," Brennan added. "Our consultants carry the aggregate strength of CONCERTive's entire staff, internal technical resources and priority-level vendor support into every project."

CONCERTive provides firms with consulting services on design and installation of enterprise class servers, storage, infrastructure and business IT solutions.

Additionally, CONCERTive provides cloud services as well as managed services, under which CONCERTive takes responsibility for managing the full scope of IT services for a company, including hardware/application management and monitoring, user help-desk, capacity planning, software upgrades and business continuity services.

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BASEMENT WATERPROOFING

(Continued from page 48)

Just by the way homes are constructed allows water to flow and sit around your home. Your home is built within a big hole in the ground (Clay Bowl Theory). This hole fills with water. Not just any water but high acidic rain water. Those of you with a swimming pool know that after a rain you have to raise your PH level. Acid eats concrete. When you clean concrete you go to Home Depot and buy muric acid. This etches the concrete to remove the stain. It also eats away at the concrete.

The statements "It never happened before," or "I only had one small leak," is often heard from affected homeowners. Acidic rainwater is actually what causes homes to leak after years of no leaks as it finds its way into cracks and crevices in the concrete. Water erodes. It eroded the Grand Canyon. Water takes the path of least resistance and erodes its path into bigger and bigger problems. This leads to wetter and wetter basements.

This wetness soaks into the walls, carpets, clothes, drywall, boxes, leather shoes, etc. which becomes a food source for mold. It raises the humidity level around the exterior walls even if there is not a leak. This contributes to the prime conditions for higher humidity as the

exterior walls are constantly wet.

ORGANIC MATERIAL: Wood, clothes, drywall, boxes, paper, and dust (95 percent of dust is human skin which is organic) all provide a food source for mold.

Have you ever noticed the leather hunting boots that have little white or green dust like spots all over them? The dark stains at the base of the drywall? A fuzzy growth under the cardboard boxes? These are all types of mold. Mold is present everywhere. It floats and lives in the air. It produces spores that reproduce and re-colonize. Have you ever wondered by most mold is circular in nature. They expand outward like a large growing city, hence the circular pattern.

The ultimate question about mold is, is it harmful? There are very harmful types but just the average mold can be harmful to certain individuals. Penicillin is made from mold which grows on bread. Many people are allergic to penicillin. This is in every home. It cannot be stopped but only contained to safe levels. Elevated levels create some living conditions that are "sickly," unhealthy, and possibly extremely harmful.

(See "Basement Waterproofing" on page 53)

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EXERGAMING: THE NEW FACE OF FITNESS



BUSINESS, HEALTH AND FITNESS

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

Remember the days of coming home from school, throwing the book bag down, and immediately heading right back out the door to play until the sun went down?

There was no such thing as it's too cold out, it's too wet out, or any other reasons to stay indoors and not run around and play outside. Fast forward twenty, thirty years and now there are too many excuses to not go outside and stay indoors. While there are several factors that contribute to the global increase in obesity rates, children in particular, physical inactivity reigns as the most prominent, yet easiest cause to fix.

It all began in the early seventies with the concept of the indoor gaming system. First it was Pong, then along came the Atari, Colecovision, Intellelevision, Nintendo, X-Box, and Playstation gaming systems. With outdoor activity replaced with indoor activity, statistically there was a linear relationship between the number of gaming systems sold and the increase in obesity levels, and not just in children. Today, with the advances in technology and the growing awareness that obesity is a major health concern, the concept of fusing indoor video games with physical fitness has taken shape, known collectively as ExerGaming.

Diet trends come and go, but one constant has always been exercise. The top fitness certifying and education organi-

zations in the country have all listed ExerGaming as one of the top exercise trends for 2010 and beyond. Why? In the past several years, it has already taken storm and spawned new types of equipment and programs in an effort to get more people, children and adults alike, moving.

The most popular and recognizable ExerGaming system is Nintendo's Wii and Wii Fit; a gaming system that puts the user physically into the action on screen. As a result of its popularity, research has been documented and supports it as well, proving that ExerGaming can improve players' stress levels, cardio-vascular health, weight management, reduction of anxiety and stress, improved sensory-motor learning, and

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

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BASEMENT WATERPROOFING

(Continued from page 51)

The levels of clean and healthy home air are attained by removing the conditions in which breed the unhealthiness.

1. Create a negative air environment.
2. Reduce humidity in basement by using conditioned air. (heated or cooled)
3. Remove all moisture issues. Mainly wet walls, floors, soils, etc. Properly waterproof your basement by installing a sub-floor pressure relief system.
4. Limit the food source for mold. If

the floor is damp put your property in plastic containers. Take precautions to limit your molds food source. Most importantly, waterproof your basement.

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BUSINESS, HEALTH & FITNESS

(Continued from page 52)

improved cognitive alertness and performance. One study with 22 overweight and normal weight children ages 11-17 found that DDR (Dance, Dance, Revolution) increases players' heart rates so that they obtain an aerobic workout and gain cardio-physiological benefits, even at the easiest levels of the game. Until recently, ExerGaming was something that was only available and happening in homes, but with its growing popularity and effectiveness is moving towards implementation in healthcare, schools, workplaces, and fitness clubs.

A few health plans are even making ExerGames available to their members in clinical settings, and feasibility studies have been done with various target groups. Specifically, healthy older adults and adult stroke patients who reported ease of use and enjoyment of the games had expressed interest in playing again in the future, especially the stroke patients who saw that the games could make a positive contribution to their therapy. Another five month study at an Oregon elementary school found that 120 third and fourth graders who participated in ExerGames improved in academic performance; self-image; classroom behavior; sensory awareness; eye-

hand coordination; social skills; leadership skills; teamwork; reduced student absenteeism by more than 50 percent; and improved students' mile run times by an average of about 14 percent. Students also reported more enthusiasm for sports, fitness, dance, and PE class than they did before the program began. Yet another study of 20 students in West Virginia schools who used DDR lost five to ten pounds after playing the game every day during the first few weeks. Based on the positive results of these studies, the state of West Virginia now plans to use DDR in all of its 765 public schools and is developing a school-based DDR curriculum.

While the research continues to find that ExerGames are highly appealing, motivating, and fun, they offer compelling game challenges, a chance to perform athletically or expressively for others, and a way to meet and interact with others in friendships and in communities. "If you can't beat them, join them" is the mentality that has propelled ExerGaming to the forefront to get the sedentary physically active again, both young and old. Who says you can't have fun exercising and reminisce about what it was like to be a kid again? ■

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COVER STORY

(Continued from page 9)

So far, expanded programs have met expectations, says Kirby. The Center for Wound Healing is just over a year old, and success stories keep coming in. "We've had a couple of people who have been through our facility and were facing possible amputation, and if it weren't for treatment provided by this center, they might have lost a foot or part of their leg," he reports.

"It just goes to show you the great care that the program is providing. It's just another example of (meeting) community need," Kirby said. "This community has a high number of diabetics, and when diabetics get open wounds, the ability of their body to close them is compromised. We have a wound care center with dedicated people who, all day long, all they work on is how to get wounds healed. We have given them the tools to do that.

"It's about having the right clinicians and physicians here and putting the right support around them and making sure the whole patient experience and everything that goes into it, from beginning to end, is taken care of," Kirby continues. "We have a full-circle approach,

including outpatient therapy at the CarePlex Center after discharge. We even have a home care division, so we can take care of every component of a patient's illness."

In the Intensive Care Unit, physicians and nurses have been given a spacious new environment as they provide care to some of the sickest patients. The facilities were designed with patients in mind.

Other recent improvements include the installation of a permanent PET/CT scanner in the radiology suite, which allows quicker scheduling and faster results.

The focus on the consumer remains front and center. "Through all of the new services we have opened and major construction projects we have undertaken, our team has never lost its focus on the quality of care we provide to our patients," Kirby explains.

Amenities and comforts mean a lot, but, says Kirby, "At the end of the day, satisfied customers are what drives the business. If they have had a positive experience, they are going to come back. That experience is going to be top-notch while they're here."



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"We can paint walls and provide private rooms, but that's just part of it," he says. Patient satisfaction and meeting the unique needs of the Pottstown community are job one.

"We are moving ahead, and we are growing," Kirby says. "Right now, he says, "It's our job to educate this community as to what a great resource we have built here. We plan to be around to take care of many future generations."

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