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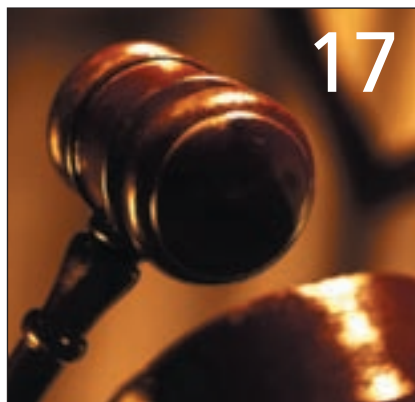
Business Advisor

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

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*Lacey Total Solutions is
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through small claims court.*

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Lacey Total Solutions

For Commercial and Industrial Buildings

Integrated Services Lead to Greater Efficiency for Building Projects

COVER STORY

The old maxim, “the whole is greater than the sum of its parts,” is an appropriate description for Lacey Total Solutions. The Leesport, Pa.-based company, located off Route 222 in a modern 20,000-square-foot building just minutes from Reading Regional Airport, consists of five separate firms that collectively are better able to serve the needs of its clients, according to LTS president Andrew Lacey.

The five companies that make up Lacey Total Solutions are Lacey Electric, Data Technology Solutions, Alarm Tech Systems, Alarm Tech Suppression, and Solar Technology Solutions. “Essentially, we are five companies in a one-stop shop, which puts us in a unique position to offer a wide range of integrated electrical services and products required for commercial and industrial facilities,” Lacey says.

Typical LTS customers include general contractors, facility managers, building owners, developers, and IT managers. “Our clients realize there’s a lot of synergy and cross-over with the capabilities we offer,” Lacey says, “and in a majority of cases, it makes sense from a cost-efficiency standpoint for them to use us as a single source to provide multiple services such as electrical design and construction, structured cabling systems, telecommunications, fire alarm and security systems, fire suppression equipment and PV solar power.



A solar panel installation at Lacey Total Solutions in Leesport meets approximately 80 percent of the company's energy needs. Members of the Lacey Total Solutions team from left to right are: Rich Fix, Vice President, Alarm Tech Systems; Rick Lombardo, Division Manager, Alarm Tech Suppression; Andrew Lacey, President, Lacey Electric and Solar Technology Solutions; and Jeff Boyer, Vice President, Data Technology Solutions. Lacey Total Solutions provides electrical and PV solar engineering and construction, structured cabling, alarm and security systems as well as comprehensive fire suppression for commercial and industrial facilities.





Andrew Lacey

President, **Lacey Electric, Inc.** and
Solar Technology Solutions



"For example, as we develop plans for a building's electrical layout, we can incorporate additional disciplines that meet the client's needs for voice and data systems, video surveillance, paging and alarm systems." Lacey says this approach not only provides a comprehensive map of a building's wiring infrastructure, but helps to eliminate potential problems that can occur by using separate contractors to provide individual services. "Our way of doing business is designed to streamline the process, and save time and money for our clients in the long run."

Lacey Total Solutions serves clients in a geographic territory extending from western Pennsylvania to New Jersey to Maryland and Delaware. The company has been involved in new construction and retrofit projects for medium and large customers throughout southeastern Pennsylvania. In addition to the commercial and industrial markets, Lacey also serves a list of blue-chip clients involved in the healthcare, pharmaceutical and the food and beverage industries.

With experienced and dedicated professionals in each division, an extensive inventory at its on-premises warehouse, and large fleet of vehicles, LTS is poised for future growth as the construction industry rebounds. "Our growth during the past 31 years is due in large part to the commitment of our team to perform quality work that ensures our customers are completely satisfied," Lacey says. "We are service-minded and customer-focused. That's our recipe for success and we're sticking to it."

"Our clients realize there's a lot of synergy and cross-over with the capabilities we offer"

Lacey Electric

"My father, Bill Lacey, founded Lacey Electric in 1979, and we started as a small electrical design-build company," says Lacey, who is a licensed master electrician and holds a bachelor's degree in electrical engineering from Penn State University.

"Today, the electrical engineering and construction components still drive our business," he adds. "Our ability to take projects from conceptual planning and design through equipment start-up, while meeting scheduling and budget requirements, is very attractive to our customers who want a turnkey product."

According to Lacey, lighting system upgrades for warehouses, manufacturing facilities, processing plants and offices are an important focus because they can produce significant cost savings for customers. After completing an on-site lighting analysis, Lacey recommends an alternative lighting package designed to reduce energy usage.

"New LED or fluorescent high-bay lighting is a big investment," Lacey explains, "but when you have case histories that show clients saved \$50,000 a year in lighting costs and recouped their initial investment in only four years, it's worthwhile to consider for the long term." Lacey says high efficiency lighting systems also reduce heat gain in buildings, and because of their longer service life, save maintenance and bulb replacement costs.

"Part of the reason we're seeing greater interest in lighting retrofits is the grant money that is available from the state and utility companies, and we encourage customers to take advantage of these programs," Lacey says. "But it's all about being more efficient. Our lighting upgrades, for example, now include the installation of occupancy sensors that automatically turn the lights on when people enter a room and turn them off after they leave."

(See "Cover Story" on page 7)

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 (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.
 (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.

LEASED (ZC1100) 6290 Manatoway Road, Boyertown-

(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!

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

(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.

LEASED (ZC1094) 26 East Phila. Avenue, Boyertown-

LEASED (ZC1096) 32 Wells Road, Parkersburg-

(ZC1097) 1145 E. Phila. Ave. Gilbertsville- 5,900SF retail/office COMMERCIAL SPACE for lease. Non conforming use. \$3,400/Month + heat, elec., 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) 21 South Limerick Road., 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

(ZC1101) 12 Church Lane, Douglassville- Totally refurbished commercial space. Two car garage and plenty of off-street parking. Easy access to Route 422. (Call for details)

(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

LEASED (ZC1050) 78 Wells Road, Parkersburg-

(ZC1103) 5 Sunnybrook Rd., Pottstown- Cute renovated 2 story office building a stone's throw away from High Street. Village commercial district of Lower Pottsgrove. Offstreet parking. Ideal location for small business or retail space. \$950/Month

(ZC1012) 1200 E. High St. 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!

LEASED (ZC1077) Douglass Township, Berks Co. -

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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. Lots of storage. Zoned LLI but used as a horse farm-residential. **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- (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.

PENDING- (ZC2098) 650 Spring St., Reading- \$249,000.

PENDING- (ZC2100) 98 Pricetown Rd., Fleetwood- \$250,000.

FOR SALE- (ZC2101) 531 North Charlotte St., Pottstown- OFFICE SPACE - Approx. 2,000SF w/2 powder rooms on upper level. Approx. 1,500SF w/powder room on lower level. Can be (2) separate units. Offstreet parking for (5) cars. Medical or Dental office, etc. \$225,000.

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 WalWa. \$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. Lankford 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- (ZC2115) 2427 Morgantown Rd., Reading- 2.18 ACRES- Property to be sold as additional land to property adjacent known as 2431 Morgantown Rd. which is a separate listing. Total package would be 3.6 ACRES. Located on route 10 in Flying Hills, across road from large Turkey Hill. Ideal for Sheetz, WalWa, CVS, RiteAid or bank. Public water and sewer. Call for additional information. \$220,000.

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. \$480,000.

PENDING- (ZC2113) 513 East Main Street, Kutztown- \$240,000.

FOR SALE- (ZC2114) 381 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.

FOR SALE- (ZC2116) 140 Barlo Rd., Barlo- BARTO HOTEL & TAVERN. Turnkey operation. Bar/Restaurant including 13 rooms. 1st floor features hotel and bar including kitchen and dining area. 2nd and 3rd floors feature rentable rooms. 2 full baths on 2nd floor are shared. Sale includes fixtures, equipment and liquor license (\$100,000). A great opportunity to run your own business in an up and coming area. \$479,000.

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COVER STORY

(Continued from page 5)

Data Technology Solutions

Data Technology Solutions designs, installs and certifies structured cabling systems. Jeff Boyer, vice president, says the company specializes in Category 5e, 6, and 6e horizontal cabling systems as well as fiber optic installations including splicing, termination, and testing. DTS also designs and installs complete CATV and paging systems.

"We've completed intrabuilding and interbuilding LAN/WAN campus installations, data center designs and build-outs, and perform underground and aerial installations," says Boyer, a Penn State graduate and BICSI Registered Communication Distribution Designer (RCDD) with over 25 years of industry experience.

Boyer also notes that DTS is proud to be a certified by several industry leading manufacturers as a contracting

partner, which allows DTS to warrant its installations for up to 25 years. "This further reinforces our design strategy that is dedicated to providing cost-effective solutions for our client's current and future cabling requirements," he says.

"We thoroughly test and document every cable plant and network we install," Boyer notes, "and our factory-trained technicians have the knowledge and expertise to maintain them." Since 2003, Data Technology Solutions has worked for clients in the healthcare, financial, insurance, medical, real estate, entertainment, gaming and manufacturing industries as well as educational institutions and legal firms.

Alarm Tech Systems

Alarm Tech Systems, another division of LTS, is a full-service UL fire alarm and security systems company, and a regional distributor for Notifier Fire Alarm Products, the nation's largest manufacturer of engineered fire alarm systems.

Richard Fix, ATS vice president, says the company offers access control to fire alarm and security systems, video surveillance, and a 24-hour UL-listed monitoring service. "Excellent customer service is always our top priority," he says, "and our experienced technicians and operators are on call 24/7, so we're here at the critical times when you need us."

Business demand is strong, according to Fix, and comes from a variety of sources. "If LTS is working on an electrical or cable installation for a customer, we'll often get requests to add security and fire alarm systems," he says. "Our unique combination of services offers a distinct advantage to our customers because they can have all their wiring and cabling needs met simultaneously by one company."

(See "Cover Story" on page 9)



Jeff Boyer

Vice President,
Data Technology Solutions



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FOCUS ON LIMERICK AND ROYERSFORD

"BUZZ AROUND THE BLOCK"

Limerick Township is the second largest (22.6+ square miles) and the second fastest growing municipality in Montgomery County. Limerick Township is home to Pottstown-Limerick Airport, Exelon's Limerick Generating Station and many other commercial and industrial businesses. Shopping is easy and convenient. Many restaurants and churches abound within the township as well as in surrounding areas. Limerick Township is a rural community that provides housing for all lifestyles and price ranges. In addition to four golf courses, there are three public parks, which offer picnic facilities and other accommodations for recreation and relaxation.

The borough of Royersford Borough originated as a center for the area farming community, and grew into a small iron and manufacturing center. Today, the borough has become a very attractive bedroom community given its location at an interchange of the 422 Expressway. Royersford has a main street shopping area, as well as many small businesses and neighborhood shopping centers that serve residents in portions of the surrounding townships of Limerick and Upper Providence.

This month's column profiles a cross section of businesses based in Limerick and Royersford.

Lebow Furniture Co. — A big store in a small town

Royersford's **Lebow Furniture Co.**, which celebrated its 61st anniversary this year, is a big store in a small town. The store offers an excellent selection of more than 65 living room groupings and more than 50 bedroom suites, all in stock for immediate delivery. One of the many reasons that customers enjoy shopping at Lebow's is that the sales staff does not work on commission. Shoppers can browse through the five floors of showroom space without any high pressure. Their well-experienced staff is very customer-friendly and service oriented.

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

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COVER STORY

(Continued from page 7)

All ATS employees are factory trained and certified by the National Institute for Certified Engineering and Training (NICET). ATS engineers provide on-site surveys, consultation, checkout, final testing and certification for every installed system. The company also offers inspection and maintenance programs, according to Fix, who is NICET Level IV certified.

"Customers also come to us for security parking gates, card access systems, and time and attendance equipment and software," Fix notes. ATS also provides and apartment entry, nurse call, and GPS vehicle tracking systems, as well as wireless security systems for homeowners.

Alarm Tech Suppression

In 2007, LTS added a fire suppression and extinguisher division to its roster of companies. Alarm Tech Suppression installs, maintains and inspects kitchen fire suppression and sprinkler systems, provides fire extinguishers, and performs annual inspections.

Rick Lombardo, ATS Suppression Manager, says the company was recently awarded a \$1.6 million contract by the Pennsylvania Department of General Services to inspect and service fire extinguishers at state-owned facilities in an 18-county area covering eastern and south-central Pennsylvania. "We were one of only eight companies in the state selected to service and certify fire extinguishers."

Lombardo, a certified fire inspector and fire extinguisher technician with 20 years of experience, notes that Alarm Tech Suppression is a distributor for leading manufacturers of fire protection equipment such as Pyro-Chem, Amerex and Buckeye. "Our business is to supply state-of-the-art equipment and provide comprehensive fire protection."

According to Lombardo, a new growth segment for the company is recharging carbon dioxide tanks for the bar and restaurant business. "We refill tanks right

(See "Cover Story" on page 11)



Rich Fix

Vice President,
Alarm Tech Systems, Inc.



Rick Lombardo

Division Manager,
Alarm Tech Suppression, Inc.





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"BUZZ AROUND THE BLOCK"

(Continued from page 8)

Lebow's has a modern warehouse within 100 yards of the main store at 338 Main Street. This facility provides 21,000 square feet of floor space with six levels of tiered rack space for furniture, which is serviced by electric order pickers.

The store is a family-owned business, founded by "Chick" Lebow in 1949. The original staff consisted of Chick Lebow and his wife, Adele. Now, the company has grown to 22 employees. It has been three years since Chick's passing. He has been greatly missed by the Lebow Furniture family and their customers. Adele continues to help out in the store. She enjoys working on weekends when she is not doing volunteer projects with golf.

Roger Lebow is president of the family-business. He has been responsible for many of the enhancements, innovations, and growth. He also does the buying of merchandise and is responsible for the advertising. His daughter, Susan Lebow, is now assisting Roger. She is thrilled to join the family business and follow in her father and grandfather's footsteps.

Over the years, the store has enjoyed

an enviable reputation for service after the sale. Lebow's is unique in several of the benefits it offers customers, such as free lay-a-way, decorating service and free financing for one full year. This financing plan was recently improved to include no money down and no interest. Special orders and lay-a-ways do require a deposit. Guaranteed low prices and customer satisfaction are hallmarks of Lebow's way of doing business. The prospects for growth are excellent, ensuring that Lebow's will continue to be an important home and customer resource for many years to come.

Translogistics, Inc. — Every Interaction Counts

Translogistics, Inc. (TLI) is a logistics solutions provider founded in 1994, headquartered in Royersford. TLI professionals work in a consultative capacity with client companies to develop comprehensive, cost-effective, transportation & supply chain solutions designed to meet the challenges of an ever-evolving economic environment.

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

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COVER STORY

(Continued from page 9)

here in our warehouse. It's quick and convenient, and food and beverage managers are taking advantage of this service," he said.

Solar Technology Solutions

Solar Technology Solutions is the newest company under the Lacey Total Solutions banner. It was formed in 2009 to meet the needs of building owners and homeowners who are looking for an environmentally-friendly power source. The company provides solar power consultation, engineering, design, installation, maintenance and operation.

"The 'green movement' continues to gain momentum," says STS president Andrew Lacey, "and we see unlimited potential for this market." Lacey says that the decision to move into solar power ties in nicely with the electrical engineering and construction component offered by Lacey Electric. "It's a natural extension of the services we offer."

Proof of the company's commitment to solar power can be found on the roof of Lacey Total Solutions' headquarters

in Leesport, where a 34.0 kW, 208Volt, 3 Phase photo-voltaic (PV) solar system was installed last year. "Like every other business, we're conscious of rising electricity costs due to power company deregulation and expiring rate caps. The 180 solar panels on our roof generate sufficient power to meet 80 percent of our electric requirements," Lacey explains.

While affordability is still a key concern limiting the growth of solar projects, Lacey does not see that as a long-term trend. He expects pricing for PV modules to continue to drop. "As pay-back periods become shorter and costs become less prohibitive, demand for solar will increase," he says.

Lacey believes solar power is becoming the renewable energy of choice and has a bright future in Pennsylvania. "Our goal is to help business and residential customers keep their energy bills low and reduce greenhouse gas emissions."

For additional information, call Lacey Total Solutions at 610-926-7100 or visit LaceyTotalSolutions.com. 📠

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"BUZZ AROUND THE BLOCK"

(Continued from page 10)

"Given the economic trials we've all faced over the last few years, we've found more companies responsive to allowing us to provide them an *Optimization Study* to help them improve and gain control of their spending in shipping and receiving their products," says founder, President and CEO, **Scott McDevitt**.

With client companies ranging in size from small, local, manufacturers to some of the largest international corporations, TLI has the expertise and resources to develop a transportation, technology and compliance program tailored specifically to meet your needs. Industry knowledge, information technology, and creative thinking all combine to provide the basis for TLI's ability to assist client companies in attaining their transportation & supply chain objectives. With a staff of experienced transportation professionals, TLI has a knowledge base that provides for a thorough understanding of the industry along with the creativity to apply that knowledge to meeting today's challenges.

With an in-house staff of IT professionals, TLI offers a wide array of technology features, from a state-of-the-art Transportation Management System

(TMS) to a variety of proprietary applications specifically designed to meet the needs of client companies. These various applications serve to provide measurable cost savings, and in-depth analytical management tools and reports. TLI has the ability to design an application to meet special needs as well.

"Our theme is 'Every Interaction Counts,'" McDevitt explains. "This means Translogistics is determined to provide value to our clients every time we interact." For additional information, please call 610.792.1610, and visit www.translogisticsinc.com.

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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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"BUZZ AROUND THE BLOCK"

(Continued from page 15)

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

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BUSINESS COLLECTIONS IN SMALL CLAIMS COURT



LEGAL PERSPECTIVES

By Bruce L. Baldwin, Esq., Wolf, Baldwin & Associates, P.C.

In this year of aging accounts receivable, many small businesses find little choice but to pursue delinquent bills through small claims court. Before plunking down a hundred dollars or more on filing fees, there

are a number of factors every small business should consider. Here are a few of the more significant considerations:

\$8,000 Jurisdictional Limit. The maximum amount for which you can sue in Pennsylvania small claims courts, technically known as magisterial district courts, is \$8,000 (\$10,000 in Philadelphia Municipal Court). If the value of your claim exceeds \$8,000, and if you still would like to take advantage of the fast and simple process of the magisterial district court, you can waive or give up the part of your claim that exceeds the \$8,000 jurisdictional limit. If either you or your opponent appeal the district court judgment (to the county court of common pleas), you can then seek the full value of your claim, even if you previously gave up amounts in excess of \$8,000 in order to sue in magisterial district court.

Statute of Limitations. Claims for breach of contract or for breach of an implied contract (such as claims based on goods or services provided on the basis of purchase order and invoice where there might not have been an express contract) are generally governed by Pennsylvania's four-year statute of limitations. This means that if you do not

file suit within four years after payment was due, your claim will generally be barred by the statute of limitations. You should think twice about shelling out money for filing fees on such claims.

Determination of Proper Venue. You should file your small claim only in a magisterial district which has venue over your case. In claims against individuals, venue is proper only in a magisterial district where the individual may be served (typically where he or she works or resides), or where the cause of action arose or where a transaction or occurrence took place out of which the cause of action arose. The venue rules for claims against partnerships, corporations and unincorporated associations are similar, but also allow for venue in magisterial districts where the entity regularly conducts business. Actions against municipalities and other political subdivisions may be brought only in a magisterial district wholly or partly within the political subdivision.

(See "Legal Perspectives" on page 19)

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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

"We always have healthy fare available and unique food choices," says owner Renée Snow. The Casual Gourmet is a BYOB establishment, and offers dine-in and take-out service, as well as catering on-site or off premise.

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



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LEGAL PERSPECTIVES

(Continued from page 17)

Once you have filed your case, the district court will serve your complaint upon the defendant. If the defendant fails to notify the court of his/her intent to defend the claim or fails to appear for a hearing, the district court will enter a default judgment for the amount requested in the complaint. If the defendant gives notice of intent to defend or appears in court to defend the case, you will then have to present and prove your case at hearing. You will then have to consider these next factors.

No Right to Discovery in District Court Proceedings. Neither party has a right to conduct pre-hearing discovery in a magisterial district court case. This means that both parties are going into court blind, often with little or no idea of what facts or legal positions the other party may attempt to introduce into evidence. This can be an advantage in that the other party will not know the details of your case until you present them in the courtroom. It can be a disadvantage too, in that you will not know the details of your opponent's case either until the time of hearing.

Affidavits Are Hearsay. Lay persons often assume that they can come into small claims court armed with affidavits

or written testimony of witnesses who have attested to the facts of their case, and that such affidavits are a fair substitute for the live testimony of the person who made the affidavit. This is simply not true. If your opponent knows anything about the rules of evidence, he or she will object to those affidavits on grounds that they are the "hearsay" statements of persons not present in court to testify, and the court will generally sustain that objection. In short, affidavits are not a substitute for the live testimony of any witness. Make sure you have your witnesses available to appear in court with you.

Estimates, Invoices, and Proof of Damages. Although affidavits are hearsay, the Rules of Civil Procedure Governing Actions and Proceedings Before Magisterial District Justices do make some allowances for the admission of documents without sponsoring witnesses. Under District Justice Rule 321, "a bill, estimate, receipt or statement of account which appears to have been made in the regular course of business may be introduced in evidence by any party without affidavit or other evidence of its truth, accuracy or authenticity." What this means is that if the bill,

(See "Legal Perspectives" on page 21)

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"BUZZ AROUND THE BLOCK"

(Continued from page 18)

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LEGAL PERSPECTIVES

(Continued from page 19)

estimate or invoice appears to be a proper document made in the usual course of the contractor's business, the district judge should admit it into evidence even if the contractor is not present in court to testify to its authenticity.

However, if a business is suing on an unpaid account, it is best practice to come into court with a witness who can testify to the nature and quality of the goods sold or work performed, and a witness who has firsthand knowledge of the accuracy of the bill and the defendant's failure to pay that bill. Depending on the size of the business, the person with firsthand knowledge of the work or products sold may or may not be the same person with knowledge of the bill and the lack of payment.

Interest Claims. If your claim is for a fixed amount of money, and if you prevail on your claim, you will generally be entitled to receive an award of interest calculated from the date the sum was due. If there is a fixed amount of money due but no fixed due date, however, you are entitled to interest from the date you made a written demand for payment. Interest will generally be awarded at the interest rate stated in the contract or promissory note. If there is no stated rate, it will be calculated at Pennsylvania's

"legal rate," which is six percent simple interest. If you are making a claim for interest, you should calculate the interest prior to the hearing, and then be prepared to present your interest calculations to the judge at the close of your case.

Filing Costs and Attorney Fees. If you prevail on your claim, the court will usually award you your filing fees in addition to the principal amount of your claim. However, the award of attorney fees is the exception and not the rule, and is quite rare at the district court level. The court is permitted to award attorney fees to the plaintiff only if the contract, lease or statute on which your suit is based specifically provides for the award of attorney fees. Even then, magisterial district judges tend not to award attorney fees. This is due largely to the fact that a defendant who is ordered to pay the plaintiff's attorney fees is likely to appeal that judgment to the court of common pleas, and magisterial district judges often issue compromise judgments with the goal that their judgments will not be appealed.

De Novo Appeals. District court judgments are always appealable "de novo", or anew, as if the district court proceedings never happened. What this

(See "Legal Perspectives" on page 23)



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WHY PEOPLE BUY



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

"People buy based on emotion and rationalize their decisions based on facts." This is a common quote you will hear from most sales trainers, or you will read it in most sales improvement books. It's true. If you

don't embrace this philosophy in your business and sales process you will not reach your potential in sales and profit.

Think about how people make decisions. Some of them not even buying type decisions. We all know or knew someone who has smoked before. I used to be one of them although I quit more than 25 year ago. There are all the facts in the world that say smoking is not good for you. The odds of you contracting cancer or some other related disease is very high if you smoke. And yet people continue to smoke. Then the day comes when the doctor says you only have X amount of time to live if you continue this behavior. All of a sudden that fear, a strong emotion, causes them to decide to make changes. Some of you may be saying, "yeah, but smoking is a physical addition, that's different." Well, consider this simple decision making process. You are driving on a pleasant Saturday afternoon and you notice you're low on gas. You need to stop but you think about where you should go. You ask yourself where the best price is and the closest place to where you're headed. Now compare your thought process to the same scenario of driving except now it's Saturday late at night. All by yourself on a dark road. You are on your way home. You're pretty sure but not exactly confident on how to get home. You now notice you are low on gas. Do you think about price? Do you care where the next gas station is? No you don't. You are ready to buy now no matter what. Why? Because your emotional state is quite different than in the first scenario.

Now think about what you are selling. In most business to business situations you are probably selling solutions to problems. And when you meet your prospect you always point out to them all the problems they have and all the solutions you have. It's so obvious to you that they should buy your service it's almost funny. And yet they say, "I have to think about it." Or they question your pricing. Or they want to compare you to

your competition. Or they want to talk to their partner, spouse, friend, neighbor or dog before they make a decision.

What is missing? Why won't they buy? In my opinion there are two reasons. One could be that maybe they just don't like you. I look at this as a prerequisite in the sales process. You have to present yourself as professional, honest, and basically as likable as possible. If you look or act like an ass they are simply not going to do business with you. I'll assume that most of you reading this comply with this prerequisite and don't look or act like an ass. Therefore, the only thing left is you haven't tapped into their emotion. You haven't asked the right questions that demonstrate to them if they don't make a move there are consequences. And even if there are consequences you haven't given them the *feeling* of what those consequences will mean. Notice I said ask the right questions. You have to ask questions so the prospect tells you what the consequences are. Not you stating to them what they are. This takes practice but if perfected it can make all the difference in the world.

(See "Business & Marketing Strategies" on page 24)

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LEGAL PERSPECTIVES

(Continued from page 21)

means is that if either party is dissatisfied with the district court judgment, he or she can file a simple one-page notice of appeal within 30 days after the entry of the district court judgment. By doing so, the appealing party effectively wipes out the district court judgment. You as the plaintiff will then be required to file a new complaint at the common pleas court level, and be required to prove your case all over again, as if the district court judgment had never happened. In fact, the results of the district court proceedings are not even admissible at hearing on the appeal.

Collecting on Your Judgment. If you win your case before the district court and the defendant neither appeals the judgment nor pays it, then after the expiration of the 30-day appeal period, you can either ask the district court to order execution on the judgment or else transfer the judgment to the court of common pleas of any Pennsylvania county for execution there. Generally, execution takes place in the county where the defendant's residence or property is located, and determining whether to execute through the magis-

terial district court or through the court of common pleas requires the consideration of a number of factors. While execution through the office of the district justice is relatively inexpensive, it is also limited to tangible, non-perishable personal property (i.e. not real estate), which a constable is able to locate within the county where the execution order is issued. If the most appropriate property on which to execute is real estate, a bank account or other intangible property, the plaintiff will have no choice but to pursue execution through the court of common pleas and the county sheriff.

The seemingly simple process of going to the local magisterial district court to collect on a debt can often become far from simple. Consulting with your legal counsel before you file can save you time, money and headaches. ☛

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C. of Pottstown, and has represented consumers and businesses in commercial litigation for over 25 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.

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BUSINESS & MARKETING STRATEGIES

(Continued from page 22)

Here's an example. Let's suppose you sell something that saves people money. Salesperson A goes about it this way. "We have determined that our average client produces 1000 of these per month and we can save them \$1.00 per transaction. Therefore, on average, we save our clients \$1000 per month. That comes to \$12,000 per year. Would that be something you'd be interested in?" Prospect then says, "I'll think about it." Salesperson B tries a different approach. "We have determined we can save you about \$1.00 per transaction. Tell me, how many transactions do you process a month?" Prospect - "About 1000." Salesperson - "I don't have a calculator; what does that come to per month?" Prospect - "1000 dollars." Salesperson - "while you have your calculator out how much is that per year?" Prospect - "that comes to 12,000 dollars per year." Salesperson - "and how many years have you been doing it this way?" Prospect - "4 years." Salesperson - "and that comes to what?" Prospect "48,000 dollars." Salesperson - "so based on what YOU calculated, with our solution you could have saved 48,000 dollars, is that right? What would you do if you

had that extra money?" Prospect "I could afford to buy X." Salesperson - "really, how would that make you feel if we can get you X?" Prospect answers. "That's fantastic...is this something you'd want to pursue?" I could go on but I think you get the point. This was done through the line of questions. Salesperson B did not tell the prospect anything. The prospect not only calculated the savings but stated what they would do with the money and how it would make them feel if they had it. The prospect is thinking about buying X (and feeling what it is like to do so), not spending money to buy salesperson B's solution.

So think about how you can do this with your business. How can you tap into your prospect's emotion so they jump at the chance to do business with you. Your closure rate should sky rocket with this approach. Don't forget, dig deep with questions, bring out the emotion and get your prospects to tell you why they will buy. 📦

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

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PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

Those words work well when the news is positive and well orchestrated by your ever-efficient marketing department. But, if the call comes as a complete surprise the news most likely will not be good.

As you turn on the radio or television to gain better information, your heart sinks as you see an image of the company that you have built over the years in flames. The first responders that are on the site are doing a great job but it is just too late to make a difference. Your thoughts then turn to "What next?" The fire took place at night so no one was in the building at the time, so that is good, but you wonder how you will open your business tomorrow. How do you receive payments? "What Next" indeed.

replacing systems and restoring data. How much would an hour of downtime cost, a day, two days, a week? Would your business survive? For some businesses this is simply a nuisance, for others it could put them out of business. We will focus on what we have found to be common for most of our clients.

Most business owners would take the ostrich in the sand approach to business continuity hoping that it never happens.

(See "Performing Technically" on page 27)

"Failing to Plan is Planning to Fail" - unknown

Businesses continue to grow more dependent on technology; PC's, Servers and technology hardware is as affordable as ever; however, the cost of downtime due to our IT reliance has never been higher. How well is your business prepared for downtime? What is the cost to your business if your systems are down for an hour, a day, a week? Are you vulnerable to a security threat, power outage, or a major system failure? How far should your business go to ensure that the proper redundancy and disaster recovery measures are in place? If you have experienced a critical failure or disaster, you are already educated on the frustration and cost of downtime and can better appreciate that small measures can save your business tens of thousands of dollars. We will profile what you should consider in determining your businesses continuity and disaster recovery options.

Most businesses' approach to disaster recovery requires a practical approach to ensuring rapid uptime within a reasonable budget. However, you really need to evaluate the true cost of downtime as you determine the extent to which businesses continuity planning is taken. Certainly you have the cost of your internal labor, opportunity cost,

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PERFORMING TECHNICALLY

(Continued from page 25)

It used to be that to get good solid business continuity IT protection, a business needed to contract with Sunguard or IBM at great expense to provide all that a business need to get back up and running in the event of a disaster. Just like the rest of technology the cost of these services has dropped to the point that there are steps that even the small to mid-sized business can take to protect themselves in the event of a disaster.

1) Calculate the specific cost of downtime for your business.

To determine what the return on investment should be, begin by estimating the cost of downtime for your business. What is the cost of downtime on a critical disaster or even a minor one like an internet outage or a power outage? What is the effect on your company's good will with your customers? For even the smallest of businesses the cost of downtime adds up very rapidly. This cost multiplied by the probability of an occurrence begins to allow you to create a meaningful budget for business continuity.

2) Play the "What If" game.

Spend time playing the "What If" game, which is an exercise where you and your staff think about what would happen if it were your company featured on the eleven o'clock news. Who would you call? What would you do? More importantly, how would your customers be able to reach your staff? How would you get paid? What would happen to your technology? The things that you learn as it relates to the

"What If" game allows you to begin thinking about the risks that you face and what is needed to manage and ultimately avoid such risks.

3) Create and Implement a Business Continuity Plan.

A business continuity plan is a written document that puts into writing what would happen on a disaster declaration and works to answer all of the questions that you either raised or answered while you were playing the "What If" game in step 1. This plan contains what would happen in the event of different types of disasters.

4) Determine how to handle customer calls.

On a disaster declaration, one of the first things that will happen is your customer will call and will get nothing – likely just ringing. Take a look at the options to route your calls and determine if calls can be automatically routed to cell phones or land lines at key officer or employee's homes, or routed to a satellite office.

5) Implement a Data Backup Process.

An IT professional can help your business recover from a failure or disaster if you have effective backups. Therefore, investing in a high quality, mainstream off-site data backup solution is paramount. Backups are the most fundamental aspect of disaster recovery and the most critical to restoring your business operation. The issue with backups is that it may take days or even weeks to get

(See "Performing Technically" on page 29)



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Warm Glow from Charitable Giving ALSO REDUCES TAX BURDEN

INVESTMENT IDEAS

By Jim McGuire, Wells Fargo Advisors



Americans have a charitable streak. In fact, estimates place the percentage of American households making charitable donations each year at 70-80 percent. Research suggests that giving is good for you, too. Donors experience a measurable kind of warm glow or “helpers’ high” from giving to a good cause, studies show.

Even if feeling good is not a motive for charitable giving, it sure is a plus to reap the tax benefits of giving. So it is worth considering the benefits of giving in the most tax-efficient ways, including making gifts of cash and appreciated securities or establishing donor-advised funds and family foundations.

Gifts of appreciated securities are a popular way to benefit a favorite charity while sheltering the gains from taxes. By giving this way, the donor is allowing the charity to put to work 100% of the market value of the long-term appreciated securities, thus avoiding paying tax on the “built-in” capital gain.

Let’s say you own an appreciated position of GE, now worth \$10,000, acquired for \$2,000. Sell the stock and you would be subject to capital gains tax on the \$8,000 realized gain – a \$1,200 tax bill. If you donate the stock instead, you can deduct the full amount as a charitable gift. For an individual who itemizes deductions and whose marginal tax bracket is 33 percent, the savings of \$3,333 in federal taxes – added to the \$1,200 in capital gains savings – brings to \$4,533 the tax savings for making your gift in stock. A cash gift would reduce taxable income by \$10,000, thus saving \$3,333 in income tax.

In addition to tax benefits, donors often have additional reasons for choosing to give stock. These might include lessening a concentrated position in a particular stock or preserving available cash for other needs.

Those who wish to facilitate significant philanthropy may establish tax-favored vehicles such as donor-advised funds or family foundations. Many donors are discovering the benefits of donor-advised funds available through financial services companies and community foundations. A donor-advised fund is an irrevocable, tax-deductible contribution of assets to a charity. At any time thereafter you can recommend

(See “Investment Ideas” on page 30)

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PERFORMING TECHNICALLY

(Continued from page 27)

new servers in place and operational to get your business back in operation. And although, best practices dictate that the backup process needs to be periodically tested, we have found that most companies have not completed this task due to the cost involved.

6) Other considerations.

Assuming you have built a redundant server, maintain your hardware warranties, have users saving data to the server, and have effective backups, other investments that you can make to reduce downtime are to purchase a low cost spare switch and router. All of this equipment should be on an un-iteruptable power source (UPS) to enable the systems to properly shut down should you lose power or to absorb power surges.

The steps identified so far are the most commonly implemented redundancy and business continuity precautions taken by businesses. However, it can also be very affordable to take it to the next level. Redundant Internet connections with

high availability options to reduce downtime due to problems with your Internet provider can be implemented without great expense. Imaging your server or critical workstations can save hours or days if replacing hardware is required.

Some of the true benefits for a comprehensive business continuity plan are as follows:

- **Piece of Mind**
- **Minimal Loss of Productivity in the event of a disaster or server failure**
- **Fixed budgeted costs per month**
- **Rapid recovery of business operations**
- **Improved ability to cope with the unexpected**
- **Damage or loss caused by a disaster can be minimized**
- **Reduces the need for decision making when disaster happens**
- **Guarantees the availability of stand-by systems**
- **Gives you confidence that your business can continue after a disaster** 🗑️

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 has helped clients of all sizes maximize the benefit from their technology investment. Bill has been at the forefront of helping small to mid-sized business plan and implement cost effective business continuity plans and solutions.

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"Here Comes Winter—Learn the Facts about COPD and Pneumonia" presented by Wendy Cirullo, MSN, RN, RRT, RPFT, RCIS

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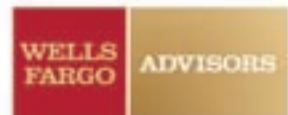
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INVESTMENT IDEAS

(Continued from page 28)

grant distributions to qualified charitable organizations. The convenience of donating a single block of securities that can benefit multiple charities makes the donor-advised fund a popular choice.

Wealthy families looking to instill their family’s values and create a legacy of giving for their children and grandchildren often choose to establish their own private or family foundations. These foundations provide a vehicle or focus within the family to work towards common social goals and promote giving to future generations, permitting young and old to collaborate on these topics.

The cost to establish and administer a family foundation can be prohibitive for

all but the most committed donors. In addition to set-up costs, foundations must meet a required minimum payout each year and provide access to information, complete reporting and public disclosures that may prove a burdensome counterweight to other charitable vehicles. Donors should consult their tax advisors to seek a more thorough evaluation of one charitable vehicle over another, particularly in view of the donor’s own circumstances.

The fourth quarter is a good time to consider the best way to give in view of your plans and objectives. You can plan ahead by putting funding vehicles in place to facilitate year-end giving. When it comes to tax-wise giving, who knows? It might feel better than you think. ■

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MAIN STREET REPORTS

Reading Downtown Improvement District Authority **Chuck Broad, Executive Director**

This spring, we began a new program of pressure washing every sidewalk in the district, going block by block and when every block was pressure washed we began the cycle again. We anticipate doing this until the temperature does not permit us to operate this equipment. So, in addition to manual and mechanized litter removal, we are adding an additional level of cleaning. We hope that you notice a significant improvement in the appearance of our downtown.

This year's MidDay Cafe series began on June 4th. The event runs from 11:30 AM - 1:30 PM on the following dates: Wednesday, July 14th, CNA Plaza, 4th & Penn Street featuring Maggie Spike, Singer/songwriter; Wednesday, July 28th, Penn Square Center, 6th & Penn Street featuring Jody Rush, Singer/songwriter; Wednesday, August 11th, Gateway Building, 2nd & Penn Street featuring Blue Mt. Junction, Bluegrass; Wednesday, August 25th, State Office Building, Between 6th & 7th on Penn Street featuring Amanda Lyn, Singer/songwriter; and Wednesday, September 8th, County Services Center, 633 Court Street featuring John Hain, in the style of Jimmy Buffet. The latest information on the series may be found at www.downtownreading.com.

Downtown Phoenixville **Barry Cassidy, Main Street Manager**

Downtown Phoenixville is hopping with a new parking plan. Two-hour free parking on the streets has made it much easier to get a parking spot in the downtown. The access to the parking lots has improved also with the introduction of meters that has eliminated about 150 cars that never moved.

"The taking back of the parking lots for customer parking is a big plus for us" said Main Street Manager Barry Cassidy. "The fact that the cars never moved in the lot was a constant source of contention. We have increased our effective parking supply (EPS) by a lot" he added.

June 4th started the beginning of the Downtown Summer Street Music Series with the Dirk Quinn Band. Music starts at 6 PM with the main stage act starting at 7:30. The series is 14 weeks (every Friday) and ends September 3rd.

Pottstown Downtown Improvement District Authority **Leighton Wildrick, Main Street Manager**

When I joined the Main Street program in Pottstown in May 2010, the feeling of excitement and confidence in Pottstown's future was palpable. This was due in no small part to the extraordinary efforts of my predecessor. He had an impact on one of the most difficult areas of civic development — community psyche. Organizational improvements and a higher standard of community accountability has resulted in a real sense of optimism, among the town's political, business and cultural constituencies, that Pottstown's future will be better than its past. All Pottstonians are grateful for his service and should be buoyed by the knowledge that he remains a dedicated resource for the community.

The foundation of Pottstown's optimism lies in a number of tangible developments. For instance, Montgomery County has earmarked a significant, and some would say "game changing," amount of economic development money specifically for major infrastructure projects in the borough. Other

(See "Main Street Reports" on page 33)

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MAIN STREET REPORTS

(Continued from page 31)

significant development funds are also available in the form of loans and grants for private sector projects, training, marketing, cultural and arts attractions, capacity building and much more. Various civic and cultural groups are aggressively ensuring that Pottstown get its fair share of these funds.

There is other evidence of progress. Montgomery County Community College continues to expand its West Campus in downtown Pottstown with the opening recently of a new parking lot (on a former "Brownfield" site) to accommodate its rapidly expanding population of commuter students. Nearby, ground has been broken for a new downtown Transportation Center, which will help consolidate bus traffic in the borough and make it more convenient for drivers and pedestrians in the downtown.

The political leadership in Pottstown shares the desire to see Pottstown grow again. The Mayor, Borough Council, the many fine men and women who staff Borough Hall all want to be "...part of the solution..." and are working more closely than ever with the many resident businesses and organizations; recognizing that they are co-equal stakeholders in Pottstown's future.

As the economy continues to recover and the commercial credit markets

thaw, many of the prospective expansion and relocation projects on PDIDA's books will begin to move ahead. PDIDA has already seen an uptick in inquiries from small and medium size business owners who are ratcheting up their business planning activity and want to include Pottstown in their mix of options.

Through all of the up and downs of the past few years, there is one group in Pottstown that has slogged it out in the face of not only this deep recession, but a history of chronic under-funding and budget reductions. Yet their contributions to the community are never more valuable than during a period of tough economic times. I am speaking of course of the non-profit cultural groups in Pottstown, which, through thick and thin, bring the joy of history, art, theater and so much more to the residents of Pottstown. Virtually everything they do is accomplished with the tireless help of volunteers. The number of residents who pitch in and lend a hand in Pottstown is truly astonishing!

Recently, on a single Saturday in Pottstown, people could enjoy: the monthly "First Saturday" celebration in Smith Plaza downtown, complete with the first annual "PottsMuttster" Dog Show (there must have been fifty dogs

(See "Main Street Reports" on page 34)

GRAND REOPENING LUAU

Comfort Inn & Suites, located at 99 Robinson Street, Pottstown, held a May 4th Grand Reopening Luau in conjunction with the Spring-Ford Chamber of Commerce. For additional information, please contact Wendy Norwood at 610.326.5000; email: wnoorwood@pottstownci.com.



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MAIN STREET REPORTS

(Continued from page 33)

competing in a host of fun categories — my favorite was “Dog Which Looked Most Like it’s Master!” and a variety of other activities for families; the Relay For Life (to benefit cancer research) was run in another part of town, a vintage Car show which filled seven city blocks on the main street with classic muscle cars from the fifties, sixties and seventies and a “Wake” to celebrate the 100th anniversary of the death of world famous American author O’Henry, which was held at a downtown gourmet restaurant. All of this on single Saturday in downtown Pottstown!

Almost all of these events were organized by Pottstonians who volunteered their time to enhance the quality of life in their community. When I remarked to someone that I was amazed at the number of folks who turned out to carry tables and chairs, haul ice and refreshments, wire sound systems, take tickets, act as Emcee’s, pack up, pick up trash and on and on, the person said “That’s Pottstown.”

Finally, there is a growing spirit of cooperation among the many groups in Pottstown who are working so hard to create the city they envision for the future. That vision hopes to preserve timeless elements of the town’s proud history while creating a vibrant new legacy about which all Pottstonians can be justly pleased. There is hard work in Pottstown’s future. But there is the energy, the commitment, the will and the people to get the job done. After all “That’s Pottstown.”

Collegeville Main Street Program

Linda Flederbach, Main Street Manager

The Collegeville Main Street Program (CMSP) Design Committee honored Frank Sautner and Vince Giancaterino of DaVinci’s Pub with the Golden Brush award at their December Board of Director’s meeting. This is the second

time that a Collegeville Main Street business has been presented the award.

The Golden Brush award was developed by the CMSP Design Committee to acknowledge those who have done an exceptional job in maintaining, renovating, or updating their Main Street Property. Debbie Riegner, chair of the Design Committee explained that DaVinci’s Pub was chosen for several reasons: “Frank and Vince have done a wonderful job maintaining the improvements that were previously made. The landscaping is always attractive and the outside lighting and advertising help to draw people to the street.”

Cindy Whitby, owner of Whitby Jewelers and Design Committee member added that DaVinci’s Pub is a highly visible business on Main Street. “DaVinci’s is the first business one sees upon entering Collegeville. The property maintenance is reflective of their support of the Main Street revitalization initiative.”

Recipients of the Golden Brush Award receive a gold brush to be displayed prominently for others to see. A removable sign is also placed in front of their property announcing that they are winners of the award. The sign has encouraged people to stop in and inquire about the award as well as extend congratulations. The Design Committee is looking forward to awarding grants to property owners within the identified Main Street district once funding is received from the Pennsylvania Department of Community and Economic Development. This grant money will spur interest in improving properties and assist in the costs associated with enhancements. For more information on the Golden Brush Award, the Collegeville Main Street Program or to get involved on the Design Committee, please contact Linda Flederbach, Main Street Manager, at 610.454.1050 or e-mail manager@collegevildevelopment.org. 📧

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PRESIDENT'S WELCOME

"I love pink flamingos."

Yes, that wonderful tacky "Florida" icon. Whether it is plastic on the front lawn, in the form of salt and pepper shakers, or embroidered on clothing, I am proud to admit that I love pink flamingos! Although I only have a few items in my collection, every time I see that gaudy bird it makes me smile because they are fun and playful.



Several weeks ago, I was asked to represent our business community at a Greater Philadelphia Economy League sponsored workshop. The workshop was focused on collecting regional impressions that lead to a dialogue on how we will continue to make greater Philadelphia a "world class" region. As a part of our discussion, a case study was referenced from South Africa. As they transitioned from apartheid, they had undertaken a massive "community visioning" project to help strategize their future. The South Africans concluded that they had four options to their future that ranged from an ostrich to a flamingo.

Flamingos are very social birds sometimes in pairs to a few hundred to thousands to even tens of thousands. When they are in massive groups, their rituals of head-flagging, wing salute and marching become more impressive. The benefit for flamingos living in a flock is not for show; but for creating the ability to fly. Individually their awkward design with long necks and legs and short wings makes it difficult for them to become airborne. To get flight they first face into the wind, run a few paces and flap their wings to create lift together. In flight, they "constantly" flap their wings in close formations to stay aloft.

As the transformation happened in South Africa they decided not to place their head into the sand but work together to create a better environment to attract people and workers back to their country. During the opening days of the 2010 World Cup many stories about unity, especially around soccer, were told. They have worked hard to take flight.

This past year many businesses asked themselves about the return on investment with the Chamber. The Chamber works hard to achieve its mission to provide relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region. Businesses are working together through the common goals and vision of the Chamber to help shape and guide our communities. Whether it is economic development, educational resources or business development we are impacting the region. We hope that you will encourage others to be a part of the Chamber as we help make this a viable community to grow business.

July rings in the new calendar year. It offers new challenges, opportunities, and board leadership for the TriCounty Area Chamber of Commerce. After serving two terms as Chair, Brad Okoniewski of Cabot Supermetals in Boyertown will pass the gavel to Terese Brittingham of Keller Williams Realty Group in Limerick. Rod Martin of Martin Stone Quarries in Bechtelsville will take on the role of Chairman Elect and Scott Gruber of Nation Penn Bank will become the Treasurer. In addition Sean Clawges, Plant Manager at Dana in Pottstown, and Heather Chandle, President of Sealstrip Corporation in Boyertown, have become new board members.

As we head into the wind of a new year with new leadership and ideas, let's get airborne together.

Be seen. Be heard. *Belong.*

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@tricityareachamber.com

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

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

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(ACCORDING TO TCACC RECORDS)

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www.bacwc.org

The Boyertown Area Community Wellness Council is a local not for profit that promotes healthy living in the greater Boyertown Community. They focus on nutrition, fitness and anti-tobacco messages for all ages.

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CALENDAR OF EVENTS

TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Wed., July 21 12 – 1:30 PM	NETWORK AT NOON Philadelphia Premium Outlets – Food Court, 18 West Lightcap Road, Pottstown, PA 19464 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". Interested in building new business relationships over lunch? Then this is your event! A buffet luncheon will be served. \$20 per Member – Members Only.
Tues., July 27 4:30 – 6:30 PM	MEMBERSHIP MIXER Serenity Junction Wellness Center, 27 East Philadelphia Avenue, Boyertown (front) Mix and mingle with fellow Chamber members while enjoying refreshments. Sponsored by Serenity Junction Wellness Center No charge, Members Only. Reservations appreciated.

EVENTS

Thurs., July 8 3:30 PM	CHAMBER 101 Chamber Conference Center*, 152 High Street, Suite 360, Pottstown A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservations appreciated.
Tues., July 13 8 – 10 AM	OSHA SEMINAR – "JOB SAFETY ANALYSIS" (JSA) Chamber Conference Center*, 152 High Street, Suite 360, Pottstown 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.
Tues., July 20 3:30 PM	CHAMBER 101 Chamber Conference Center*, 152 High Street, Suite 360, Pottstown A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservations appreciated.

***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.

Networking Tip #14

CEO Quotient Not Always Necessary

CEO Quotient Not Always Necessary – Some mid-level managers only want to network up, ranking events on the number of CEOs and senior management in attendance. In fact, it's good to remember your level. Peers are some of our most important networking contacts; you move up the ranks together.

SAVE THE DATES

Tues., August 24 4:30 - 6:30 PM	MEMBERSHIP MIXER No charge, Members Only. Reservations appreciated.
Wed., August 25 12 - 1:30 PM	NETWORK AT NOON Philadelphia Premium Outlets, 18 W. Lightcap Rd., Pottstown, PA 19464. It's time to NETWORK, NETWORK, NETWORK! Interested in building new business relationships over lunch? Then this is your event! This NEW Chamber event, NETWORK at Noon, provides Chamber Members the opportunity to do just that, NETWORK! There will not be a featured speaker; instead, the program will kick-off with a networking tip, and attendees will be given the opportunity to highlight their business with a one minute "elevator speech". Your Chamber will be hosting this event on a monthly basis. \$20 per Member - Members Only.



NETWORKS

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Chamber reminds membership of **FEATURED MEMBER BENEFIT OF THE MONTH** its Healthcare Partnership with Flexible Benefits

The TriCounty Area Chamber of Commerce (TCACC) was pleased to announce, last year, a new partnership with a local association administrator, **Flexible Benefits Plans, Inc. (FBP)**, as the Chamber's endorsed health benefits administrator. FBP is conveniently located in Valley Forge, Pennsylvania and has many years of experience providing customers with superior healthcare benefit administration, including extensive knowledge of benefit options and comprehensive customer service.

TCACC went through an extensive RFP, interview, and review process involving several highly recommended benefit administrators along the 422 corridor. FBP is able to provide the Chamber's diverse members with an array of beneficial products and services, including value-added access to: COBRA Administration; Customized Reporting; Health Plan Options; and Additional Member Benefits and Cost Saving discounts.

TCACC recognizes that healthcare is a vital component to business and has made it a **PRIORITY** to provide their member businesses with additional opportunities for access to these services. For more information on how your business can take full advantage of these healthcare opportunities with Flexible Benefits Plans, Inc., please don't hesitate to contact the Chamber Office at 610.326.2900.



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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.



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.

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If your employer is a Chamber Member, YOU ARE a Chamber Member!

Contact Chamber Office at 610.326.2900 for details.

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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.

ARE YOU CURRENTLY HIRING?

Let us know or stop by the Chamber Office to look through the RESUMES collected throughout the last few months. This month's resumes include:
1- Receptionist / Secretary
1- IT Specialist

MAY WOW

SPEAKER ADDRESSES "WELLNESS AT WORK"



Jo-an Rehtin, wellness coordinator at Owen J. Roberts School District, spoke at the TriCounty Area Chamber's Women of the Workforce Luncheon at Brookside Country Club in May. Rehtin engaged the audience in a workshop style discussion about practical acts that can have an immediate impact on your physical well-being.

Do you have time to really pay attention to your health? Do you choose work over working out? Do you skip lunch or eat at your desk or in the car? Rehtin posed questions and went on to explain that "50 percent of diseases and illnesses can be avoided through maintaining a healthy diet and exercising."

In maintaining a healthy diet, Rehtin recommended that two-thirds of your food intake should be fruits, vegetables, and whole grains. Read the labels for sodium and reduce consumption of processed foods. She also suggested that you keep the following lunchbox basics handy on your desk should you need to munch: herbal teas, hummus, fruits and vegetables, nuts and seeds, yogurt, peanut butter and whole grains. But stay away from white sugar and flour as it is "brain and energy drain."



The event's sponsor was **Staybridge Suites Royersford - Valley Forge.**

The Women of the Workforce Luncheons are a monthly occurrence on the Chamber's calendar. However, there will not be an event in the months of July and August. Have a great summer!

For more information on the next event in September, visit the Chamber Calendar on www.tricountyareachamber.com

MAY MEMBERSHIP MIXER

Chamber encourages Members to ABC – Always Buy Chamber! SPECIAL THANKS to VILLA AT MORLATTON for hosting a very successful May Membership Mixer at their facility.



This month's Membership Mixer will be held on Tuesday, July 27, 2010 at Serenity Junction Wellness Center in Boyertown.

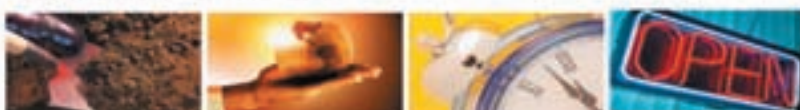


Now, more than ever, businesses need an **ADVOCATE.**

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.



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JOIN TODAY - Call 610.326.2900.

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

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Ribbon Cuttings



PMMC: The Pottstown Memorial Medical Center celebrated on May 26th with the Grand Opening of the new Intensive Care Unit and the new Center for Orthopedics and Spine. Pictured are (left to right): Charles Palladino, Marty Smith, Ken Sbat, D.O., Scott Weiskittel, Richard Whitaker, M.D., John Kirby, Neil Heatherly, Rep. Tom Quigley. 🗑

Chestnut Knoll: Sue Seanor, Director of Community Relations for Chestnut Knoll at Home (with scissors), is joined by Linda Detwiler, Director of Chestnut Knoll at Home (3rd from right), and other community members and staff at their recent ribbon cutting ceremony for their new Phoenixville office. The ribbon cutting was held in conjunction with an open house at their new office on May 18th, located at Tarrytown Plaza, 257 Schuylkill Road. 🗑



The Pottstown Area Police Athletic League celebrated the opening of their new fields with a Chamber Ribbon Cutting on Saturday, May 15, 2010. Pictured in this photo are (left to right): Jim Goodhart, the most veteran of PAL coaches; John Armato of Pottstown School District and Chamber Ambassador; Janet Flack, Keller Williams Realty Group and Chamber Ambassador; Rick Drumheller, Captain – Pottstown Police Department and Chairman of the Board for Pottstown PAL; Tim Forrester, The Hill School and Chamber Ambassador; Jackie Gofus, Janney Montgomery Scott and Chamber Ambassador; Jamie Ottaviano, O'Donnell, Weiss & Mattei, P.C. and Board Member for Pottstown PAL. 🗑

INTERVIEWS FOR FALL INTERNSHIPS:

Looking for Course Credit and Hands-On Business Experience?

If you know of someone looking for an internship, consider the TriCounty Area Chamber of Commerce.

The hours are flexible and we do not require a specific number of hours (unless required by an educational institution for credits). We make an effort to see that interns are published by writing an article for the Route 422 Business Advisor. Internships are unpaid, but we will work with the student's school with evaluations if they are receiving course credit. Resumes can be forwarded to Eileen Dautrich at eileen@tricountyareachamber.com or via fax 610.970.9705. 🗑

GVF PROMOTES SHAYNE TRIMBELL TO MANAGER OF PROJECTS & DEVELOPMENT



Shayne Trimbell, Project Coordinator, GVF Transportation



KING OF PRUSSIA, PA - GVF is pleased to announce the promotion of Shayne Trimbell from Project Manager to Manager of Projects and Development, effective May 1, 2010.

Joining the GVF team in 2007, Shayne started as a Project Coordinator and moved into the Project Manager role in 2009. He currently oversees the 422 Corridor Coalition, which is a forum for public and private entities to join together to discuss and create solutions along the 422 Corridor.

Shayne also is proficient in Geographic Information Systems (GIS) and with GVF's GIS capabilities, he is able to produce state of art maps for GVF studies. GVF most recently has completed studies for Lower Providence and Upper Dublin while currently working with Upper Merion Township utilizing GIS.

Prior to starting at GVF, Shayne worked as a Geotechnical Engineering Technician from 2005 to 2007.

Shayne has a Bachelor of Science degree in Geography and Regional Planning from Westfield State College, and is currently pursuing a Master of Science in Administration (M.S.A.) in Regional Planning at West Chester University.

"With this new position comes the opportunity to focus efforts on expanding the services GVF offers its partners and the public. I will be working on developing new programs to further improve our region's transportation network," Shayne said.

"Shayne has been a great asset for both GVF and our partners. I'm looking forward to continuing to work him in his new role at GVF," said GVF Executive Director Rob Henry.

GVF, a transportation management association, celebrating 20 years of service, is a not-for-profit membership organization that works to enhance mobility and safety through the reduction of congestion and pollution. GVF helps to promote the area's orderly growth, sustain its quality of life and ensure its continued economic vitality. For more information about GVF, visit www.gvftma.com 🗑

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MAY MEMBERSHIP BREAKFAST

The TriCounty Area Chamber of Commerce held its Membership Breakfast on May 13 at the Spring Ford Country Club. At this event, teachers and students from a few of the local Chamber Member school districts presented projects that would help acquaint attendees with specific projects in which the schools are involved and that were funded by the TriCounty Area Chamber of Commerce Foundation, Inc.

English teacher, Marie Robinson, from the OJR Middle School, introduced her school's project "An Author Inspires Future Writers." Author Jordan Sonnenblick through a Chamber Foundation donation was sponsored by the school to organize workshops for students who expressed interest in becoming professional writers. A total of 60 students participated in the workshops.

Louis Farrell, a history teacher at Upper Perkiomen High School and Ph.D. student at Temple University for the Department of Archaeology, spoke about his school's newest archaeological project. This program is called, "Digging the Past and the Future." The project is set to begin in June and give students the opportunity to work at an archaeological dig at the Henry Melchior Muhlenberg House in Trappe. The Foundation funded the archaeological laboratory where the students will process and analyze the objects they collect from the location. Farrell was accompanied by Ed Felix, a student at Upper Perkiomen High School. Felix spoke to the audience about his positive experiences with Farrell and the Archaeology Club at the school.

Local school districts also participate in international projects as well. Pottsgrove Middle School's Chinese Cultural Exchange program is one example of these worldwide projects. Heather Bolyne-Becker, an art teacher at the school and eighth-grade student, Kylie Johnson, described a visit to China in July 2009. During their 16 day stay in China, Johnson and four other students attended a Chinese school and toured the country to observe the culture connected with China. Bolyne-Becker and Johnson said that since this program started in 2006, over 40 students have participated in this cultural experience. In addition, 20 students from China have also been hosted in the Pottsgrove School District.

During the breakfast, Chamber president Tim Phelps acknowledged Thomas Miller, chief lending officer of First Priority Bank, Malvern for his generosity. The bank donated \$5,000 to the TriCounty Area Chamber of Commerce Foundation, Inc.. The choir from West-Mont Christian Academy was also in attendance. A group of seven students from the school performed an a cappella ensemble for the audience at the breakfast. 🗳



Welcome New Members! The following new members were recognized at the May 13, 2010 Membership Breakfast. Pictured left to right: Kent Smith, John Middleton, an Altria Co.; Joshua Prince and Matthew Hovey, Prince Law Offices, P.C.; Wendy Wood, Wellington Place; Anthony Jost, Superior Tube Company



Welcome More New Members! Introduced to the Membership at the May Breakfast were: George McDonald, AccuPay Payroll; Brad Hurlock, Addison Technologies; Sue Seanor, Chestnut Knoll At Home

The Membership Breakfast was sponsored by **Fastsigns**, **West-Mont Christian Academy** and **Yucha Chiropractic Health Center**.

FASTSIGNS



ANOTHER SUCCESSFUL NIGHT AT THE READING PHILLIES!

Thanks to all the Chamber Members who attended this event!

More than 6,000 tickets were turned in at the game. This night brought in the second largest crowd in Reading Phillies history! The event would not have been possible without the help of our Chamber Member sponsors and the support of the Reading Phillies!

Thank you to the following sponsors who participated in making this event successful:

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NETWORK AT NOON

The Chamber would like to thank all the members who attended the second Network at Noon event on May 20, 2010! The Chamber Members who participated were pleased to have another great opportunity to NETWORK with other local businesses. Their eagerness to interact with other fellow members made the event another success!

Network at Noon is a monthly occurrence on the Chamber's Calendar. This month's Luncheon will be held on Wednesday, July 21, 2010 at the Philadelphia Premium Outlets Food Court in Pottstown. For more information on this event, visit the Chamber Calendar on www.tricountyareachamber.com

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MEET OUR CHAMBER INTERNS

EMILY STEIN

Emily Stein is a senior at Shippensburg University of Pennsylvania. She is a Communication/Journalism major with an emphasis in Electronic Media and hopes to minor in Psychology. She is a sister of the Kappa Beta Gamma sorority where she participated in community events this year such as Rock 4 Drew, part of the Drew Michael Taylor Foundation and the American Cancer Society's Relay for Life. She plans to become more involved in Shippensburg's student media when she returns in the fall. Emily was born in Norristown, Pennsylvania and graduated from Methacton High School already knowing what her major would be in college.

She was chosen as a senior in high school to attend the Presidential Classroom Communications/Journalism conference in Washington D.C. with sixty other students from across the United States. After returning from this week-long journey of exploring both broadcast media and print media, she knew Communications/Journalism was the direction that she wanted to go.

Emily is very excited about her internship with the TriCounty Area Chamber of Commerce. "Every professor I talked to stressed the importance of an internship and when I found out about the internship at the Chamber, I applied right away," she says. "Working at the Chamber allows me to take the skills I have been learning at Shippensburg and apply them in the real world. You can be taught essential skills in the classroom, but an internship is what really allows you to showcase your talents and use them to help your community."

Among the many tasks that she will be expected to complete this summer, her big task will be the completion of the Pottstown book. She is currently researching new ideas that will be used in the book as well as building on last year's book. Emily also enjoys fashion, writing, and watching movies and sports in her spare time.



EMILY



LISA



STEPHANIE

STEPHANIE CROUSE

Stephanie Crouse is a senior at Millersville University in Lancaster, PA and will be graduating in December 2010. She will earn a Bachelor of Science degree in Business Management. Stephanie has lived most of her life in Audubon and graduated from Methacton High School in 2006.

Stephanie has worked in retail since high school. Working daily with the public has improved her interpersonal skills and also refined her ability to communicate with others. Adding a comment about retail Stephanie says, "Retail is challenging and some of the customers are good training for building up your outer crust while helping you develop empathy for others, it's not for everyone". Joining the Chamber, as an intern, is giving her the office experience she wants. She is very excited about this internship and knows she will learn many things that she will carry with her throughout life.

"Working at the Chamber presents me with a great opportunity to meet local business leaders and learn about the importance of small businesses to the economy and country" says Stephanie. She also adds that having a diverse set of responsibilities at the Chamber is exactly what she hoped for. "I love going into work and meeting different challenges that include document preparation, research, communication and marketing". Stephanie adds, "I'm learning everyday the importance the Chamber plays in representing business, particularly small business, in a variety of things from employment law to taxes to basic business plan writing". There is a wealth of knowledge and resources available to Chamber members.

Originally a voice major at Millersville, Stephanie gravitates toward the arts and enjoys live performances in theatre and music. She recalls, "All of the hard work preparing for her audition in voice at Millersville has helped me grow my appreciation for those who perform live". In addition to the performing arts, Stephanie enjoys reading and traveling when she gets the chance. ■

LISA CAPPELLETTI

Lisa Cappelletti is a senior at Saint Joseph's University in Philadelphia, Pennsylvania. She is currently enrolled in the University's Haub School of Business where she is studying Marketing. Lisa was born and raised in Pottstown, where she graduated from St. Pius X High School.

The TriCounty Area Chamber of Commerce is preparing Lisa for the future. Instead of learning about hypothetical situations in the classroom, this internship is giving her a sense of how a business organization functions in the real world. "I could not be more excited about this amazing opportunity to work at the Chamber," she says. "My internship at the Chamber will teach me how to apply the Marketing skills I learned at Saint Joseph's to real life scenarios." Lisa feels the Chamber of Commerce is a vital part of the community and looks forward to learning about the valuable services it offers to its members.

Lisa's duties at the Chamber of Commerce include assisting with the organization of the Newsmagazine, sending weekly emails to the Chamber Members, and many other tasks that are maximizing her learning experience. In addition to working in the office, Lisa will also be assisting at various Chamber events. The events will give her the opportunity to interact with the Chamber's members. She is looking forward to meeting everyone and seeing how the events are planned and carried out.

After she earns her Bachelor's degree, Lisa plans on completing the five-year Marketing Masters Program at Saint Joseph's. Her ultimate aspiration is to live in the city and work for the Philadelphia Phillies marketing department. Lisa also enjoys playing tennis, listening to music, watching movies, and all of the Philadelphia sports teams.

Looking for Course Credit and Hands-On Business Experience? Consider the TriCounty Area Chamber of Commerce. Resumes can be forwarded to Eileen Dautrich at eileen@tricountyareachamber.com or via fax 610.970.9705

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DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Recently I was honored by the Governor as an *Agent of Change* and inducted into the *Keystone Society for Tourism*. It was something I had not expected but the category and the

spirit of the award fit the style of downtown management that I employ and I was happy to be recognized. I am the first Main Street Manager to be honored by the award.

I was thinking about what I had done in the tourism because much of the time when you seek to reposition the commercial districts you deal with the regional marketplace and not really a cohort group residing more than two hours away. I thought about how I worked in Baltimore County and directed an 11-day County Fair in 1976, which was a bicentennial event.

The show featured Cypress Gardens Ski Show, circus acts booked through Ringling Brothers, Jack Kotchman Hell Drivers, Lionel Hampton and a host of national performers and some guys that dove into 10 feet of water from a 100 foot tower every hour on the hour. Then I thought nah...that

(See "Downtown Marketing & Development" on page 48)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 46)

was just a show and although it brought in 250 thousand people...and lost money I may add, it really did not fit into what the award was about.

The circumstance that really rang true for me concerning this award related to my time on South Street in Philadelphia as Director of the South Street/Head House District. Prior to my hiring, the previous year had been a rough one for South Street, the sexual assaults of the Greek Picnic and the riots during the Mardi Gas celebration had the street

reeling. I was hired to reposition the street and make it more appealing to people to come to South Street. It was an effort that I thought long and hard about.

The first thing that I did was to develop a public awareness program to let people know what was acceptable on the street. The fact that the residents were concerned about safety on the street was a good place to start. I worked to develop a plan with some of

(See "Downtown Marketing & Development" on page 50)

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From the humble beginnings in a Skippack garage, founders **Emil Schultheisz** and **James Kennedy** grew SK Advertising to be a quiet yet very influential agency. Through the years, the agency has acquired and retained clients such as AMP Incorporated, (now Tyco Electronics); R.M. Palmer and East Penn Manufacturing/Deka Battery.

Paul Kennedy, current president and owner, reflected on the past 40 years by saying, "It is an honor to continue the tradition of high quality design and customer service that has made this agency an institution in the Pottstown area." Paul, the son of founder James Kennedy, started with the agency in the early 90's and has held every position within the company.

In 2001, Paul and his sister **Susan** purchased the company from their father and continued to carry on the tradition of excellence. In 2006 Susan left the company to pursue other ambitions.

After nearly a decade, Kennedy retains his initial enthusiastic outlook for the future. "We truly enjoy assisting our clients in finding optimal marketing solutions," he says. "This often requires

balancing competing objectives, and that is where our experience becomes invaluable. We solve clients' problems while producing results and creating opportunities, all of which go a long way toward helping a business grow."

SK Advertising+Design prides itself on its ability to tailor plans to specific client requirements. "We don't see ourselves as "the agency", but as an integral part of our client's marketing department," says Kennedy. "Our clients run the gamut from sole proprietors and entrepreneurial start-ups to companies with a national or global reach. In terms of our ability to positively impact a company's growth, no company is too small or too big for what we can accomplish."

Kennedy continues, "We treat each client uniquely and strive to assist each of them in developing, implementing and executing strategies that help them grow, while building a strong and lasting business partnership. Locally owned and operated, we are an agency of real people working diligently to create real relationships."

SK Advertising+Design is a full service agency supporting clients with both print and web based branding, advertising and marketing campaigns, package design, and product development. Over the past forty years they have seen and done just about everything, to learn more about the agency, check out skadv.com or call 610.326.8177. 📞



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 48)

the merchants; to let people visiting the street know the rules of the street. Every Friday and Saturday night we handed out informational leaflets on 4th and South with one person in front of the COPA and one person in front of Starbucks.

The rules were easy, don't grab people, and do not verbally assault people who look different, pretty basic stuff. It was during this time that the residents surrounding South Street started to realize that the district going to address the safety issue. One resident came up to me and told me that she teaches in the school system and some people attending the student performances did not know how to act. She said it was embarrassing to the students as well as the parents of the other students. She said the school did the exact same thing. The school passed out leaflets alerting people what they could do and what they could not do and it pretty much solved the problem. Similarly, our public informational campaign which included radio and TV Public Service Announcements seemed to have an impact and after a while proved to be effective.

Once we felt it was safe on the street

we moved to increase the foot traffic. By good luck we were visited by the "ducks" fairly regularly...like 10 times a day. The ducks were military style amphibious vehicles that went in the Delaware River and then drove around town with bunch of tourists with quackers, quacking at people. Needless to say the neighbors hated the "ducks." They were coming out of their house and tourists would quack at them. Anyone who has ever worked in the city knows when people get upset usually there is a council person or maybe even a state senator who will step in and try to work on behalf of the complainants.

Newspaper articles abounded with everyone saying bad things about the "ducks," everyone but me. I said I loved the "ducks" and soon was approached by the owners of the "ducks" for some sort of strategic alliance. It was the "ducks" and I strategically working together for a better Philadelphia. A political deal was cut for the "ducks" to stay out of the neighborhoods and come down South Street for a longer journey. The "ducks" were mine. More than

(See "Downtown Marketing & Development" on page 52)

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By RuthAnn Platt, Staffing Consultant
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In the age of electronic media, one simple job posting placed on Monster.com can garner you thousands of responses. Unfortunately most of those responses will either be glaringly overqualified, with so many professionals desperate to just get back to work, or

woefully unqualified with skills and experiences unrelated to those for which you were advertising. Trying to identify the best of the resumes you receive can be a time-consuming and often costly endeavor.

(See "Effective Management" on page 53)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 50)

500 tourists a day were coming down 11 blocks of my street seeing the brightly colored shops and the dining establishments was good for the street.

I received a call from the head "duck," he wanted to thank me for my support and wanted to meet. In my meeting with the head "duck" guy I told him how I had a street music program and I sought for him to highlight the music. He uttered something that I thought was affirmative and the meeting broke up with consensus that we would be joined at the hip even though he did not want to change the route. But

true to his word they did highlight the music and we started getting larger crowds on the street.

So fast-forward to Greek Picnic weekend. This is a weekend that many, many Afro-American fraternities come to Philly to party and renew old friendships. The residents hated that weekend because it had been the scene of sexual assaults, the so-called "whirling" incidents. "Whirling" was when 10 or so kids walked up to a woman, disrobed her and left her standing naked in the

(See "Downtown Marketing & Development" on page 54)

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EFFECTIVE MANAGEMENT

(Continued from page 51)

Here are some techniques many have tried:

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— This will reduce the number of resumes to only those that possess the specific words you have programmed into your search. Shortcomings to this approach are the possibility that you will factor out the best candidates and never actually review their resumes.

MANUAL RESUME REVIEW — This approach will ensure that (almost) every resume at least gets looked over by someone, but the questions here are by whom and how long will it take, and what will it cost you in terms of payroll dollars and lost production. Is your organization prepared to be flooded by thousands of resumes, and do you have the resources in place to successfully manage the process of reviewing and recording all this documentation?

OUTSOURCING — You can choose to outsource as much or as little of the hiring process as makes sense for your organization. In the past, many looked at recruiting outsourcing as an all or nothing proposition — you either hired an agency or you recruited in-house. In

today's virtual recruiting world, the use of the Internet makes it so much easier to engage professional recruiters directly to perform any number of recruiting functions, from resume screening to full-cycle recruiting.

You could also pay to place your job posting on a recruiting site like BountyJob.com or Dyack.com. These websites, and dozens like them, offer you the opportunity to expose your vacancy to hundreds, possibly thousands, of professional recruiters who will then submit qualified candidates to your account for you to review. Sounds great, right? But again, who will manage the dozens, maybe even hundreds of e-mails and phone calls you will receive? You will receive calls from recruiters seeking additional information on your job posting, feedback on their candidate submittals, hiring manager insight or direct contact information in order to prep their candidates for interviews, and the list goes on. Who are these guys? And do you have enough time in your day to deal with each and every one of them?

(See "Effective Management" on page 55)

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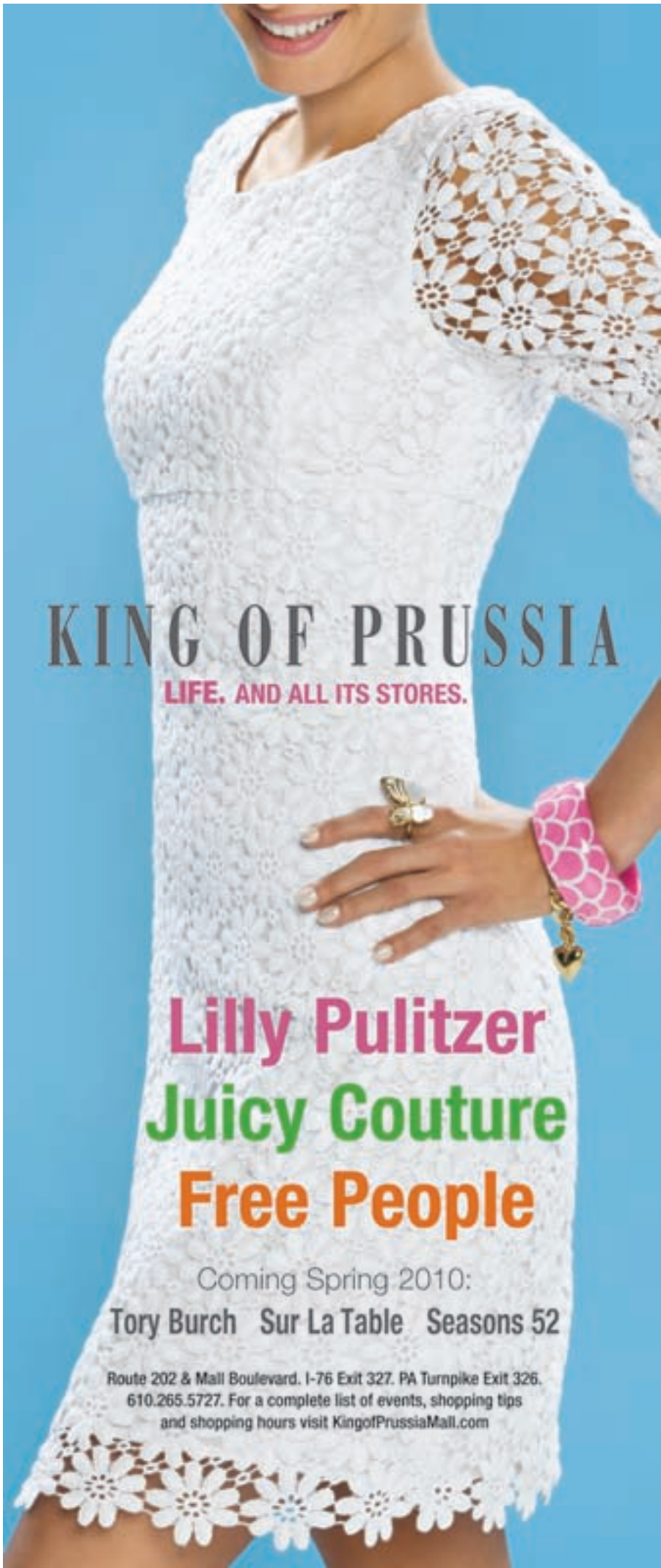
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 52)

street as everyone laughed at her. By the time my second year was underway that was a thing of the past. The police presence and the behavior modifying informational campaign diminished that activity.

The first year I had the Greek Picnic I soon realized that the police would string ropes along the curb and make everyone walk in a circle from 11th to Front Street. No crossing the street you had to go to 11th Street before you could cross. The foot traffic on the street was 99.9 percent Afro-American, along with me and a few Caucasian people visiting the orgy club at the 900 block of South Street (they had their own agenda).

So the second year rolls around and it is Greek Picnic time again and the streets are roped off and all of that. This time there was one big difference 25 percent of the people on the street were Caucasian tourists. The "ducks" were putting people on the street for me and doing it in a big way. The entire vibe on the street changed as 60 and 70 year old people were walking around in a circle with about 75 percent Afro-American youth. It was eye opening. The first

thing I thought of was what is going on at the orgy club tonight that brings this many people...but then as I looked at the people I thought "no that ain't it...it's the ducks." It was a weird way to separate tourists out but it looked like a pretty effective way to me. A unique situation had developed, a blending of different people and a new vibe on the street.

To a great extent I realized that my tourist effort, by embracing the "ducks" was responsible for about 25 percent of the people on the street. I was astounded as were many of my board members when they heard about it. I spoke to the people that run the "ducks" afterward and they said the number on question when people got off the "ducks" was "how do I get back to South Street?" it was a tourism success and I did not even know it was until that night. I will never forget that night...I was pretty proud of how it turned out in our favor.

When you introduce change sometimes you are unsure what the results will be and sometimes the results are unexpected. 🗑



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EFFECTIVE MANAGEMENT

(Continued from page 53)

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