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In This Issue | SEPTEMBER 2010



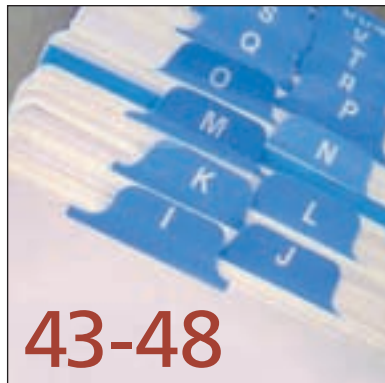
Bause's Super Drug Store, located at 42 East Philadelphia Avenue, Boyertown.

Offering prescription refills, delivery and a host of unique products while providing service that is impossible to find in the chain stores.



15

Strategies to bring about long-term changes in our "entrepreneurial culture."



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BAUSE'S SUPER DRUG STORE



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

(L to R) Hannah Mellott, Jane Mellott, and Katherine (Katie) Mellott.



***"We don't need to hand out smiley face stickers...
Our smiles are genuine."***

In the retail world, the trend toward big box stores, homogenized chains and franchises, and on-line storefronts, has made down-home friendly personal service in a unique, small town setting a rarity. Boyertown's **Bause's Super Drug Store**, located at 42 East Philadelphia Avenue, is one of those few remaining retail gems, offering prescription refills, delivery service, health resources, digital photo printing, and a host of other unique and unusual products, and providing a level of personalized service to the local community that is simply impossible to find in the chain stores.

When you walk into Bause's for the first time, there's a lot to take in...



The smell of fresh roasted nuts from the Double Kay Nut Shop machine, well-lit aisles filled with colorful greeting cards, wrapping paper, end caps stacked with decorative local pottery items, back-to-schools supplies, all manner of health products neatly placed on shelves or hanging from peg hooks, a station with lottery ticket sales, a copier for customer use, and in the back, a full service pharmacy counter staffed by a very friendly and knowledgeable pharmacist. But the truly unique and most special thing about Bause's is the ebullient personality and boundless energy of owner **Jane Mellott**, and the personal connection she seems to make so easily with her customers.

When Jane and her (now ex) husband **Larry** bought Bause's Super Drug Store in 1999 from Robert and Wendy Hallman, they knew they were jumping on a "moving train." Larry worked for Hallman part-time, and The Mellotts seemed like the perfect couple to take over the long-time Boyertown family business.

Both had long time hospital pharmacy careers in California, Larry as a Pharmacist at Santa Clara Valley Medical Center, Jane as a pharmacy technician at Stanford University Hospital. They relocated to Pennsylvania as Larry took a position as Systems Analyst at Shared Medical Systems, (now Siemens, in Malvern). Jane, was a stay-at-home mom, raising their two daughters. Taking over the drug store seemed a bit illogical at first, as neither had actual business experience. But together, they teamed up and improved upon Bause's already standing commitment of, "Serving Boyertown Since 1935." Larry served as the pharmacy manager, and Jane handled public relations, marketing, gift buying, and all administrative duties.

Five years ago, the Mellotts went through an amicable divorce, all the while working together and striving not to let their personal situation affect the business. They shared the same lawyer and agreed that everything be settled in a manner best for their children (first) as well as the drug store (a close sec-

ond). Many divorces "take down" family owned businesses as a power play, but The Mellotts felt it important to preserve Bause's role in the community. For years, the couple has worked together, behind the counter and many customers didn't even realize they were divorced. It's a testament to their dedication to the store and it's customers. As Jane Mellott points out laughing, "Don't think we didn't argue on occasion, boy oh boy... But at the end of the day, we truly had the same vision and embraced the spirit of what we were trying to do in the community!"

Jane has always had the belief that you must give back to the community you live in and Jane has continued to serve in many volunteer positions and business organizations over the years. "When I think back to the fact that I knew NO ONE when we first bought the drug store, I'm amazed at the connections I have made over the years. The business people in the surrounding Boyertown area are an amazing group. I wish I could name all the people who have made a positive difference in my life, both personal and professional."

Back in 2001, it all came down to a check that got "lost in the mail" and it almost put Bause's out of business. As you may recall — a post office in New Jersey was shut down due to anthrax laced letters. A large insurance company's checks were "stuck in

(See "Cover Story" on page 7)



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Left to Right: Richard Zuber, Brian Gilbert, Jim Thomas, Jerry Christy and Barbara Wagner

Listings For SALE - Call Toll Free 1-866-948-2255

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 \$270,000.**

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

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 Wal-Mart. \$239,900.

FOR SALE- (#ZC2102) 1745 Portland Ave., West Lawn- COMMERCIAL BUILDING IN THE HEART OF WEST LAWN w/ first class office space, conference room and 2,000SF of warehouse space. Listing includes large parking lot. Separate tenant occupied house w/ garage. Entire package is also for lease at \$3,200/Month-MIN. 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- (#ZC2107) 451-453 North Charlotte Street, Pottstown- NORTH END INVESTMENT PROPERTY that includes (6) 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. **Reduced \$264,900.**

FOR SALE- (#ZC2108) 1924 Perkiomen Ave., Mt. Penn- Suburban (6) unit apartment in an all brick bldg. 10% CAP rate. All rents are fully leased with long term tenants. Offstreet parking in rear of bldg. Good updated mechanicals with separate electric and gas meters. 1 year old furnace. Property is up to code with all inspections current. Owner will consider a package deal with 136 N. 11th St. and 1264 N. 10th St. Landlord pays gas heat and hot water. Tenant pays electric. **Reduced \$245,000.**

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. **Reduced \$68,900.**

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

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

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. **Reduced \$145,900.**

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, Wal-Mart, 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. **Reduced \$439,900.**

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

FOR SALE- (#ZC2116) 140 Barto Rd., Barto- 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.

FOR SALE- (#ZC2118) 108 Main Street, East Greenville- Well kept property currently being used as a residence. Commercial zoning allows for many possible uses. Priced to sell quickly based on a December, 2009 Appraisal. Fenced yard with storage shed, updated mechanicals. Enclosed side porch on first floor and an extra porch on second floor. 1 car garage and parking for 2 more cars in driveway. All hardwood floors in this quaint Queen Anne Style property. Originally a Doctor's office. \$230,000.

FOR SALE- (#ZC2119) Chestnut Hill Road, Morgantown- Prime Industrial Development Land adjacent to Mountaineer Village. Total of 51.20 acres can be purchased in total for \$1,000,000 or separately. Lot #1-28.75 acres (\$500,000); Lot #2-5.70 acres (\$210,000); Lot #3-5.62 acres (\$210,000); Lot #4-5.54 acres (\$190,000); Lot #5-5.59 acres (\$180,000). Industrial zoning perfect for many uses. Easy access to Routes 10, 176, Pa Turnpike and new Morgan Development. Perfect for mobile home development with special zoning exception. \$1,000,000.

FOR SALE- (#ZC2120) 1178 Commerce Drive, Pottstown- (Pottstown Recycling Material Company) Income producing property specializing in lucrative recycling of brick, asphalt, concrete and tree waste. 6 working wells on property. Easily accessible to major highways. Light industrial zoning allows for many uses. Mechanical crusher and other equipment included in offering. \$1,250,000.

FOR SALE- (#ZC2121) 0000 Buckwalter Road, Spring City- Income producing horse farm. Barn with 34 stalls, 2 buildings each with 3 rental units plus 2 other rental units totaling 8 rental units. Extra income from horse boarding. Beautiful fenced property with development potential for residential sites. \$1,500,000.

FOR SALE- (#ZC2122) 124 North Chestnut Street, Boyertown- 3,825SF plus lower level (Basement)-50% finished. Lower level (Basement) contains two powder rooms. Many possibilities. Also for lease-\$2,500 plus utilities. \$249,900.

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

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(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!

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

(ZC1039) 355 Circle of Progress, Pottstown- 1,770SF office space for LEASE Space includes (3) offices, operations/communications office, outer office, vestibule, kitchenette and (2) bathrooms. Parking for approximately 15 cars on the side of building + a drop off area in front of the building. There are many possible uses: Remote retail space, (ie) computer repair, gym, training/school or general offices. Call for Details - \$877.63/Month, CAM + utilities (electric, heat, phone, cable, A/C).

(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.

(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 rates.

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

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

(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. \$1,900/Month + utilities

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

(ZC1104) 306 W. Ridge Pike, Limerick- One (1) floor- 32x32+ 1,024SF, 2 rooms and powder room, parking- 10 spots, heat is oil hot air, central air, separate electric, water (well) sewer (septic) included in rent. Trash, grass and snow is tenant's responsibility. Zoning is Village Commercial. Usages will be what is allowed in Village Commercial. Tenant can use existing sign in front of property. \$1,100/Month

(ZC1105) 531 N. Charlotte Street, Pottstown- Office space available. 3,000SF on upper and lower level. Will divide. Can be leased together or separate. Offstreet parking. Present use is Dental office. \$8.00/SF

LEASED (#ZC1077) Douglass Township, Berks Co.-

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

LEASED (#ZC1096) 32 Wells Road, Parkersburg-

LEASED (#ZC1100) 629C Manatawny Road, Boyertown-

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COVER STORY

(Continued from page 5)

that post office," Jane explains, and Bause's was one of the pharmacies with a check for almost \$40,000 under quarantine. For many more established family owned businesses, a line of credit, or a quick home equity loan would have taken care of the need for funds until the checks were re-issued. But as newly purchased business, the Mellotts were unable to scratch up that much cash quickly. After negotiating with the wholesale company that wanted payment, and in a time in this country that was very unsettling, Jane decided she couldn't just sit and worry — so she went to her first Berks Mont Business Association meeting. She left that meeting as the newly appointed Secretary of the newly formed organization and also in charge of their newsletter. That first meeting put Jane on a whirlwind of volunteer efforts in the community from the Boyertown Area YMCA Capital Campaign, United Way Board of Directors, Cabot Supermetals Community Advisor Panel, Boyertown Home town Hero Celebration, the initial stages of creating what is now Building A

Better Boyertown, creating the Boyertown Tree Committee, the Royal Order Of The Raccoons, creating Movies Under The Stars in the Borough of Boyertown, not to mention the activities that surrounded her two daughters, **Katie** and **Hannah**, the biggest of which was being in charge of fundraising for the BASH 2007 Post Prom committee.

The biggest volunteer event that Mellott was involved in was Co-Chairperson for the Berk's Mont Business Association's annual Sidewalk Expo. Jane convinced **Terri Staso**, at that time, Branch Manager of Patriot Bank in Boyertown to be her co-chair. After chairing the event for five years, Mellott and Staso have formed a bond that is likened to Lucy and Ethel. Realizing that Terri was someone she wanted to add to her team at Bause's, Mellott recruited her to work for her as the drug store's bookkeeper and office manager. "Who better to hire to manage your funds than a former bank manager? She's diligent and an amazing addition to the store," Jane said. Terri also has the volunteer bug, vicariously through Jane and she

(See "Cover Story" on page 9)

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"BUZZ AROUND THE BLOCK"

Baby boomers, the 78 million people born in the U.S. between 1946 and 1964, currently make up 28 percent of the American population. The first baby boomer turned 60 on January 1, 2006. Research shows that in the next 20 years, nearly 43 million households will be entering the retirement phase. Among these, at least one spouse is expected to live more than 90 years in half of the percentage of families.

An American turns 50 every seven seconds — that's more than 12,500 people every day. By 2015, those aged 50 and older will represent 45 percent of the U.S. population. By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people. Of the 72 million family households in the U.S., 34 million of them are baby boomer households. A 50-year-old female can expect to live 82.5 years; a male 78.5 years.

This month's Buzz Around the Block focuses on some of the region's leading retirement communities and skilled nursing facilities serving this enormous demographic of aging baby boomers.

Columbia Cottage

One company that is well aware of the challenges that our aging population is facing is the Horst Group from Lancaster. Primarily a construction company, the **Horst Group** has been involved with building retirement communities for seniors for many years. For the past 12 years the Horst Group has also been involved with building and operating their own Assisted Living communities, each called **Columbia Cottage**.

They know that a smaller sized community, with several levels of care that meet the challenges of an aging population would allow the residents to feel more 'at home'. Also, one size and one price doesn't fit all; Columbia Cottage has several different unit sizes and a range of pricing accordingly. Residents are encouraged to bring their own home furnishings. They can enjoy controlling their own environment as each unit is fitted with its own heating and air-conditioning unit.

"When you walk through the front door of Columbia Cottage, you feel you have entered a wonderfully warm and cozy private home," notes **Orla Nugent**, Vice President of Columbia Cottage.

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

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COVER STORY

(Continued from page 7)

is also involved in many local groups on her own! She serves as former Secretary and current Board Member and Treasurer of the Capital Campaign for the Boyertown Area Multi Service. A Sunday school leader at St. John's, pack leader for Cub Scout pack 512, Corvettes for Kids, Secretary / Treasurer for Dog Scout, she's also very active in volunteer efforts surround her son's baseball team. Terri's mom and son also volunteer in the Boyertown Area Multi Service food pantry on a regular basis. It's definitely a family affair.

Over the years, many changes occurred within the store, some very evident to the public, others just internal changes such as updated computerization. Back in 1999, the accounting and payroll were done manually — The Mellotts knew the systems needed to be updated and computerized immediately. The store now uses state-of-the-art pharmacy software and over the last few years have implemented a sophisticated Point-of-Sale system.

The basic nature of being an independent pharmacy in this day and age lends itself to a large amount of competing

pharmacies in the surrounding area, not to mention mail order and "drugs from Canada." Within a five-mile radius of the store, there are many competitors, but none that offer the level of service and commitment to their customers' health and well being. "I often wonder why someone would go to another pharmacy?" Mellott asks rhetorically. "I know I'm biased, but we offer competitive pricing, a level of service that is unparalleled and if your co-pay is the same, no matter where you go . . ."

"I think what differentiates us from the big box stores and chain stores is that when you come into our store — no matter who helps you — you are talking to a decision maker — from our pharmacy manager, to the register clerks and delivery person," Mellott explains. "I empower my employees to do whatever it takes to treat the customer as they would like to be treated. It's simple. It's easy and if I do say so myself, brilliant! (She laughs) Real people answer our phones when we're open. I'm 45 years old and I HATE it

(See "Cover Story" on page 11)

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Announcing: RSI's own Dr. Munabi was featured on the Route 422 Business Advisor television series. His in depth interview can be seen online at www.422business.com or on Comcast television throughout the month of September.

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"BUZZ AROUND THE BLOCK"

(Continued from page 8)

Built around two beautifully landscaped enclosed courtyards, Columbia Cottage brings in the natural beauty while giving residents who enjoy gardening the chance to enjoy the outdoors again. "Our dining room looks out over the courtyards," explains **Jim Brandt**, President of Columbia Cottage, "and when the weather cooperates, we have all sorts of parties and recreational activities outdoors."

Although Columbia Cottage offers three home cooked meals daily, there is also a Country Kitchen in the heart of the Cottage where snacks are complimentary to the residents, their families and friends. Many residents relax or socialize in the Country Kitchen where there is always activity of some sort.

The real value of Columbia Cottage Assisted Living Community, to the aging population and their families, is its focus on individualized care. With its unique seven levels of care, the staff will determine the best ways to help maintain or improve the independence of each individual resident and will regularly reevaluate the services and their effectiveness. Other services included in the base monthly rate include providing home-cooked meals, housekeeping, laundry, transportation, assistance with medication, a daily activities program, and opportunities to do Posit Science a unique brain fitness program that benefits all! For additional information, please call 610.409.8910 (Collegeville) or 610.927.0310 (Wyomissing).

ManorCare King of Prussia

ManorCare King of Prussia is a one-of-a-kind skilled nursing facility featuring a 30-bed dedicated cardiac unit that is beyond compare on the east coast. The

care delivered in this unit is also complemented by the amenities of this unit. Of the 30 beds here, 26 are private rooms with full baths and flat screen TVs. There is an Internet café for the patient and family members' enjoyment. Patients in this unit receive state of the art cardiac care, managed by Dr. Kathleen Magnus from Phoenixville Hospital and her associates.

The emphasis of this unit is preventing unnecessary re-admissions to area hospitals as well as patient education. During their stay at ManorCare King of Prussia, patients receive individualized treatment from many clinicians involved in their care including the cardiologist, the registered nurses who are Advanced Life Support trained, physical and occupational therapists, as well as a licensed dietician. This expertise enables the patient and family to feel more confident and secure upon discharge to home and ultimately be more successful at home. Graduates of the cardiac program receive a T-shirt that states "My broken heart was mended at ManorCare King of Prussia."

Tours of this unit are welcome. Feel free to call and schedule one for yourself or loved one. ManorCare King of Prussia is located at 600 W Valley Forge Road. Their phone number is 610.337.1775. They are looking forward to hearing from you!

Frederick Mennonite Community

Here at Frederick Mennonite Community our tag line of "Living Well With Us" has a special meaning to our residents and our staff. Not only is it about living well, and living life fully, it is all about encouraging wellness as we

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

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COVER STORY

(Continued from page 9)

when I have to go through a phone system, press 1 for what? Press 2 for huh? I put myself in the shoes of a woman twice my age who needs to call her drug store for help. I want her to speak to someone who knows her. Knows her situation, probably even recognizes her voice when she starts to speak. No matter what our age and skill set, talking to real live people makes a difference. I know it does to me, so I know it will to my customers."

Over the last decade of being a part of the Boyertown Community, Bause's has donated \$10,000's to local charities and causes. "We aren't a big chain store that makes it cumbersome to solicit donations," Mellott explains. "We know the local volunteers, the groups and we feel it's imperative to participate in their success. Rich Zuber and I are friends and he's a very good customer of Bause's. I know I have to write that check every year to support Pine Forge Baseball and Rich Zuber's efforts there. When the YMCA built their new building, we gave. Same thing with the Multi Service. When Building a Better Boyertown does a ribbon cutting for new businesses in town,

we donate the balloons. Simple, yet it's that kind of attitude that keeps a community vital. Can we afford it? Sometimes Terri and I wince when we get charitable donation requests we receive ... and we do the best we can. The first thing I do, when reviewing the requests is to see who's requesting it. Are they customers? That makes a difference in the level I participate. It has to. Just look at the donation boards at the YMCA and Multiservice, look at the t-shirts on the little league players, the bill boards at the local ball stadiums. There are few, if any big box stores listed. It's all about local home town businesses, like ours, supporting local home town efforts."

In the last few years the store has undergone some major physical changes as well. Grant monies from Building a Better Boyertown, the Berks County Community Foundation Tree Fund and the Pennsylvania Lottery helped fund the renovation and replacement of the sidewalk and street scape of the store. Handicapped access was implemented as well as an automatic door opener.

(See "Cover Story" on page 13)

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"BUZZ AROUND THE BLOCK"

(Continued from page 10)

stay physically healthy, grow spiritually, expand our knowledge, make new relationships and participate in recreational activities. Just a few of these include scheduled trips, horticultural therapy, a Wii bowling league, Simply Healthy Living Series and our very own Body Shop exercise room for both residents and staff and so much more.

Our mission statement at Frederick Mennonite Community tells a lot about our dedication, integrity and love for our residents, staff, volunteers and community. Our mission statement reads: *"In the spirit of Christian love Frederick Mennonite Community cares for and enriches the lives of older adults, while valuing the staff, volunteers and community that serve them."* This statement describes the care and love we have for each other.

This Autumn will hold a special time for the Frederick campus. We will be constructing new model cottages and are looking forward to an end-of-year holiday open house. A new phase in our history will begin with the Heritage Court campus expansion as we move into 2011... the year of celebrating 115 years of

service and community. Our expansion project will consist of cottages with open floor plans and dormers to let in natural light with the choice of one or two bedrooms with den. For more information visit our website at www.frederick-mennonite.org. To see the many events happening here at Frederick, follow us at www.facebook.com/frederickcommunity. We invite you to visit our campus for lunch and to meet our staff and residents. Come Live Well With Us! 610.754.7878.

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



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COVER STORY

(Continued from page 11)

In March of 2010, the drugstore finished a year-long project of installing a drive-thru window in the rear of the building. Installed to better serve the customers and be competitive with the chain stores that have drive-thru windows, Bause's knew that it was the next logical building remodel. "The perception of lack of parking in the downtown Boyertown Main Street Business district, combined with the nature of our customers, elderly, some post operative patients, parents with babies on board, snow and icy streets made the drive-thru a win-win solution," Mellott said. "The actual, physical lane of the drive-thru is on the Borough of Boyertown property. Major renovations to the Inner Core Parking lot were necessary to complete the project. The Borough was very accommodating and understanding of the need for our long standing Boyertown business to remain competitive in this economy and we are very thankful for their cooperation and collaboration in the project."

The newest and most exciting addition to the staff at Bause's Super Drug Store is

Rebecca (Becki) Eddinger Kuns, Pharm. D., as Pharmacy Manager. It began in March of 2010 when Jane received an email and resume from Becki asking if Jane knew if any of her fellow pharmacy owners were in the market to hire a full time pharmacist. Becki was going to graduate from Duquesne University in Pittsburgh, Pennsylvania with her Pharm.D. in June, 2010. Knowing that Larry wanted to semi-retire and move upstate to his home town of Lock Haven Pennsylvania, it became evident to Jane that Becki would be a perfect fit as Bause's new Pharmacy Manager. And Jane never forwarded the email to any of her pharmacy friends! Becki's dream job was to work in a retail setting and coming back to her home town, an added bonus. Becki worked at Bause's for three years, while in pharmacy school, so it was a good fit from the start. Her focus while in Pharmacy School was entirely dedicated to serving her future patients. She graduated *Magna Cum Laude* with a concentration on Geriatric Medicine. She's certified to give Immunizations, as well as having

(See "Cover Story" on page 57)

"BUZZ AROUND THE BLOCK"

(Continued from page 12)

the public library and the senior center. All the amenities are included in one affordable monthly rent with no buy-in fees, long-term leases or hidden fees.

Enjoy three home-cooked meals prepared daily by our Executive Chef and his staff, served directly to your table. All the food is prepared from scratch using seasonal local produce. Fresh-baked bread or rolls are served warm from the oven daily!

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Residents and their families enjoy peace of mind knowing that two Resident Manager couples live in the building, able to customize services to their existing and future needs and to provide the best kind of security: each apartment is linked to the emergency

call system for 24-hour coverage; our phones are answered round the clock by a manager in the building. All the best of retirement living is right here in Boyertown! For additional information, please call 610.367.6616.

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

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RIDE TO PROSPERITY

STRATEGIES FOR ECONOMIC COMPETITIVENESS IN GREATER READING — PART 2

ENTREPRENEURSHIP AND INNOVATION

(Editor's Note: This document was prepared with support from EntreWorks Consulting on behalf of a coalition of eight leading economic development organizations in the Greater Reading Area. This month's installment focuses on the first of five key themes and action plans: entrepreneurship and innovation.)

OUR CHALLENGE:

Berks County was built by entrepreneurs. Firms like Carpenter Technology and Boscov's have long served as anchors for the local economy. Yet, in recent decades, the pace of local entrepreneurial activity has slowed. Economic development organizations must develop new approaches to supporting local entrepreneurs and innovators. These strategies should seek to grow new businesses and help existing business achieve faster growth rates. As economic development organizations, we cannot create new entrepreneurs, but we can help create an environment where they have greater chances of success.

When it comes to building a more supportive entrepreneurial environment in Berks County, many observers agree that we should start with efforts to build a more "entrepreneurial culture." For a variety of

historical reasons, County residents appear to be more risk-averse and less willing to "take the leap" by starting a new venture. Many data sources back this claim. For example, according to the YourEconomy.org data set, the Reading Metropolitan Statistical Area (MSA) ranked in the bottom fifth of US metros (from 1998 to 2007) in terms of spawning new establishments and in generating jobs from these companies. Like many regions, the Reading MSA is also facing challenges in spurring the development of second-stage companies — firms with 10-99 employees who are often the key drivers of local economic growth. Between 1998 and 2007, the number of these firms as a portion of all local businesses declined by more than three percent. Over this same time frame, the portion of second stage companies as a portion of all US firms grew by more than five percent.

These findings suggest two potential areas for action. First, we should consider initial programming that can help bring about long-term changes in the County's "entrepreneurial culture." Second, we should make targeted investments to help improve the quality and availability of local business services and support so that more firms can achieve fast growth paths. The County has a strong set of services and organization that work with start-ups and early stage firms. In fact, local organizations have been recognized as national leaders. In 2010, the Kutztown Small Business Development Center was named by the SBA as the "Small Business Development Center of the Year," and the Community First Fund received the "Community/Rural Lender of the Year" award. In 2008, the Ben Franklin Technology Partners program received the Economic Development Administration's Excellence in Economic

Development Award in the area of Technology-Led Economic Development.

Nevertheless, there is a need for a more effective local system to assist firms that are developing new technologies or that have potential for very rapid growth, i.e. what some analysts call "gazelles."

Building an "entrepreneurial culture" takes time, so we cannot expect to complete this task within our current five-year time frame. However, we can introduce a series of new programs and activities that can get the process started. Extensive research suggests that a number of strategies can help encourage people to think entrepreneurially and to be more open to considering starting a new venture of their own. In particular, County leaders should examine ways to encourage young people to learn more about entrepreneurship.

(See "Ride to Prosperity" on page 17)



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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

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When investigating retirement living, value, choice, flexibility and protection are key elements. No one type of retirement living is perfect for everyone since no one can be sure of their health condition five or ten years from now. With this in mind, your selection for retirement living should give you the most flexibility with the least disruption to your desired lifestyle. Obviously your assets, income,

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



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RIDE TO PROSPERITY

(Continued from page 15)

As a first step, we should consider a concerted effort to expand entrepreneurial offerings at the Reading Area Community College (RACC). Community colleges are becoming an important part of the nation's entrepreneurial support landscape, and more schools are providing extended access to entrepreneurial training via course work, business support services, incubation, and outside internships and training. These types of support efforts should be introduced at RACC; they would align especially well with the work of the Schmidt Training and Technology Center (STTC).

In addition, we should work with local four-year institutions to introduce their own entrepreneurship classes and programs or to enhance their existing offerings. The Keystone Innovation Zone can serve as a catalyst. At the most expansive level, the schools could offer certificate programs in entrepreneurship. At a minimum, each school should develop appropriate classes and provide support to student organizations with an entrepreneurial focus. These clubs might include local SIFE (Students in Free Enterprise) or even

more targeted groups like NetImpact, which is focused on sustainable business.

Beyond this focus on building the local "entrepreneurial culture," the coalition should also support several initiatives that improve and enhance the current support services provided to new and growing local companies. The creation of the Greater Reading Entrepreneurial Support Alliance (GRESA) has significantly improved cooperation and collaboration among the County's business service providers. In the coming year, GRESA should consider developing a system that focuses on improving support for high-growth ventures.

This work has already begun bearing fruit with the enhancement of the Chamber's new Business Resource Center located in Reading's Gateway Building. The Center is designed to become a critical nucleus for the County's business support providers, making it easier for local business owners and aspiring entrepreneurs to obtain needed information and services.

(See "Ride to Prosperity" on page 19)

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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

desired lifestyle, and present or known health needs also play a large role in your decision.

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RIDE TO PROSPERITY

(Continued from page 17)

This new initiative cannot be developed with a sole focus on Berks County. Thus, we believe that this work should begin with two primary initial thrusts. First, GRESA should design and implement a high-growth entrepreneurship initiative with the Kutztown University Small Business Development Center (SBDC) system and the Ben Franklin Technology Partnership (BFTP) programs. This effort should include an early focus on developing new sources of funding to help finance local entrepreneurs beyond the start-up phase. With local partners tapping into their statewide SBDC and BFTP networks, GRESA can utilize an already-proven process for vetting investment and also develop more creative financing tools that combine state and local (e.g. Greater Berks Development Fund) resources.

A second set of strategies should build on Berks' strategic location near to leading entrepreneurial resources found in the Philadelphia metro area. The KIZ and the partners involved in the proposed Research Park should develop formal alliances with key innovation efforts in Philadelphia, such as the Ben Franklin

Center of Southeast Pennsylvania, Innovation Philadelphia, and the Mid-Atlantic Capital Alliance.

Finally, GRESA should intensify its current efforts to build a more effective entrepreneurial support system in Berks County. This effort would involve production of a regular on-line and hard copy entrepreneur and innovation resource guide along with an internet-based referral system. While some of this already exists at the Chamber's website, it should be expanded to include course offerings and schedules of SCORE, SBDC, the Kutztown University Latino Business Resource Center (KULBRC), the Community First Fund and other educational and training programs targeted for small businesses. This effort would also emphasize programs tied to BFTP and the Keystone Innovation Zone (KIZ) efforts.

County and city leaders should also begin an effort to assess the feasibility of locating a business incubation program in the City of Reading. An incubator facility could serve as a critical local resource for assisting entrepreneurs with business planning, access to capital, and linking to

(See "Ride to Prosperity" on page 21)



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BUSINESS OWNERSHIP AND DIVORCE



LEGAL PERSPECTIVES

By Susan J. Vandegrift, Esq., Wolf, Baldwin & Associates, P.C.

Divorce is unfortunately pervasive in our society. Splitting up the divorcing parties' property is a natural part of the process. Where parties to a divorce have accrued marital property and incurred marital debt, the net marital estate is subject to equitable distribution, meaning a fair division of the property. The Pennsylvania Divorce Code sets forth various factors that are considered in arriving at an equitable distribution scheme.

The goal of equitable distribution is to effectuate economic justice between the parties. The division of assets can sometimes be complicated, and if a business asset is involved the complications typically escalate.

If a divorcing spouse is a business owner, certain unique issues arise in the equitable distribution analysis. The business must obviously be given a value. The Divorce Code does not mandate any particular method of valuing a business and therefore, a court must rely on the estimates, inventories, records of purchase prices, appraisals and other similar financial data supplied by the parties and their financial experts. Different methods of valuation can produce widely varying results.

The date of valuation can be a critical factor. A business' value can be subject to fluctuation. Its value at the time of separation may be substantially different

from its value at the time of distribution or the value at the time of trial. A court has discretion to choose the date of valuation which best provides economic justice to the parties.

(See "Legal Perspectives" on page 22)

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RIDE TO PROSPERITY

(Continued from page 19)

coaches and mentors. This initiative could take multiple forms, from a dedicated facility to a virtual "incubator without walls" to a specialized mentoring program that links to new business owners to more seasoned entrepreneurs.

Two other action items will serve to help stimulate new entrepreneurial activity in the City of Reading. Following on initial research for the ICGR effort, we will begin planning for the creation of a downtown Mercado that can serve as a hub for Latino-based businesses in the City. Modeled on similar programs located in cities across the US, the Mercado will be a marketplace where local entrepreneurs can sell products and also gain easier access to technical assistance support from peers and from service providers like the Business Resource Center.

This effort is already moving ahead as part of the current initiative to establish a regular Farmer's Market at 8th and Penn Street in Reading. This year will start with farmer stands and a few prepared foods with the expansion in subsequent years to more stands, perhaps of a retail nature. As the vendors expand, the plan is to start moving the market down Penn Street to

additional locations. This growing outdoor market will provide shopping venues for city residents, a point of interest for visitors, as well as serve as an incubator for aspiring retail storefront owners.

These earlier efforts are appropriately focused on nurturing a new base of local entrepreneurs. They should also be complemented with initiatives to help spur the development of more technology-based businesses in the County. Our work group's efforts on this front will focus on supporting creation of the Berks Research and Technology Park located near the airport facility. ■

This document was prepared with support from EntreWorks Consulting, and represents the combined efforts of the following organizations and their supporters: The Berks County Industrial Development Authority, the Berks County Planning Commission, the Berks County Workforce Investment Board, the Berks Economic Partnership, the City of Reading, the Greater Berks Development Fund, the Greater Reading Chamber of Commerce and Industry, and the Greater Reading Convention and Visitors Bureau. We'd like to thank the Greater Reading Chamber of Commerce for making this document available to our readers. Next Month's issue: Workforce/Talent Development.)



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LEGAL PERSPECTIVES

(Continued from page 20)

Another unique issue arising in divorce proceedings that involve a business as a marital asset is that of determining whether or not the business has goodwill, that is, a positive reputation that a particular business enjoys. Goodwill is intangible property which, if appropriate, may be valued and subject to equitable distribution. There are different types of goodwill that may be handled differently for purposes of equitable distribution. Business or enterprise goodwill, which can be sold along with the business, can be subject to equitable distribution, while individual goodwill is not.

Income derived from a business is considered to be income for support purposes. However, certain assets of a business cannot be considered both income for support purposes and as an asset subject to equitable distribution.

In any divorce, the parties, with or without the advice of counsel, are free to decide how to divide their marital property. The law does not require that each asset itself be divided, rather, the parties

can agree to exchange one asset for another; for example, one spouse may retain the marital residence and the other may retain the business asset. Obviously, if litigation is necessary to resolve the parties' differences, a business owner is well-advised to engage an experienced divorce attorney. Even if the parties can reach an agreement on their own, it is advisable to retain counsel to reduce that agreement to writing, as there are numerous pitfalls to be avoided in drafting such agreements.

Divorcing parties who have ownership interests in businesses face what are often quite complex issues. It is important to obtain advice from your financial and legal team to ensure that your decisions are informed and that the resulting property division provides economic justice. ▣

Susan J. Vandegrift, Esquire is an associate in the Pottstown law firm of Wolf, Baldwin and Associates, P.C. practicing primarily family law, and has significant experience in civil litigation. She may be reached by telephone at 610.323.7436 or by e-mail at svandegrift@wolfbaldwin.com.

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PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

As a kid, who did not say those words, when driving their bike, lawn mower or even car? Now, it even applies to the technology that people use every day.

One day, one of our clients asked about using speech recognition to operate his computer. He explained that like many of us, he was time starved and needed a way to be more efficient. His position was in sales and he explained that one big issue was ensuring that each and every email that he received was replied to with a personal and timely reply. Years ago, the author had purchased and tried to use speech recognition software on the latest

hardware of the time. The experience was poor in that the hardware was not that advanced, and the computer could barely run the necessary software let alone something else that was optional.

Companies have invested a significant amount of money in their technology in the hopes and promise that it would make employee more efficient. Most companies have purchased hardware and application software to make their use of technology as efficient as possible. Most computer users are not professional typist and can type between 40 and 60 words per minute. Compare that to the between 125 and 150 words per minute we can speak, and there is significant opportunity for getting words into our computers much faster. The promise of increased efficiency using voice recognition software is immense because you could increase your data by a factor of two or three depending on other factors. One of the great things about technology is that computers purchased within the last 12 to 18 months are much faster than what is needed by the typical user who is reading email and composing documents. Given the promise of increased speed of data input using voice recognition software and the current state of technology, it is probably time to take a look to see if the promise can actually become a reality.

Before we have clients spend money on new hardware or software for a specific task we review the capabilities that they currently have to see if the task can be met without any additional purchases. One of the little known new features that comes with Windows 7 is listed under: Accessories / Ease of Access / Windows Speech Recognition. Microsoft introduced speech recognition to no fanfare announcement with certain versions of Windows XP. It became part of the operating system

(See "Performing Technically" on page 27)

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NEW WEBSITE DESIGNED TO EXPAND LOCAL BUSINESS GROWTH

A new website designed to drive business growth and investment in Pennsylvania should help promote the area's available business properties, local economic development officials said.

The largest state-wide site selection network of its kind, PASiteSearch.com, which was recently launched by the state Department of Community and Economic Development and Team Pennsylvania Foundation, includes up-to-date community demographics, built-in social-media integration, Google Maps, labor and infrastructure assets, as well as workforce and expenditure reports for properties of interest. Geographic information system, or GIS, mapping technology is part of the website as well.

"The PASiteSearch launch is an excellent and unique asset not only for the state of Pennsylvania at large, but also for the Greater Reading area. We hope that the user-friendly, one-stop shop approach will drive more interest and attention to our area" said Jon Scott, Berks Economic Partnership President.

According to GIS Planning Inc., the company that designed and built the system, PASiteSearch is the first website to integrate site selection information from Pennsylvania and the United States into a single, user-friendly site. PASiteSearch is integrated with ZoomProspector.com, which allow visitors worldwide to conduct a national search of communities and commercial properties that match specific criteria.

When a community or commercial property in Pennsylvania matches a business search on ZoomProspector,

users can immediately click through to the new website to get the information that will help them analyze the unique business advantages offered by the Pennsylvania site.

This website launch is a significant tool that will benefit the 'Sites and Infrastructure' initiatives set forth by the Ride to Prosperity Report which includes Strategies for Economic Competitiveness in Greater Reading. Eight collaborating Berks County organizations hope to develop one-300 acre site and two smaller sites between 10-50 acres by 2015. This is in addition to increased support and marketing two important sites— Berks Park 78 and the Airport Research Park.

In developing PASiteSearch, DCED worked with local economic development partners like Berks Economic Partnership and Team Pennsylvania Foundation to ensure that the most critical site selection information would be available to users.

"This enhancement makes SiteSearch a unique, indispensable economic development tool and it gives Pennsylvania a major advantage over other states that are competing to retain, attract and expand business," said Rich Hudic, Team Pennsylvania president and CEO. ■

BEP is the lead marketing agency and primary point of contact for all economic development inquiries related to the Greater Reading and Berks County area. BEP coordinates and works with other economic development agencies to provide a single voice in helping to retain, attract, promote, and grow business in a collaborative and unified manner. For further information, visit www.GreaterReading.com. BEP is one of only 22 organizations worldwide to receive accreditation from the International Economic Development Council (IEDC).



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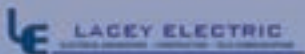


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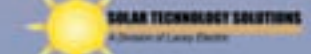
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PERFORMING TECHNICALLY

(Continued from page 25)

with Windows Vista and the latest incarnation with Windows 7. Windows 7 has made some improvements. To determine if speech recognition would really work, or was still a pipe dream, the author started with the speech recognition built into Windows 7. It was surprisingly good for free and generally usable by the casual user. There is no doubt, saying a command such as "Start Word," and having your computer automatically bring up Word and allowing you to get a into the document is just impressive. After completing the training for speech recognition for Windows 7 and using the features, the author realized that the software held a lot of promise, but appears to be somewhat limited and there may be better recognition software available at an additional cost.

The software the author ultimately selected was Dragon NaturallySpeaking version 10. The Dragon software was chosen because it is a mature product that has been on the market for a long time. The company has a very long history of focusing on creating the best voice recognition software available. Additionally, the roughly hundred dollars was a small price to pay for at least a two times efficiency

jump. A nice thing about the software is that it is very easy to get started. One of the challenges was learning how the software actually performs speech recognition. On installation, NaturallySpeaking reviews both e-mail and Word documents to determine the specific writing style that the user uses and to learn specific phrases. When starting to first use the software, this user was unsure about the commands and about how to really use the software.

Ultimately, after making the training commitment, it became much easier to use the software and to learn how to access the commands. A simple "What can I say?" question brings up the command set for the application that you are using. Recognition is based on "phrase matching" in which the software listens for phrases and matches it against the phrases in its recognition library. The nice thing is that the faster you speak the better the recognition of the software. In many cases, the user is able to slightly misspeak a phrase and the software will correct it as being dictated.

The documentation for NaturallySpeaking indicates that the most practical way to use the software is based on both

(See "Performing Technically" on page 29)

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Local FASTSIGNS® Helps Boy Scouts of America Celebrate at Jamboree

The Pottstown FASTSIGNS® sign and graphics center, located at 180 Shoemaker Road, recently teamed up with the Northeast Region of the Boy Scouts of America (BSA) to design custom banners for the region's gateway at the 2010 National Scout Jamboree.

Bill Wellen, owner of the Pottstown FASTSIGNS, and his team worked from the architect's designs of the gateway to create two 16-foot tall banners and one 12-foot long banner to adorn the massive structure. Gateways are a tradition at BSA Jamborees and are used as entry points into each unit's camp.

"Projects like this are always a lot of fun," explained Wellen. "Not only are we helping an organization that does so much for the community but we also get the chance to think outside of the box to create something unique and memorable."

The Pottstown team worked to modify and enhance the design of the banners to better fit with the framework of the gateway. Each banner was printed on one piece of banner material using special, wide-format printers to get the job done. The completed banners listed the groups that made up the camp and included a

picture of President Theodore Roosevelt, who was a strong supporter of the BSA.

"Everyone loved the banners, so much so that we took our staff photo in front of it," said Marc Ryan, Director of Field Services for the BSA's Cradle of Liberty Council. "We thank the Pottstown FASTSIGNS for a job well done at a price we really appreciate."

This year's BSA Jamboree, which was held from July 26 to August 4, commemorated the association's 100-year anniversary. In total, 43,434 people attended the Jamboree, which takes place every four years in Fort A.P. Hill, Va. to give members a chance to celebrate BSA while meeting other scouts from around the world.

"The Boy Scouts of America is a wonderful organization and we're happy we could show our support," said Wellen. "We enjoyed doing this for them and look forward to working on more projects with the Boy Scouts in their centennial year."

The Pottstown FASTSIGNS® sign and graphics center provides custom sign and graphics solutions for businesses and organizations of all types and sizes. For more information, call 484.624.4874 or visit www.fastsigns.com/566. 

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PERFORMING TECHNICALLY

(Continued from page 27)

voice and slight keystroke correction. This is the method that has turned out to be most efficient. The version that was purchased was the Preferred version, which includes commands for Desktop, Word, Internet Explorer, and Outlook Express amongst others. Recall that one of the goals of speech recognition was to be able to more efficiently process e-mail. Many people in business use some version of Microsoft Outlook as their e-mail client; unfortunately the Preferred version did not support all of the functionality needed for voice recognition for Microsoft Outlook. For version 10, Dragon was selling a more advanced version that had these capabilities built-in. It appears that with version 11 Outlook support might be better even for the lower cost versions.

If you remember back to the time you first learned how to use Word there was a significant time investment involved and quite frankly the new user type much faster than using Word. The promise of spending time to learn the software is the pay off on efficiency that will ultimately come with mastering the software. One of the reasons that we see clients purchase speech recognition software and fail to

use it is that they are unwilling to spend the time to adequately learn how to use the software. No doubt about it, until you learn to use the software it is easier to type to get the desired result then it is to speak into your computer. For the author, the efficiency gained by using speech recognition software is clear and the productivity jump is dramatic. Now it is much easier to compose documents, articles, and detailed e-mail responses; and as this user gets more comfortable with the software, productivity gains will continue.

For individuals who are looking for good productivity gains speech recognition has come into its own and should be examined for the requirements, needs and applicability to the specific use desired. As hardware and software get more efficient and more mobile, speech recognition will clearly become more mainstream. 🗑

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 gain continuous efficiencies using technology.

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USING YOUR BRAIN



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

Have you ever heard that we only use about 10 percent of our brain? If that is the case what in the world is going on with the other 90 percent? Well, here are some answers to that question.

The 10 percent of your brain that this is referring to is actually your conscious brain. This is the part that we use while we're awake and allows us to think and communicate. About 45 percent of our brain is the un-conscious part. This is used for functions that we don't think much about like breathing, blinking (or in some cases, when my wife drives her car . . . just kidding hon!). The remaining 45 percent or so is our subconscious brain. This is where our memory, creativity and emotions come from. Understanding this subconscious part is where people can really make a differ-

ence in how they think and what they do. Yet few people leverage this part of the brain and few understand how to program or better yet how to *re-program* their subconscious brain.

I'm sure we've all experienced the battle in our minds about what we *should* do and then what we actually do. You know, that extra serving at Thanksgiving dinner that we know we shouldn't have. Or that one last drink before we leave the party. Our conscious brain keeps telling us we shouldn't. But our subconscious brain, having all the emotion seems to always win out. This is because it has been "programmed" over time and has learned from our previous behaviors. Once it meets its objective and wins the battle with your conscious brain, it kind of goes away leaving you to wonder, "why did I just do that?" Unless you re-program this part of the brain you will continue to make decisions and behave in the way your brain has been used to over the years. If you are happy with that then great! However, if you wish to have different results in your business and your life then you'd better make some changes. And it can all start with your subconscious brain.

First decide on what you want, not necessarily what you don't want. Kind of like telling yourself to remember rather than telling yourself "don't forget." Because when you tell yourself to "don't forget" most times guess what happens? You forget. So be very clear about what you want and then try to program those things into your subconscious mind. Some people do this through visualization or daily affirmations. Some use meditation to accomplish this. Some create what are called "dream charts" where they paste pictures of all the things they want on a poster board or just put them on the fridge to constantly remind themselves

(See "Business & Marketing Strategies" on page 32)

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BUSINESS & MARKETING STRATEGIES

(Continued from page 30)

of their goals. Money goals usually don’t work well since it’s what the money can buy us rather than the money itself that we really want. Once you figure out what you want it is just a matter of mental rehearsal that these things become programmed into your brain.

tell you, if you are thinking the right way, the way that will get you to the things you want, you will find yourself actually saying and doing the right things. And before you know it you start accomplishing the things you set out to accomplish. So before your write this idea off as a bunch of B.S. give it try. Who knows, you might actually start using more than 10 percent of your brain.

Some people are very skeptical about whether this type of brain “programming” can really change things. But I can

tell you, if you are thinking the right way, the way that will get you to the things you want, you will find yourself actually saying and doing the right things. And before you know it you start accomplishing the things you set out to accomplish. So before your write this idea off as a bunch of B.S. give it try. Who knows, you might actually start using more than 10 percent of your brain.

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

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WHICH RETIREMENT PLAN IS RIGHT FOR YOUR BUSINESS?



INVESTMENT IDEAS

By Jim McGuire, Wells Fargo Advisors

If you own a small business, there are many retirement plan alternatives available to help you and your eligible employees with retirement planning.

For most closely-held business owners, a simplified employee pension individual retirement account (SEP IRA) was once the most cost-effective choice. Then the savings incentive match plan for employees (SIMPLE IRA) became a viable alternative. Today you may find that a defined-benefit or 401(k) plan best suits your needs. To make an informed decision on which plan is right for your business, review the differences carefully before you choose.

SIMPLIFIED EMPLOYEE PENSION INDIVIDUAL RETIREMENT ACCOUNT (SEP IRA). This plan is flexible, easy to set up and has low administrative costs. An employer signs a plan adoption agreement and IRAs are set up for each eligible employee. When choosing this plan, keep in mind that although it does not allow employees to save through payroll deductions, contributions are immediately 100 percent vested.

The maximum an employer can contribute each year is 25 percent of an employee's eligible compensation, up to a maximum of \$245,000 for 2010. However, the contribution for any individual cannot exceed \$49,000. Employer contributions are typically discretionary and may vary from year to year. With this

plan, the same formula must be used to calculate the contribution amount for all eligible employees, including any owners. Eligible employees include those who are age 21 and older and those employed (both part time and full time) for three of the last five years.

SAVINGS INCENTIVE MATCH PLAN FOR EMPLOYEES (SIMPLE). If you want a plan that encourages employees to save for retirement, a SIMPLE IRA might be appropriate for you. In order to select this plan, you must have 100 or fewer eligible employees who earned \$5,000 or more in compensation in the preceding year and have no other employer-sponsored retirement plans to which contributions were made or accrued during that calendar year. There are no annual IRS filings or complex paperwork, and employer contributions are tax deductible for your business. The plan encourages employees to save for retirement through payroll deductions; contributions are immediately 100 percent vested.

The maximum salary deferral limit to a SIMPLE IRA plan for 2010 cannot exceed \$11,500. If an employee is age 50 or older before December 31, then an additional catch-up contribution of \$2,500 is permitted. Each year the employer must decide to do either a *matching contribution* (the lesser of the employee's salary deferral or 3 percent of the employee's compensation) or *non-matching contribution* of 2 percent of an employee's compensation (limited to \$245,000 for 2010). All participants in the plan must be notified of the employer's decision.

DEFINED-BENEFIT PENSION PLAN.

This type of plan helps build savings quickly. It generally produces a much larger tax-deductible contribution for your business than a defined-contribution plan; however, annual employer contributions are mandatory since each participant is promised a monthly benefit at

(See "Investment Ideas" on page 34)

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INVESTMENT IDEAS

(Continued from page 33)

retirement age. Since this plan is more complex to administer, the services of an enrolled actuary are required. All plan assets must be held in a pool, and your employees cannot direct their investments.

Certain factors affect an employer's contribution for a plan, such as current value of the plan assets, the ages of employees, date of hire and compensation. A participating employee with a large projected benefit and only a few years until normal retirement age generates a large contribution because there is little time to accumulate the necessary value. The maximum annual benefit at retirement is the lesser of 100 percent of the employee's compensation or \$195,000 per year for 2010 (indexed for inflation).

401(K) PLANS. This plan may be right for your company if you want to motivate your employees to save towards retirement and give them a way to share in the firm's profitability. 401(k) plans are best suited for companies seeking flexible contributions methods.

When choosing this plan type, keep in mind that the employee and employer have the ability to make contributions. The maximum salary deferral limit for a 401(k) plan for 2010 is \$16,500. If an

employee is age 50 or older before December 31st, then an additional catch-up contribution of \$5,500 is permitted. The maximum amount you, as the employer, can contribute is 25 percent of the eligible employee's total compensation (capped at \$245,000 for 2010). Individual allocations for each employee cannot exceed the lesser of 100 percent of compensation or \$49,000. The allocation of employer profit-sharing contributions can be skewed to favor older employees, if using age-weighted and new comparability features. Generally, IRS Forms 5500 and 5500-EZ (along with applicable schedules) must be filed each year.

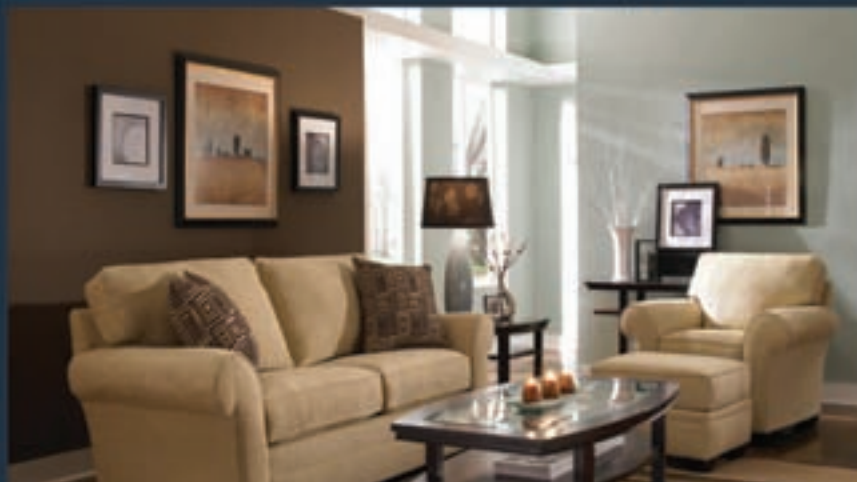
Once you have reviewed your business's goals and objectives, you should check with your Financial Advisor to evaluate the best retirement plan option for your financial situation. 

Wells Fargo Advisors does not provide legal or tax advice. Be sure to consult with your tax and legal advisors before taking any action that could have tax consequences. Investments in securities and insurance products are: NOT FDIC-INSURED/NOT BANK-GUARANTEED/MAY LOSE VALUE. Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company.

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Glenraven 3-Piece Living Room
Includes 89" Glenraven Sofa, Chair and Ottoman. **\$1199**
Northern Lights™ Oval Cocktail Table \$219, End Table \$219 and Sofa Table \$249

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Is the recession over? Are we on the road to economic recovery?



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Read our free outlook report to find out what our analysts are forecasting for the last half of the year. Call today to order your free copy of our 2010 Midyear Outlook report, "The Bumpy Road Continues."

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TRICOUNTY AREA CHAMBER OF COMMERCE

2010-2011 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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PRESIDENT'S MESSAGE —

Dear Chamber Members,

Growing up in the late 70s and the early 80s, I watched various DC Comic characters on TV. Two of the characters, and their pet monkey, that always stood out and made me smile were the Wonder Twins. Zan (male) and Jayna (female) were twin siblings that had extraordinary powers as shape shifters. Zan could transform himself into anything related to water and Jayna into any animal so they could capture the bad guy.

Zan and Jayna needed each other and sometimes the help of their pet space monkey, Gleek, to be successful. To activate their super powers they tapped their rings together and said, "Wonder Twin powers activate. Shape of ... Form of..." And off they would go to save the planet.

Today I appreciate more the values that the super heroes displayed: honesty, strength, perseverance and cooperation. For the Wonder Twins it was about partnership and cooperation so that they could catch the bad guy and fulfill their mission. It is these virtues that we as a business community need to develop to help our region succeed.

September marks the beginning of the Chamber's program year. Now is the time for you to activate your membership and transform your business. From morning breakfast meetings to luncheons and trainings to business card exchanges, the Chamber provides opportunities to network and grow your business with other area businesses.

On September 9th at Spring Hollow Golf Club, we are excited to kick off the program year with breakfast focusing on the return to school. We have invited the Superintendents of our area member school districts to give a brief overview on how the districts are preparing our children for their future entrance into the workforce. This program is a great informational session for businesses to see what is happening in their district but also understand how you can participate in the futures of these students.

September 14th at the Western Montgomery Career and Technology Center, will be Network at Noon. This event is all about networking; there is no formal speaker and each attendee will have an opportunity to highlight their business. Bring your "elevator" speech and plenty of business cards. The room is filled with buyers and sellers.

Friday, September 24 the Tri-County Emerging Leaders Conference 2010 presented by the Leadership Tri-County Class of 2010, a program run through the TriCounty Area Chamber of Commerce Foundation, Inc., will take place. This afternoon is designed for Learning and Enrichment for Emerging Leaders' Personal and Professional Development. Session workshops will provide participants with professional development, knowledge, resources, and opportunities. This event will be held at the Montgomery County Community College, West Campus in Pottstown.

Focusing on Women of the Workforce, WOW will hold a luncheon on Tuesday, September 28 at Brookside Country Club. With several Chamber Members modeling fashions from the Philadelphia Premium Outlets, Keri Graddy, Assistant General Manager of the Outlets, will focus on how female professionals can put their best foot forward and go from the office to that special event.

Finally on Thursday, September 30th, from 4:00 to 7:00 pm, join us at the Keller Williams office in Limerick as Terese Brittingham, current Chamber board Chair, hosts a Mini Business Expo and Business Card Exchange. Help support other Chamber Members and the local marketplace. From marketing your company with a vendor table to being an active participant, this is a great evening to network with other business professionals finding products and services that enhance your business.

Now is the time to activate your membership within the TriCounty Area Chamber of Commerce. Log on to the Chamber website for more information about or for registering for these and other events. The website will give you up to date information about new members and opportunities for your business. Make your presence known; "Be Seen. Be Heard. Belong!"

"Chamber powers activate!"

Be Seen. Be Heard. Thank you for Belonging!

Tim Phelps, TCACC President



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

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

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

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

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

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

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

THE POWER OF THE NETWORK JOIN TODAY!

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

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

WELCOME NEW MEMBERS!

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

Goose's Tobacco Outlet & Café
250 West Ridge Pike
Limerick, PA 19468

Restaurants/Clubs
www.goosecgars.com

Goose's Tobacco Outlet & Café has a smoke-free
café that sells café food, hot and cold beverages,
and the lottery. They also have a walk-in humidor
and a smoking lounge; the lounge can be rented
for private parties.

The Growth Coach
24 Scenic Drive
Hamburg, PA 19526 (610.400.8452)

Organizational Management Consultants;
Career Counseling Services; Business
Consultants; Human Resource Consultants;
Consultants

www.thegrowthcoach.com

The Growth Coach is a business coaching service
specializing in small to mid-size businesses who
want to increase their business earnings through
strategically planning and balancing their busi-
ness and personal life.

Java Heaven
845 Scholl Road
Pottstown, PA 19465 (484.802.6512)

Food Products – Specialty; Vending
Machines/Food Services

Providing gourmet coffee and espresso machines
to businesses.

J. H. White Financial Services, LLC
2295 Wells Road
Pottstown, PA 19464 (610.460.0647)

Financial Consultants/Services; Investment
Consultants

www.jhwfs.com

J. H. White Financial Services, LLC provides knowl-
edgeable, objective Fee-Only financial planning
and investment advisory services.

Money Management International
265 West High Street, Suite 2,
Pottstown, PA 19464 (888.845.5669)

Debt Counseling; Counseling Services; Non-
Profit Organization; Education; Social Services

www.moneymanagement.org

Money Management International offers solu-
tions and tools to help you achieve your financial
goals. We provide professional financial guid-
ance, credit counseling, debt management solu-
tions, housing counseling, bankruptcy counseling
and education services, and educational pro-
grams by phone, internet, and in-person sessions.

Physicians Care Surgical Hospital
454 Enterprise Drive
Royersford, PA 19468 (484.762.1137)

Medical Equipment/ Supplies; Medical
Services; Pharmaceuticals; Physical
Therapy/Rehabilitation; Physicians Surgeons

www.physicianscaresurgicalhospital.com

Physicians Care Surgical Hospital is a multiple spe-
cialty hospital that provides inpatient and outpa-
tient surgery to the community. PCSH's physicians
are owners and strive to provide the highest qual-
ity care patient satisfaction to the tri-county area.

**The Post Publications (Career
Education Media Ventures)**
1747 North Sanatoga Road
Sanatoga, PA 19464 (484.343.5361)

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Research; Newspaper Publishers;
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Video Production Services

www.sanatoga.org

The Post Publications provide news services
online in four separate editions focusing on
Sanatoga, Limerick, Pottstown, and news from
businesses in the 422 corridor (Main Street). The
combined editions - Sanatoga is the largest -
serve 7,000+ unique readers.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to
the following Members:

30 Years
Robert Weigner
Nationwide
Insurance

20 Years
James M.
Capinski and
Associates

10 Years
Pottstown
SCORE
Chapter 594

5 Years
Family Caregivers
Network, Inc.
Longhorn
Steakhouse

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

Albitz Garage, Inc.
Berks & Beyond
Employment
Services, Inc.
Borough of Boyertown
Boyertown Supply, Inc.
Diamond Credit Union
Epps Advertising
The Galman Group
Hickory Valley Golf Club

Jacquet Mid Atlantic, Inc.
Little Bitts Services, Inc.
The Longacre Co.
McGee Electric, LLC
Mid-Atlantic Power
Equipment Sales, LLC
National Alliance on
Mental Illness -
Montgomery County
Occupational Health -
CarePlex

Pfizer, Inc.
Pottstown Area Rapid
Transit, Inc. (PART)
SMJ, Inc. Construction
Services
Specht Realty, Inc.
West-Mont Christian
Academy, Inc.
World Travel, Inc.
Thomas L. Zeigler,
P.E., Inc.

Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber
needs to know! The Chamber strives to recognize their Members for their success. Contact

Kitty Papp at 610.326.2900 or kitty@tricountyareachamber.com



TRICOUNTY AREA
CHAMBER OF COMMERCE

JULY MEMBERSHIP MIXER

TCACC would like to thank
Serenity Junction Wellness Center
for sponsoring the Membership
Mixer on July 27, 2010.



**SPECIAL
FORMAT
MIXER!**

This month's Membership Mixer will be held on
THURSDAY, SEPTEMBER 30, 2010 at
KELLER WILLIAMS REALTY GROUP –
SPECIAL FORMAT (see page 37 for more details)

**NEW
DATE &
TIME!**

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.

THANK YOU!

We apologize for the delay –
we want to recognize and thank
McCormick Chiropractic for
referring AccuPay Payroll
for membership.

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

BECAUSE YOU *Belong...* MEMBER BENEFITS

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU SAVE MONEY ON YOUR BOTTOM LINE:

HEALTH PROPONENT®

FEATURED MEMBER BENEFIT OF THE MONTH

Health Proponent®, is a division of Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serving over 15 million Americans. The health advocacy service is available for purchase, at a discounted rate, to Chamber Members and their families.

Health Proponent helps Americans to personally navigate the healthcare system and resolve clinical and insurance-related issues, to save time and money. The company's Personal Health Advocates, usually registered nurses or benefits and claims experts, can assist with finding the name of a nearby specialist or straightening out months of insurance bills. Their services focus on four key areas:

- Clinical Support – finds best doctors, obtains second opinions, researches treatments, schedules appointments with specialists
- Administrative Support – helps untangle billing claims, negotiates provider charges, corrects billing mistakes, clearly explains plan
- Healthcare Coaching – prepares members for doctor visits, informs about medical tests and treatments, clarifies complex conditions and doctor's instructions
- Caregiver Support – assists with eldercare services and Medicare issues, arranges wellness services and transportation

Health Advocate's time and money-saving services have been featured on CBS Nightly News; NBC 10's Be Well, Stay Well with Renee Chenault-Fattah; PBS 39 in Bethlehem; Fox 29's Real Deal with Michelle Buckman; and numerous print and web publications such as, *BusinessWeek*, *Fortune*, *USA Today*, *Philadelphia Business Journal*, and many more.

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 a variety of services to save employees of member businesses valuable time and energy. For more information on how your business can take full advantage of this unique advocacy and assistance program, please contact the Chamber Office at 610.326.2900.

HealthProponent

ABOUT HEALTH PROPONENT®: Health Proponent® is the consumer division of Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company. The company helps millions of Americans to personally navigate the healthcare system and resolve clinical and insurance-related issues, to save time and money. Founded in 2001, Health Advocate is headquartered in suburban Philadelphia with sales offices nationwide. Health Advocate, has been recognized as one of America's fastest growing private companies by Inc.500 and is rated one of Philadelphia magazine's Top 20 Places to Work. Independent. Confidential. Convenient. Health Proponent® is not an affiliation of the TriCounty Area Chamber of Commerce or any insurance or third party provider. Health Proponent does not replace health insurance coverage, provide medical care or recommend treatment.



BECOME AN INSERT SPONSOR!

Each month Member businesses are sent the Chamber's official news-magazine, *Route 422 Business Advisor*, reaching nearly 1,000 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.

WEBSITE SPONSORSHIPS



Affordable for any business!

Opportunities for Website Sponsorships are available on a *first come, first serve basis*! The Chamber is offering sponsorships including: Full Banner, ¼ Banner Logo, and Premium Internal and Featured Internal. Each of these four options has a discounted price for a one year commitment to the sponsorship. Your business should **Be Seen** on the go-to website of the tri-county region!

The *Full Banner Sponsorship* has a discount rate of \$750 per year or \$250 per quarter. It places your business at the top of **every** page and rotates approximately every 3 seconds. An included link will take visitors directly to your website.

A *¼ Banner Logo Sponsorship* has a discount rate of \$300 per year or \$100 per quarter. This option is shared with 3 other ¼ banner logos of non-competing companies, rotates approximately every 3 seconds, and is placed at the bottom of **every** page.

The *Premium Internal Sponsorship* has a discount rate of \$500 per year or \$150 per quarter. An exclusive, full banner at mid-level of one of the following internal pages of your choice – Business Directory, Calendar Page, News, and Members Only.

A *Featured Internal Sponsorship* has a discount rate of \$375 per year or \$125 per quarter. This sponsorship is exclusive, full banner at mid-level of the internal page of your choice.

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

YOUR MEMBERSHIP MEANS - You will... BE SEEN.

- The Chamber **ONLY** refers Chamber Members.
- **Display** your TriCounty Area Chamber of Commerce Membership **plaque proudly and predominantly in your business. Add the Chamber logo to your website, letterhead, marketing materials, etc.**
- The go-to website, tricountyareachamber.com - As a Member, you are listed in the online directory – the most visited page on the website! **You are listed under each category that you have shared with us that you want to be listed under (maximum – 5).**
- The Tri-County Area Community Guide & Business Directory is published biannually. **Only Members receive a listing in this directory.**
- Members renewing their Chamber Membership are **listed in a monthly issue of the Route 422 Business Advisor** listing and thanking all renewing members.
- The brochure rack in the lobby is available for you to display. **Drop off copies of your marketing material and we will add you to the rack.**

MEMBERS - BECOME COMPLIANT TODAY!

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

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

SIGN UP FOR CHAMBER WEEKLY EMAIL SUBSCRIPTION

ATTENTION CHAMBER MEMBERS:

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



ROOM RENTALS

Have you ever wanted to hold a seminar or meeting but just didn't have the space you needed in your office? Well the TriCounty Area Chamber of Commerce has the solution!

The TriCounty Area Chamber of Commerce has conference space that is available for member use at low cost rates. Conveniently located in the Chamber Office, this space can be transformed into the conference room you need it to be. Just a few of the features that are available with any room rental include an LCD projector, easels, whiteboards, coffee/water/soda, as well as phone and internet access. Whether you need a room for one hour or an entire day, the Chamber will be able to provide you with what you need. Room Rentals start as low as \$25. For more information about room rentals and availability, please contact Eileen Dautrich at eileen@tricountyareachamber.com or call the Chamber Office at 610.326.2900.

JOIN OUR GROUPS ON FACEBOOK AND LINKEDIN

The Chamber has a group on LinkedIn – Join Us! Facebook user? – check out the Chamber's fanpage! Also join the Chamber's WOW, Foundation and/or Leadership Tri-County Sub-Groups on LinkedIn.

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

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**.

Members, it's simple.

REFER a business & if they **JOIN TCACC**, you will receive a **\$50 Referral Incentive**.

As a Member, all you have to do is tell others why you **VALUE** your Chamber Membership. If the business **JOINS**, you will receive a \$50 credit towards your Chamber participation as our thank you for making your Chamber a **PRIORITY**. See, it's simple.

Call **610.326.2900**
or visit us on the web at
tricountyareachamber.com.



WOW - WOMEN OF THE WORKFORCE



We appreciate your participation in the **TriCounty Area Chamber of Commerce Women of the Workforce** program. We hope you are a member of the Chamber's **LinkedIn** group. If not, join. A **subgroup** about **WOW** was also created within the Chamber's **LinkedIn** group. Join and participate in discussions and event notifications. Just another way to network with women in business!

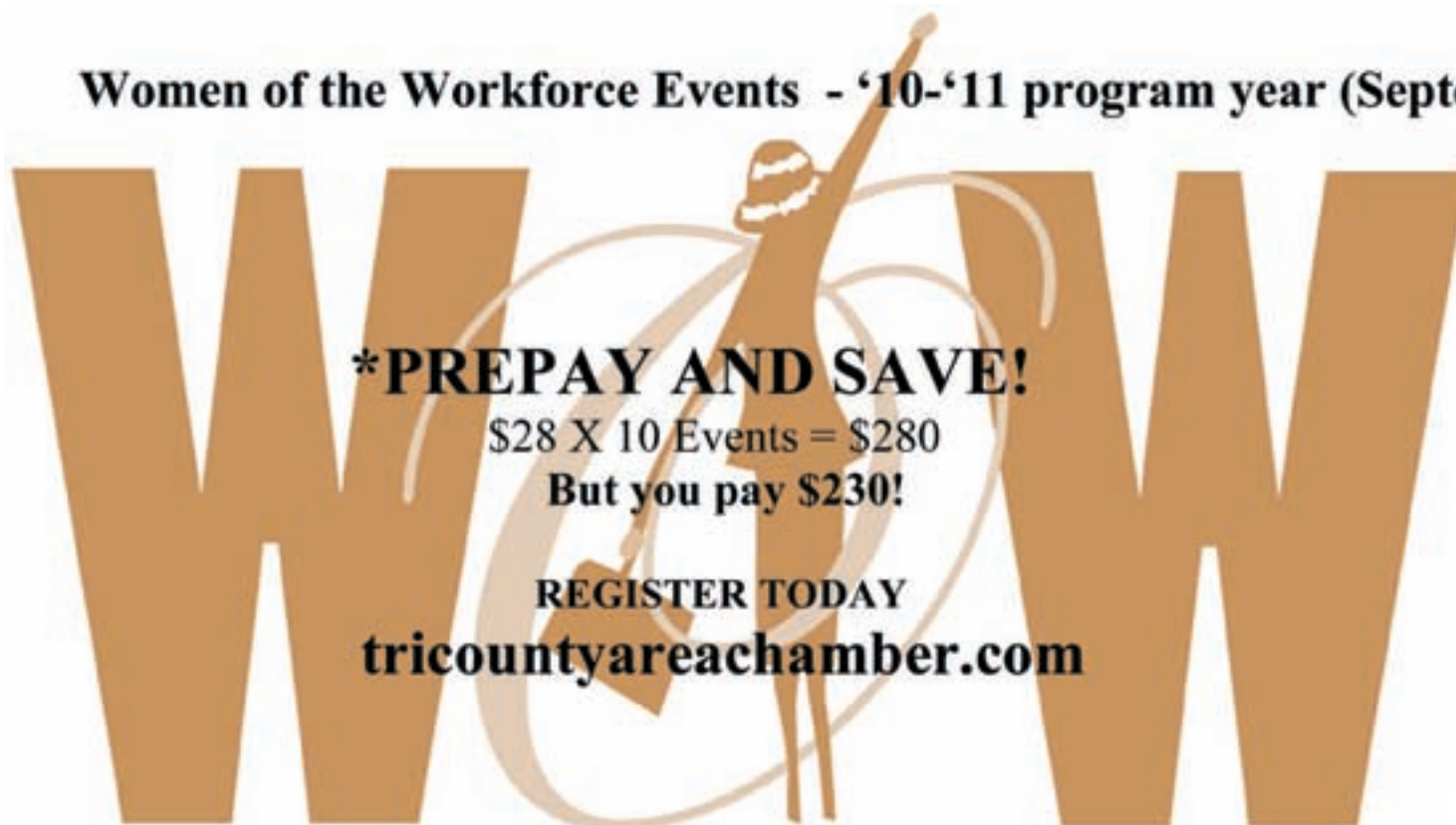
Mark your calendars. The **next WOW Luncheon** is **Tuesday, September 28, 2010** at **Brookside Country Club** starting at **11:30 AM**. **Dressing for Success** is the topic, and tips on "what to wear" and "what not to wear" will be shared. Several **Chamber members** will be modeling fashions from the **Philadelphia Premium Outlets**. **Keri Graddy**, Assistant General Manager of the Outlets, will focus on how you can put your best foot forward and go from the office to that special event effortlessly.

Do you attend **WOW** events every month? Dates and topics are already planned so purchase your tickets for all **10 WOW events** during **2010-2011** and receive a discount as well as your company being entered for a drawing for a free sponsorship for a **WOW Luncheon**. See ad below.

Get your company name out for everyone to see. **Be a co-sponsor of a 2010-2011 WOW Luncheon**. Co-sponsor benefits include a 3-minute presentation at **WOW**, giveaways on the tables, a display table, your company name used in all promotions for the event, and company logo on appropriate promotional materials.

Thank you for your participation. We look forward to seeing you this month. Contact **Kitty** for more information, **610.326.2900** or **kitty@tricountyareachamber.com** to help answer any questions you have.

Women of the Workforce Events - '10-'11 program year (September - June)



- 9/28/10 – Dressing for Success
- 10/14/10 – Chamber Update (Breakfast)
- 11/17/10 – Marketing
- 12/9/2010 – Women Success Stories
- 1/6/11 – Legal Issues
- 2/16/11 – Financial Records, Identity Theft
- 3/17/11 – Family Records, Elder Care, etc.
- 4/14/11 – Tourism (Breakfast)
- 5/19/11 – Community Updates
- 6/14/11 – Wellness & Nutrition

REGISTER FOR ALL TEN EVENTS AND BE ENTERED INTO A DRAWING FOR A FREE WOW SPONSORSHIP

Women of the Workforce

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

WORKFORCE/PROFESSIONAL DEVELOPMENT

LEADERSHIP TRI-COUNTY

TRI-COUNTY EMERGING LEADERS CONFERENCE 2010

Join the Leadership class of 2010 in 'An Afternoon of Learning and Enrichment for Emerging Leaders Personal and Professional Development,' on Friday, September 24th, 2010. The Tri-County Emerging Leaders Conference of 2010 will provide a day of learning for emerging leaders that seek to strengthen and expand their personal and professional development through communication, education, and interaction with the businesses, non profit community, and colleges/universities within the tri-county area.

SCHEDULE:

11:30 AM to 12:30 PM –
Registration/Non-profit Fair

12:30 PM to 1:15 PM –
Luncheon with Keynote Speaker

1:30 PM to 2:20 PM – Breakout Session #1

2:30 PM to 3:20 PM – Breakout Session #2

3:30 PM to 4:20 PM – Breakout Session #3

4:30 PM to 6 PM – Networking Reception
and Leadership Alumni Reunion

Session workshops are designed to provide emerging leader participants **professional development skills, knowledge, resources, and opportunities**. The three areas of focus are:

- How to grow and advance as a business leader
- Continuing Education Opportunities and Benefits
- Benefits and Rewards of Participation in Non-profit Organizations
- Also, a special session on Disaster Planning for Non-profit Organizations will be held concurrent with the breakout sessions for the Non-profit community to also participate in the conference

For more information contact
Erica Weekley, at 484-919-7204
erica.weekley@gmail.com or
Andy Meadows at 484-645-0078
AMeadows@tyreeorg.com.

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 - Marketing / Communications; 1 - Human Resources; 1 - Clerical / Administrative Assistant; 1 - Medical Coder / Transcriptionist**

REMEMBER TO CHECK WITH US NEXT MONTH – WE WILL BE COLLECTING RESUMES AT THE 9/16/10 JOB FAIR AND CHAMBER MEMBERS ARE WELCOME TO REVIEW THEM!

FALL JOB FAIR

Your success is a priority for the TriCounty Chamber. We hope that your business is ready to hire new employees, and we have the option to save you time and money. The TriCounty Area Chamber of Commerce can help you benefit from the human capital available in your community in one day at the Tri-County Area Fall JOB FAIR. The event will be held on Thursday, September 16, 2010 from 10 AM – 2 PM at the Norco Fire Company, 144 W. Schuylkill Road (Route 724) in Pottstown.

The JOB FAIR is a great way to meet potential employees and save you money. It is just one day – one easy step and the opportunity to meet face-to-face with potential employees, collect resumes, and conduct on-site interviews. Employers interested in exhibiting can register online or call the Chamber office at 610.326.2900.

The TriCounty Area Chamber of Commerce promotes the JOB FAIR in a variety of marketing media including: newspaper classifieds, direct mail, and online. A Job Connection feature highlighting information on the JOB FAIR will be in The Mercury Sunday, September 12, 2010.

The JOB FAIR is free to all job seekers. Job seekers should dress to impress and bring plenty of resumes. For a list of employers attending the fair, visit the Community Calendar at tricountyareachamber.com.

TCACC FOUNDATION, INC.

The TriCounty Area Chamber of Commerce (TCACC) Foundation, Inc. – Promoting Community and Workforce Development

The TriCounty Area Chamber of Commerce (TCACC) Foundation, Inc. is a non-profit organization established in 2002 to promote community and workforce development in western Montgomery, southeastern Berks, and northern Chester Counties. An affiliate of the TriCounty Area Chamber of Commerce, the Foundation solicits funds from Chamber Member businesses to support community development and leadership programs (See conference details on this page). The Foundation provides funding for initiatives that support the vocational career development needs of the community through its Educational Improvement Organization designation.

Educational Improvement Organization (EIO)

The TriCounty Area Chamber of Commerce Foundation, Inc. has been approved by the Commonwealth to receive monies from businesses under Act 4 of 2001, which amended the Public School Code to authorize **tax credits** for businesses that make contributions to educational improvement organizations. Designated as an EIO by the Pennsylvania Department of Community and Economic Development, **the TCACC Foundation, Inc. funds vocational career development programs for students in grades Kindergarten through 12th grade in Chamber Member public school districts**. These programs are designed and implemented by area educators and approved by the Foundation's Board of Directors.

Businesses may contribute to the Foundation's EIO program by providing career information, training, resources, and/or monetary donations. Under PA public school code, businesses who donate funds to an EIO are eligible to receive 75 to 90 percent PA state tax credits on contributions up to \$300,000. For more information about tax credits, visit www.newpa.com/eitc.

CALLING ALL STUDENTS!

Looking for Course Credit and Hands-On Business Experience?

The Chamber is currently accepting resumes from students who are looking to gain business experience. An internship at the Chamber is a great way to increase personal and professional knowledge and understanding about the business environment by completing daily hands-on tasks. Internships are unpaid, but we will work with the student's school with evaluations if they are receiving course credit.

A current intern at the Chamber says, "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."

If you know of a student who is interested in working an internship at the Chamber, please have them contact Eileen Dautrich and email their resume to eileen@tricountyareachamber.com.

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Economic Development Luncheon

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11:30 AM – 1:30 PM**

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- Economic Impact Award Presented
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- Legislative Award Presented

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THE POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION AWARDS OVER \$787,000 TO LOCAL SCHOOLS AND COMMUNITY ORGANIZATIONS

July 26, 2010 Pottstown, PA - The Pottstown Area Health & Wellness Foundation has announced that it donated \$787,400 to local organizations and schools during its 2010 spring grant round. "The grant applications submitted are innovative and consistent with our mission to enhance the health and wellness of area residents," according to Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation. "The local schools and organizations continue to excel in their efforts in creating and improving health and wellness programs and services."

The Foundation provides funding to local schools and non-profit organizations who offer programs that motivate people to adopt healthy lifestyles. "The development and continuation of the programs funded during this grant round are proof of the commitment and dedication of area organizations working together to create a healthier community," comments Kraybill.

The Foundation distributes grants according to its four long-term goals:

- **GOAL 1:** Reduce Behavioral Risks
- **GOAL 2:** Improve Access to Medical Services
- **GOAL 3:** Enhance Formal and Informal Supports
- **GOAL 4:** Improve Physical and Social Environment

In support of the "Reduce Behavioral Risks" goal, the Foundation is investing \$592,400 in 19 community organizations, schools and programs:

- Boyertown Area School District – BASD Brain Body Connection
- Brookside Montessori – Growing Up Fit wellness program
- Carson Valley Children's Aid – Women's Voices, Healthy Choices Program
- Daniel Boone Area School District – Coordinated School Health Program
- Developmental Enterprises Corporation / Pottstown Training Center – Healthy Eating, Healthy Living
- Fellowship Farm, Inc. – Continuation of HOPP Program (Healthy Options for the People of the Pottstown Region)
- NAACP – National Association for the Advancement of Colored People – Youth HDAV Prevention Program
- Olivet Boys & Girls Club – Services to Ricketts Center
- Owen J. Roberts School District – Fit for Life
- Perkiomen Valley School District – Comprehensive School Health Programs
- Pope John Paul II High School – Program, equipment and formation of Wellness Council
- Pottstown School District – Healthy School Communities Initiative & PEAK (Pottstown Early Action for Kindergarten) Readiness Initiative
- Royersford Outreach, Inc. – General Operating Expense
- Sacred Heart School – Playground Equipment & C.A.T.C.H. Program
- Spring-Ford Area School District – Healthy Choices 2010-2011
- The Growing Center, Inc. – Horticultural Therapy
- The Tennis Farm – Summer Scholarship program for free tennis instruction
- The Triskeles Foundation – Food for Thought Nutrition Education for Youth
- YWCA TriCounty Area – Summer Out of School Quality Time Program & Healthy Choices program

In support of the "Improve Access to Medical Services" goal, the Foundation is investing \$34,500 in one community organization program:

ACLAMO – Conexiones por Salud – Community Health Projects

In support of the "Enhance Formal and Informal Supports" goal, the Foundation is investing \$150,500 in four community organizations and programs:

- Building a Better Boyertown – Boyertown Farmer's Market
- TriCounty Community Network – Community Collaboration, Prevent, Education
- United Way of Boyertown – Matching Grant for Annual Campaign
- United Way of Southeastern PA – Matching Grant for Annual Campaign

In support of the "Improve Physical and Social Environment" goal, the Foundation is investing \$10,000 in one community organization:

Preservation Pottstown – Bike Pottstown



ABOUT THE FOUNDATION:

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

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POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION ANNOUNCES TWO NEW APPOINTMENTS TO BOARD OF DIRECTORS

July 26, Pottstown, PA – The Pottstown Area Health & Wellness Foundation is pleased to announce two, three-year appointments to its Board of Directors. The new Directors are Kay Dougherty, Office of the Headmaster, The Hill School, and Keith W. Harrison, D.O., F.A.A.F.P., Family Medicine with the Bally Medical Group.

“These two individuals will bring specific talents and experiences to our board,” comments David Kraybill, Executive Director of the Foundation. “Their willingness to serve the Foundation and their community is to be commended. We ask that our Directors serve not only on the Board, but on two committees as well. We value their opinions and expertise and appreciate their time commitment in assisting us with moving the dial as we continue to improve health and wellness in our community.”

The Pottstown Area Health & Wellness Foundation’s mission is to enhance the health and wellness of area residents, providing education, funding and programs

that motivate people to adopt healthy lifestyles. Visit pottstownfoundation.org for more information about the Foundation. Discover Pottstown area’s new online community at www.missionhealthyliving.org to learn and share great information on how to lead a healthier life! You can also follow Mission Healthy Living on Facebook and Twitter.

ABOUT THE FOUNDATION: The Pottstown Area Health & Wellness Foundation’s mission is to enhance the health and wellness of area residents, providing education, funding and programs that motivate people to adopt healthy lifestyles. Visit pottstownfoundation.org for more information about the Foundation. Discover Pottstown area’s new online community at missionhealthyliving.org to learn and share great information on how to lead a healthier life! You can also follow Mission Healthy Living on Facebook and Twitter.

For more information on the Pottstown Area Health & Wellness Foundation, please contact Marcia Fortley, Public Relations Manager 610.678.1506 - mfortley@theandersongrp.com



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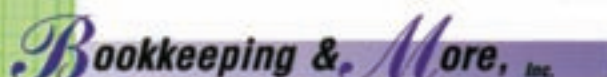
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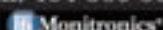
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The practice of Architecture is a collaborative process, often requiring the input of many parties and a spirited exchange of ideas. This is one of the most satisfying

aspects of architectural practice. A good architect must be a good communicator, one able to balance and resolve differing needs, interests and ideas. Architecture is a profession that requires a broad knowledge of many different fields as well as the ability to integrate that knowledge into solutions that are often complex, but which must have a fundamental simplicity in order to work well and be beautiful.

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KNOW WHEN IT'S TIME TO LEAVE



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Main Street Managers move quite a bit from job to job. In most cases the main street job is a short-term job. Obstacles to people succeeding, hostile environments and some times just a lack of talent on the part of the main street manager makes it necessary for people to move on to another job.

Turn over is one of the biggest problems for main street programs to overcome. Just as someone gets used to a person they seem to be leaving to go to a new job for one reason or another. I have had five main street jobs and each time there was a reason to leave whether it was a salary issue or direction of the program. It is always hard to leave a job especially when the community put all of their hopes in dreams in succeeding in the revitalization.

When you look at the towns locally, I know that Pottstown had a few managers in my memory. I remember in the early years when Chris Witmer was the Main Street Manager and also my good friend Sam Loth served in Pottstown for a while after he was in Tyrone for a few years. Downingtown had a few, and I was the second manager in Phoenixville. The downtown management field is pretty fluid. The part that people in the towns do not realize is that we all pretty

much know each other. We hear stories about towns and we share our successes and miseries on a pretty regular basis.

Most times a Main Street Manager needs to be above the petty politics and press ahead with the agenda set forth by the board. In some cases it is internal board dissatisfaction with the manager. Recently in Newtown veteran Manager Chris Ortwin was let go because the board thought they needed more commercial real estate development experience. Of course it was a commercial realtor on the board who thought that and convinced the rest of the board that it was time for a change.

In many cases Main Street Managers are not well paid and that leads to turnover. Main Street communities attempting to cut corners on salary normally have a lot of turnover. People feel

(See "Downtown Marketing & Development" on page 51)

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Kinsley Construction, Inc. Named Certified Green Contractor by Associated Builders and Contractors

Kinsley Construction, Inc. was recently named a Certified Green Contractor by Associated Builders and Contractors (ABC). ABC's Green Contractor Certification program recognizes construction companies that implement green practices and principles in the workplace, including headquarters, branch offices and jobsite office complexes. To achieve certification from ABC's National Green Building Committee, Kinsley Construction submitted an application detailing its green efforts and underwent a third-party onsite assessment.

"ABC members have been on the forefront of the green building movement since its inception, but ABC also believes in stretching green achievements beyond the construction process and into the workplace," said W. Brewster Earle, chairman of the ABC National Green Building Committee and president of Comfort Systems

USA Energy Services, in Hartford, Conn. "The Certified Green Contractor program is another step in ABC's goal to provide support and recognition for those members who are setting an example for the industry by promoting green practices within the company and those members who would like to create sustainability in the workplace as well as in the construction practices."

"It is obvious that Kinsley is deserving of this designation. Your commitment to a sustainable workplace environment — both on and off the jobsite — demonstrates that Kinsley is an industry leader," said Earle.

Kinsley is one of 16 national contractors, the second in Pennsylvania and the second in Maryland to receive the Green Contractor Certification. Kinsley employs over 60 Green Certified professionals. 🏡

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Kinsley Construction is committed to a clean, safe and healthy environment for our employees, customers, community and world. Our goals are to integrate environmentally responsible practices as fundamental components of our operations and programs and to promote green practices and principles in the work place. We remain focused on these practices by continually educating ourselves about the leading edge of sustainability best practices. We are proud to be a leader in developing new sustainable approaches to designing, manufacturing, building and recycling in tomorrow's construction market.

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 49)

that they are working for nothing after a while and they tend to feel it is time to leave. The amount of hours and dedication one must put into a main street job is staggering. I put an average of 50 to 55 hours a week just to complete the basic tasks, which is daunting in terms of time.

The key to leaving a main street position for a manager is to leave a clear road map as to where you are in the programmatic process. I always call it a road map as it gives all the specifics and details of what needs to be done in the near term and outlines all of the potential problems for the main street in the future.

I remember taking my first main street job in Lock Haven and being the third manager in three years. The first manager left a huge file cabinet full of files and the second manager left me two files with one sheet of paper in each file. It was not a specific road map but it told me who was who in the town and who to watch out for on certain issues. It was valuable but I would have rather had something more programmatically oriented.

Recently I resigned my position in Phoenixville as the Main Street Manager. I had a pretty good run there with the repositioning of the downtown and a number of grants secured for the borough. I

enjoyed my time there for the most part.

There are things that one can never account for or change. Local politics can sometimes be very good and sometimes be very bad. I guess that I have seen a little of both in Phoenixville. Decisions have been made that sometimes boggled my mind, and there have been some very astute and decisive decisions made as well.

My decision to quit was based upon a selection of the former Borough Manager to serve on the parking authority board, which impacted me in a more personal way than others. I suppose most people in Phoenixville point to me as a person who questioned his success in terms of completing his assigned functions, which may have played a part in his dismissal.

In my world there is a need to be technically correct. The inability to file audits in a timely manner or a correct manner will limit my effectiveness and make my efforts useless. The inability to understand the concept of "encumbered funds" from tax year to tax year is critical because most of the projects cannot be completed in one year. I will not work with people who are consistently technically incorrect.

(See "Downtown Marketing & Development" on page 53)



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Greater Reading Keystone Innovation Zone Accelerates Local Economy and Successfully Advocates for a \$50K Grant to Penn State Berks

Governor Ed Rendell recently announced a \$2.5 million investment to develop new technologies, which included a \$50,000 Keystone Innovation Grant to Penn State Berks.

The Innovation Grant program is linked to the Keystone Innovation Zone (KIZ) program which has leveraged about \$14 million in state funds to attract nearly \$1 billion from private sources. That funding has helped launch 725 new companies, creating more than 4,000 jobs and retaining another 9,300 positions statewide.

Greater Reading KIZ Coordinator Jennifer Leinbach states that the economic impact of the KIZ program for Greater Reading for the period of January 1 through June 30, 2010 resulted in the following statistics as reported by the PA Department of Community & Economic Development:

SUMMARY STATISTICS

Total Employees: 46
Total Revenue: \$9,875,870
Total Payroll: \$2,789,178
New PA Grad Employees: 3

PERFORMANCE DATA

Jobs Created: 2
Jobs Retained: 35
New Revenue: \$5,414,918
Increased Productivity: \$117,715
Pennsylvania Funding
KIZ Grants: \$1,000
Leveraged Funding
Investment Capital: \$4,200,000
Total Leveraged Funding: \$4,200,000

INNOVATION AND PRODUCT DEVELOPMENT

Patents Filed: 2
New Product Introductions: 1
License Revenue: \$60,000
RDT&E Expenditures: \$10,000

(See "Greater Reading KIZ" on page 54)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 51)

So when at next meeting, at 7:54 PM, the fired borough manager was named to the parking authority board, of which I was the director, I resigned at 7:58 PM via text. I wanted no part of the impending fiasco. I have been there and have done that, no need to repeat that conflict.

During my tenure in Phoenixville we had two good years followed by two bad years and then, finally, followed by two good years under Mr. Wagner. It seemed to me that two more bad years were going to follow and I do not have the time or inclination to proceed in a position that would provide frustration and diminished results. I thought that my accomplishments in Phoenixville spoke for themselves, and there should have been some sensitivity to appointing someone I would have issues working with, but politics change and people forget what it was like in Phoenixville six years ago. All I had to withhold was my talent...so that is what I did.

I immediately composed a state of the Main Street document that I presented to the borough administration with an out-

line of all of the programs, both borough and peripheral, and proceeded to meet two times to ensure that the continuity survived my departure. (Although in my case I will not be going far and will be available for consultation. I have accepted a position guiding the development of the Phoenix Steel property, the 120-acre brownfield located next to the downtown.)

When I left Downingtown, they filed my road map report, and during the preparations for the Kardon Park litigation it surfaced again. The attorney for the borough said it was exactly what he was looking for to enable him to present the project situation during my period of employment. It was a succinct appraisal of the project.

It is the absolute responsibility of the professional who is hired to make sure the scenario in Downingtown is repeated, by giving an adequate snapshot of current progress and a road map for the future, so even 10 years later, if the document is needed, that it provides a relevant perspective. 🗑️

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GREATER READING KIZ

(Continued from page 52)

The Innovation Grant awarded to Penn State Berks of \$50,000 will be used to establish a technology transfer model that helps the existing and the current food industry in Berks County and Pennsylvania participate and implement the transfer of technology that results from research in academia and government research laboratories such as USDA research laboratories.

“For several years we have been look-

ing to establish the food/ag connection between Penn State Berks and the community. With these funds we will be able to move that initiative forward.” Says Dr. Speece. The long-term goal of this project is the creation of a food innovation center in a research park that will support food companies. Berks County Industrial Development Authority Executive Director, Thomas C. McKeon, AICP, CEcD, played an integral role in the success of the Innovation Grant proposal and in the development of the research park. ■

ABOUT THE GREATER READING KEYSTONE INNOVATION ZONE (GRKIZ): The Pennsylvania Department of Community and Economic Development designated the GRKIZ for technology-based economic development. This KIZ program creates a “knowledge neighborhood” which partners with academic institutions, economic developers, businesses, capital sources, and community leaders to form a network of support and resources. For more information, log onto www.GRKIZ.com or contact coordinator Jennifer Leinbach, at 610.898.7778 or jleinbach@GreaterReadingChamber.org.

ABOUT THE GREATER READING CHAMBER OF COMMERCE & INDUSTRY: As a five-star accredited Chamber, we are the business voice of Greater Reading and a catalyst for a vibrant, growing community. The leader in business assistance, the Chamber serves as the fiscal agent for a grant received from the Ben Franklin Technology Development Authority which funds in part the operations of the Greater Reading KIZ.

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WHY SPEND MONEY ON TRAINING IN TOUGH TIMES?



EFFECTIVE MANAGEMENT

By Carol-Anne Minski, Director of Training & Workforce Development, MidAtlantic Employers' Association

When times are tough, training may be seen as an expense rather than an investment. Let's look at training from a bottom line perspective by asking a few questions:

- Does your company have any performance gaps?
- Are you achieving your business goals?
- Where are things now and where do you want things to be?

If you need to make changes and you are looking for solutions, now is the time to measure what you want. First of all, do you know what you want? If not, gather information through interviews that focus on work processes. Start with the business problems and work backwards. If

you uncover specific performance deficiencies, investigate whether training or other process improvements might solve existing problems. Examine what differences training would make. Consider how a problem could have been avoided if a properly trained person had been involved. Measurable changes in business outcomes can result from training investments. Obviously, training will not always be the answer.

Some needs for training are obvious:

Your organization is scheduled to implement a new computer system that will affect all departments.

Your customer service manager indicates there have been customer complaints. This is a good time to address these complaints by training staff.

Other needs may require more investigation into the present situation in your organization to determine whether there are situations that might be improved by

(See "Effective Management" on page 56)

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EFFECTIVE MANAGEMENT

(Continued from page 55)

training and development. Develop a list of problem areas, bottlenecks, breakdowns, complaints, low morale, low productivity, turnover, or absenteeism. Look for situations where change is occurring (transfers, new hires, new equipment, or procedures). Ask what training can do to improve these situations.

You will need to make a business case for training. Business cases are generally designed to answer the question, "What are the likely financial consequences of taking this action?" Look for real measurable results. Determine what major skill and learning gaps might be holding people back. Estimate the dollar value that would be gained by eliminating the deficiencies and make tangible projections about the expected improved performance.

Meanwhile, you are helping managers answer questions about why skills matter and what good performance looks like. Establish a baseline measure of current performance and clearly indicate how performance problems will be tracked and reported. Gain agreement on the problem and the value of solving it. Examine the problem and pinpoint the results that managers want. Track current

(pre-training) business unit results. When training has been completed, assess the post-training results according to the metrics already set up (and agreed upon with the manager of the department).

When times are tough, the benefits of investing in training may far outweigh the expense. The benefit is the way the training will ultimately improve the profitability of the business—whether it is the increased revenue due to salespeople going through sales training, or the reduction in worker's compensation due to warehouse workers going through safety training. Now you are ready to present findings as a cost benefit analysis. In developing an investment strategy, you must convince the decision makers in your organization that the proposed training program will help the business; because of what it will do for the bottom line." ■



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COVER STORY

(Continued from page 13)

her certificate for Pharmaceutical Care for Patients with Diabetes. At graduation, she received the 2010 Mylan Excellence in Pharmacy Award. Becki spent three years at Giant Eagle Pharmacy in the Pittsburgh area, as a pharmacy intern where she took part in their "Phone The Pharmacist" program on a regular basis as well as other pharmacy duties. At the Center For Pharmacy Care at Duquesne University, she participated in numerous community and campus screenings, and worked behind the scenes to coordinate and organize those events. Her interest in Diabetes Care compelled her to become the Diabetes Co-chair in the Academy of Student Pharmacists. This included spreading diabetes awareness on campus and she launched "Dodge Ball for Diabetes" for Juvenile Diabetes Research Foundation. Blood glucose screenings are Becki's specialty as she enjoys the face to face contact with patients and the potential to make a difference in their lives. She also helped start a melanoma screening event called, "Melanoma Monday" on the Duquesne campus.

While volunteering for "Carebreak" at

The Watson Institute, Becki received the 2008 Making the Connection Award, sponsored by the National Association of Women Business Owners, Pittsburgh Chapter. It is very evident that Becki is dedicated to the profession of community pharmacy and Bause's Super Drug Store has an exciting future ahead, as Becki begins her pharmacy practice in the surrounding Boyertown Community. Becki has already had her television debut, as a guest pharmacist on "Talk Philly" with Ukee Washington. She and Ukee discussed osteoporosis in general, and specifically how it affects men as well as women. You can view that segment at <http://cbs3.com/video/?id=106475@kyw.dairport.com>.

As with any family owned business, the children of the family are part of the package. Katherine (Katie) and Hannah Mellott are no exception. Katie, a senior at Elizabethtown College, in Elizabethtown Pennsylvania is the perfect example of the apple not falling far from the tree. Since High School Katie has been involved in many local charities and organizations

(See "Cover Story" on page 59)

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Ask SCORE

Relatively Speaking, Family Businesses Need Extra Care

The family business is an American small business tradition, one that gives parents, spouses, children, and others an opportunity to contribute to and share in a dream that can grow and prosper over many generations.

But without proper planning and management, family businesses can also be the source of contention, acrimony, and even irreparable harm to once-loving relationships. That's why it's important for aspiring entrepreneurs to fully understand the pros and cons of going into business with relatives and in-laws. The needs of the business may not always be compatible with family harmony, resulting in a situation that handled improperly, can jeopardize the survival of both.

When bringing family members into a business for the first time, especially as investors or in a startup situation, you should consider putting the business relationship in writing. Family members sometimes buy into the excitement of a business startup without a clear idea of their role once the business is underway.

In an ongoing family business, it's important to treat family members fairly. While some experts advise against hiring family members, that sacrifices one of the great benefits of a family business. Countless small companies would never have survived without dedicated family members. But avoid favoritism. Pay scales, promotions, work schedules, criticism and praise should be evenhanded between family and non-family employees.

Don't become the employer of last resort for every distant relation who calls. Base employment on the skills or knowledge they can bring to the business. If your kids will be joining the business, make them get at least three to five years business experience elsewhere first to help them gain perspective of how the business world works outside of a family setting.

Problems and differences of opinion are common in a family business, so it's important to keep lines of communication clear. Weekly meetings to assess progress, air differences and resolve disputes work well for many family firms.

Just as solo entrepreneurs and non-related partners need to separate their business and personal lives, owners of family businesses need to prevent work-related issues from dominating family activities. While it may be difficult to totally confine shop-talk to the workplace, make it a standing rule not to discuss work and business issues at social gatherings or at designated "family times" where the focus should be on other things.

To learn more about operating a successful family business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for your local SCORE chapter, or find the chapter on line at www.pottstownscore.org.



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#992 - Pottstown

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#993 - Upper Providence

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area offers 3 Bay Garage and apartment, plus nice 3BR rancher, now used as an office, in good condition for the owner to live in or have for handsome rental income! Tenants want to stay!!! Over \$1800/mo income plus house could rent for another \$1200. Unbelievably priced at **\$349,900**



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COVER STORY

(Continued from page 57)

along side her parents. She participated in the Berks County Community Foundation's Youth Advisory Committee while in High School and traveled with the committee to Russia, to help establish a similar committee over there. The Committee was allotted grant monies and the students did site visits to the local charities applying for the grants and made the decision on grant disbursements as a committee. The group also met with potential donors and solicited donations to fund the committee. Whenever Katie is home from college, she serves as an integral part of the Bause's team. At 21 years old, she is an authorized financial signer, Buyer and member of the executive team and does every aspect of the accounting at Bause's, from payroll to paying the dairy delivery man. After graduating from college in the spring of 2011, Katie plans to attend Law School.

Hannah is 13 years old and in 8th grade at Boyertown's Junior High West. She is also an integral part of the success and day to day running of Bause's. The drive to volunteer for her community is

also in her blood. She worked tirelessly while in 6th grade at Earl Elementary to raise \$1,000's of dollars to create an Earl Elementary School Bear, through the Boyertown Bear Program. Hannah goes on annual buying trips for the drug store gift department and even the pharmacy department and is a seasoned Buyer, at her young age. Her expertise at this point, is to lend her opinions on what's cool and what's not on those buying trips!

"As the 75th anniversary comes upon us, the future plans for Bause's Super Drug Store are simple," Mellott said. "We plan to carry on for another 75 years, the next 'generation' Katie, Hannah and Becki — and combined with the staff at Bause's, we plan on keeping the small town feel, combined with sophisticated pharmacy services.

"The only way to truly get a feel for what we do is to stop by our store," Mellott invites. "Check us out. Email us at jane@bauses.com. Call us at 610.367.8641. Visit us at www.bauses.com or friend us on Facebook." 📱

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