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In This Issue | NOVEMBER 2010



Exelon Nuclear will submit a license renewal application so that Limerick can continue to produce clean, safe and reliable energy for southeastern Pennsylvania well into the future.



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EXELON NUCLEAR'S



- 1) Limerick employees are active in the community by volunteering with local organizations, raising money for Alex's Lemonade Stand Foundation and volunteering in local classrooms to teach young students about energy.
- 2) Engineering and maintenance personnel test the voltage of a plant component.
- 3) Plant personnel follow a procedure to verify they are observing the correct component and record data to ensure safe operations is maintained.
- 4) Limerick Generating Station donated \$25,000 to the Linfield Fire Company to assist them in the purchase of a new fire truck.
- 5) Limerick Generating Station produces enough electricity to power two-million homes each year without producing greenhouse gas emissions during its operations.



LIMERICK GENERATING STATION APPLYING TO RENEW OPERATING LICENSE

COVER STORY

Limerick Generating Station began producing electricity in 1986 when the Unit 1 reactor went into service. Limerick Unit 2 came online in 1990 and the two units combined are a greenhouse gas emissions-free, baseload energy source, producing 2,345 MW of electricity each year. That is equivalent to the electricity needed to power two million average homes each year.

In mid-2011 Exelon Nuclear will submit a license renewal application to the U.S. Nuclear Regulatory Commission (NRC) so that Limerick can continue to produce clean, safe and reliable energy for southeastern Pennsylvania homes and businesses well into the future. For accounting amortization purposes only, nuclear energy plants are licensed to operate for 40 years, but can apply to the NRC to renew their operating licenses for an additional 20 years. It is important to the local community and to Pennsylvania for Limerick to remain part of Pennsylvania's energy mix.

Limerick keeps electricity prices down because it is an always-on, inexpensive energy source providing electricity to the power grid. Its fuel is abundant and of relatively low cost. Uranium fuel is also extremely efficient. From a volume standpoint, it does not take much uranium to power a nuclear energy plant. One uranium fuel pellet, about the size of the tip of an adult's little finger, produces the same amount of energy as 17,000 cubic feet of natural gas, one ton of coal and three barrels of oil. Additionally, it is not burned so there are no greenhouse gas

emissions. Instead, the fission process releases heat to boil water and create steam that turns the turbine and electric generator.

Helping the plant run so well are its 850 employees who live in Berks, Chester and Montgomery counties. The station's annual payroll is \$66 million, providing many well-paying jobs to local residents. Limerick's employees volunteer in the community by participating in such activities as weatherizing a home with Habitat for Humanity and selling lemonade in the community to raise money for Alex's Lemonade Stand Foundation. Employees and the station give generously to the community by contributing approximately \$500,000 in both 2009 and 2010 to local community organizations, schools and emergency first responders.

"Our employees are extremely active in the community by volunteering and raising money for local organizations," said Ed Callan, plant manager, Limerick Generating Station. "They also visit local classrooms or host students in our control simulator to teach them more about how electricity is made and how it powers their televisions or games."

**Limerick Unit 1's
operating license:
Received in 1984
Continues through
Oct. 26, 2024**

**Limerick Unit 2's
operating license:
Received 1989
Continues through
June 22, 2029**



THE LICENSE RENEWAL PROCESS

The license renewal process is rigorous and involves Exelon Nuclear, the public, the NRC and other Federal environmental agencies.

A team of Exelon Nuclear employees dedicated to license renewal projects are evaluating hundreds of systems and structures, more than 150,000 components and approximately 45 aging management programs for inclusion in Limerick's license renewal application. The 2,000-page application includes general, environmental and technical information.

"The thoroughness of the application ensures a rigid review by the NRC," said Bill Maguire, site vice president, Limerick Generating

Station. "We've had aging management programs and preventative maintenance programs in place since the day operation began to ensure our equipment operates safely and reliably each day. The application puts all of this information in one place for the NRC to review."

After the application is submitted, the NRC will begin their review process — an environmental and safety review — on two parallel tracks. The NRC will hold meetings for the public to learn how they can be involved in the process and meetings for members of the public to provide comments on the environmental aspects of the application.

(See "Cover Story" on page 9)



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FOCUS ON READING

"BUZZ AROUND THE BLOCK"

This month's Buzz column highlights a variety of businesses serving the Reading regional marketplace. For more information on these quality businesses, please call the phone numbers listed and visit the websites provided.

Fromm Electric Gets Extreme

Fromm Electric Supply participated in the Sunday, October 24th episode of ABC's *Extreme Makeover: Home Edition*, via contributions of exterior & interior lighting, landscape products and miscellaneous electrical supplies.

"We were pleased to play a part in such a tremendous community effort for a local family (Trisha & Cora Urban)", said Lou Fromm, Vice President of Marketing for Fromm. "The way in which the regional trade and suppliers teamed-up was a truly rewarding experience," he added.

Diane Korman, Senior Producer of ABC's hit show remarked, "We are so impressed and thankful that Fromm Electric Supply stepped up to help their community just when we needed them. It is because of this type of generosity that *Extreme Makeover: Home Edition* is able to continue helping families."

The Emmy award winning reality program, *Extreme Makeover: Home Edition*, now entering its 8th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

Fromm Electric Supply, headquartered in Reading, and family-owned since 1958, operates ten branches and three design centers in Central, Eastern and Northeastern PA. For more information, contact Lou Fromm at 610.374.4441 ext. 4410.

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(See "Buzz Around the Block" on page 8)



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"BUZZ AROUND THE BLOCK"

(Continued from page 6)

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If you would like to find out more information just call Ageless Harmony, Inc., located in Laureldale, West Lawn, and Mt. Penn phone 610.621.4998 or visit them

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

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COVER STORY

(Continued from page 5)

IMPROVING THE ENVIRONMENT

Not only does Limerick produce electricity without producing greenhouse gas emissions, but Limerick's efforts also appear to be benefiting the Schuylkill River. In 2003, Limerick implemented a water supply demonstration project to show the benefits of lessening the withdrawal of water from the Delaware River for the plant's cooling water needs and utilizing various other sources when environmental permits limit the use of the Schuylkill River.

Working with the Delaware River Basin Commission (DRBC), Limerick engineers and environmental experts developed a comprehensive plan to demonstrate that augmenting the river flow of the Schuylkill River during low river flow periods would not adversely affect the Schuylkill River watershed.

The project has allowed Limerick to pump water from the Wadesville mine and Still Creek reservoir when the temperature or flow limits of the Schuylkill River require more water to be in the river for supplying the plant's cooling

water. Based on monitoring data, the increased flows in the upper basin appear to be having a positive impact on the river. The water from the mine and reservoir releases provide water quantity and quality benefits due to the buffering effects of the highly alkaline water from the mine pool selected and the high quality reservoir waters.

Another benefit of this project is the creation of the Schuylkill River Restoration Fund that is used to provide financial resources to water equality improvement projects within the Schuylkill river basin. Limerick has contributed approximately \$1 million to the fund for projects that have allowed for the implementation of agricultural best practices and storm water and erosion management.

Have a question about license renewal? Or want to hear about Limerick news by joining the station's email list? Email: LimerickGeneratingStation@exeloncorp.com for more information. 📧

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"BUZZ AROUND THE BLOCK"

(Continued from page 8)

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

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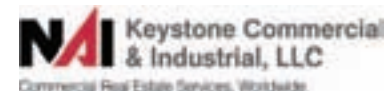
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Reading, Berks County. The building, owned and managed by The Endurance Group & Brasler Properties, is now fully leased. The new tenant was represented by Colliers B & K, from Rosemont, Illinois. 🏢



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"BUZZ AROUND THE BLOCK"

(Continued from page 10)

construction of the Allon Professional Building on Van Reed Road, a three-story 40,000 sq ft. medical and professional facility.

Spartan Properties, LLC is located at 560 Van Reed Road, Suite 206 in Wyomissing. Contact Barbara Reisch, Director at 610.655.1919.

Discovery Federal Credit Union

Discovery Federal Credit Union has been serving the greater Reading and Berks County region for more than half a century. Founded in 1959, the credit union has continuously grown in size, membership and capability, yet we maintain the value-driven, member-focused philosophy that sets us apart. We are a full-service financial institution offering consumer and business banking products and services in a local banking atmosphere with worldwide convenience.

At Discovery, we do things a little differently. We think about the financial success of our members before we think of anything else. We think of ways to help our members achieve their aspirations — whether it is to buy their first car, remodel their home, save for retirement or own a small business.

We know that Discovery impacts the growth and success of our members, their families, their ambitions and their dreams. That's why we are dedicated to excellent member service, premium products and services, integrity and personal attention to every member.

Discovery recently added business banking services and has partnered with many local businesses to develop successful solutions for their business banking needs. Whether you are just starting your business, or aiming to take it to the next level, Discovery is dedicated to helping you achieve your goals. Discovery can help you achieve your business objectives with fewer fees, better rates and personal service. We take the time to under-

stand the needs of our members and find methods that are right for you. We want you to succeed every step of the way.

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



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

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

FOR SALE-(#ZC2080) 3208 Sanaloga 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-(#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-(#ZC2097) Morgantown- Rita's Water Ice BUSINESS ONLY- Ready to operate. Call for details. \$147,500.

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

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

FOR SALE-(#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-NNN. Ideal for day care facility, builder/developer, (large building could be converted into apartments/condos) or engineering firm, graphic arts firm, etc. \$379,000.

FOR SALE-(#ZC2105) 1219 N. Gravel Pike, Zieglerville- COMMERCIAL PROPERTY (1 story cape cod) currently used as a residential property plus separate building in rear. Across from WalWa. \$234,900

FOR SALE-(#ZC2107) 451-453 North Charlotte Street, Pottstown- NORTH END INVESTMENT PROPERTY that includes (8) UNITS. 4 residential apartments; 2 retail stores and 2 storage/warehouse units. Tenant pays heat and electric. All units metered for water/sewer. Call for specific expenses. Current CAP rate is almost 10%. Expenses include management and vacancy. **Reduced \$254,900.**

FOR SALE-(#ZC2108) 1924 Perkiomen Ave., ML. Pese- 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.**

SOLD-(#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.**

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 3.5 ACRES. Located on route 10 in Flying Hills, across road from large Turkey Hill. Ideal for Sheetz, WalWa, CVS, RiteAid or bank. Public water and sewer. Call for additional information. \$220,000.

PENDING-(#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. **Reduced \$280,000.**

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

FOR SALE-(#ZC2118) 188 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) 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.

FOR SALE-(#ZC2123) 129 East 3rd. Street, Pottstown- Commercial office, retail space, professional, automotive, garage/repair. Completely remodeled, new drywall, paint and flooring. a must see. This building has been very well maintained. It has air conditioning and heat. HVAC throughout shop and office. 2 story office space with private offices and large reception area. Main level also has large room for shop area. 5 bay garage (1,920SF). Shop (3,390SF). Lots of garage area with a 10' door to one of the spaces. Plenty of parking. 7,230SF building. public water, sewer and gas. \$295,500. (also for lease @ \$2,200/Month)

FOR SALE-(#ZC2124) 115 High Street, Pottstown- Downtown restaurant with solid financial records. Sale price includes furnishings and some equipment, as well as business name. Sellers will consider some owner financing and helping to train new owner. Call for details on financials, furnishings and equipment. \$174,900.

FOR SALE-(#ZC2125) 39 South Reading Ave., Boyertown- Boyertown Boro Restaurant/Apartment Building (5) apartments + a FULLY EQUIPPED, turnkey operation RESTAURANT READY TO GO. Seating for (245 people). Offstreet parking for 15-cars. Community lot adjacent to property. Public water and sewer. Electric hot water heat. (1) BR-\$750/Month; (1) BR-\$600/Month; (2) BR-\$700/Month; (2) BR-\$700/Month; (3) BR-\$700/Month. ALL apartments are leased and on a month to month basis. Restaurant-\$2500/Month. \$459,000.

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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-

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(ZC1033) N. Keim Street, North End, Pottstown- 1,850SF retail/office space, plenty of offstreet parking. \$9-10/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, (it) computer repair, gym, training/school or general offices. Call for Details \$877.63/Month, CAM + utilities (electric, heat, phone, cable, A/C).

(ZC1089) 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. \$1,500/Month + utilities

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

(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

(ZC1106) Main Street, Pennsburg- 3 Bay garage/repair shop with office. \$1,500/Month + utilities (ZC1107) 32 Wells Road, Parkersburg- 850SF office/retail space. Beautiful flowers surround the exterior. \$495/Month

(ZC1108) 2007 East High Street, Pottstown- 1825SF professional office space. Single (1) story stand alone bldg. Private parking. IMMEDIATE OCCUPANCY. \$2,500/Month includes CAM

(ZC1109) 129 East 3rd Street, Pottstown- Commercial office, retail space, professional, automotive, garage/repair. Completely remodeled, new drywall, paint and flooring. a must see. This building has been very well maintained. It has air conditioning and heat. HVAC throughout shop and office. 2 story office space with private offices and large reception area. Main level also has large room for shop area. 5 bay garage (1,920SF). Shop (3,390SF). Lots of garage area with a 10' door to one of the spaces. Plenty of parking. 7,230SF building. public water, sewer and gas. \$2,200/Month. Also For Sale @ \$295,500 (ZC1110) 850 West High Street, Pottstown- 850SF zoned commercial. Many possibilities. Additional 850SF on lower level with garage also included in lease. \$900/Month NNN plus grass cutting. Minimum 1 year lease requested.

(ZC1111) 17 North Hanover Street, Pottstown- Retail/Office space. Former doctor's office. 2 baths. 4 rooms to be used as offices or exam rooms. \$700/Month + utilities.

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"BUZZ AROUND THE BLOCK"

(Continued from page 12)

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



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RIDE TO PROSPERITY

STRATEGIES FOR ECONOMIC COMPETITIVENESS IN GREATER READING — PART 4

CLUSTERS REVISITED

(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 third of five key themes and action plans: Clusters revisited.)

OUR CHALLENGE:

Several previous economic development strategy efforts have suggested that Reading and Berks County target leading clusters as part of a competitive economic development approach. The concept of cluster-based economic development still makes sense, but many of the premises of past recommendations must be revisited. Several of the past "target" clusters, such as financial services specifically tied to Wall Street, had to be re-targeted, while others, such as energy storage or diversified manufacturing, deserve greater levels of investment and support.

At the same time, new types of cluster support strategies should be considered, especially in regards to strengthening our region's business retention initiatives. In the past, cluster targeting was primarily tied to external business recruitment efforts and training partnerships. In the future, other

strategies, such as the strengthening of local business cluster networks and supply chain development, could also be added to the policy mix.

Nearly all of the recent County's economic development studies have included a listing or review of key industry clusters that might serve as drivers of economic growth. Identifying emerging clusters is often more of an art than a science, and these listings must always be considered a work in progress that may change over time.

As part of our research for this project, our coalition reviewed past research and more recent analyses to identify clusters that are more likely to generate new jobs and new economic activity over the next five years. We began with a review of the 2004-2005 work led by ICGR, which, for the first time in Reading's economic development history, generated comparable data to identify specific industry businesses to target for attrac-

tion purposes. Concurrently in 2005, the Commonwealth engaged IBM Global to do its own assessment of business cluster analysis for the entire Commonwealth.

These two studies created the first set of business target industries that the Greater Reading area specifically attempted to reach out and attract for business expansion purposes.

As the Economic Development Strategy Team looked at the most important work areas to focus on in its 2009/2010 effort to update the region's economic development plan and strategy, it became obvious that there was the need to re-examine and revisit the business cluster concept. Over the last five years, numerous things have changed: the massive collapse of Wall Street and the overall recession have had an impact on all communities, and Greater Reading has not been excluded from the negative impacts that have affected our

entire country. Also, new and exciting developments in the areas of alternative and green energy have been occurring at an extremely rapid pace.

Perhaps most importantly, it was universally agreed that, as a region, we need to give more focus on retaining jobs and helping existing local businesses grow as much as possible. While the job attraction side of the equation has more "media hype," we need to do as much as possible to support our existing businesses. Therefore, the original clusters have been re-visited, with our working group, under the leadership of the Berks Economic Partnership's (BEP), Greater Reading will focus on five key clusters:

• Alternative and Renewable Energy:

This is a brand new business industry cluster that has been identified as having good growth prospects in our region... Berks County has a deep and rich history of

(See "Ride to Prosperity" on page 17)



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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

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



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RIDE TO PROSPERITY

(Continued from page 15)

battery manufacturing, and therefore has excellent opportunities for energy storage and different battery applications.

Additionally, numerous solar energy / photovoltaic companies have explored new locations in Greater Reading, and the region has ended up on a "short-list" on several occasions. We have exciting biomass opportunities, and we also will continue to explore various supply chain elements for other forms of alternative, renewable, and existing energy sources.

• **Agriculture and Food Production:** Previous research has identified this cluster as a promising target sector, and several successful business attraction and retention projects have been realized. However, our research has confirmed, that, in some locations, the County lacks the critical water and sewer infrastructure needed to support many types of food processing industries. Our working group is thus focused on "dry" types of food processing with less stringent demands on water and sewer infrastructure. This working group will also examine how best to promote Berks' overall agricultural and farming communities in terms of economic development – particularly because of our extraordinary proximity

to a large number of crops and animals that are locally produced and marketed.

• **Advanced and Diversified Manufacturing:** Our region has major competitive advantages in the manufacturing sector, and manufacturing continues to be an important part of the County's economy. And, the word is out that Berks is good place to operate a manufacturing facility. For example, between 2007 and 2009, a good portion of relocation inquiries to BEP came from manufacturing-related businesses. Therefore, BEP, with the support of our broader working group, will continue to target this cluster as an important source of new businesses and employment opportunities. In particular, medical device companies have a legacy in our region, and due to the higher cost of doing business in the Philadelphia area, Greater Reading is the next geographic frontier for many manufacturing opportunities.

• **Health Sciences/Biotechnology:** While Berks County is unlikely to become a major pharmaceuticals center in the near future, our region does have many competitive strengths in health care and related biomedical technologies. Moreover, BEP and other local economic development partners have seen growing interest in the County from companies in these sectors. Therefore, this will be a continuing initiative in terms of outreach and retention efforts. The development of the new Berks Research and Technology Center will provide further support to this work.

• **Business and Financial Services:** Previous economic development strategies placed great emphasis on linking our region to the growing financial services sector. With the economic downturn and major downsizing on Wall Street, these strategies did not yield immediate dividends. However, the downturn did not eliminate the need for financial and other business support services.

(See "Ride to Prosperity" on page 19)



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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

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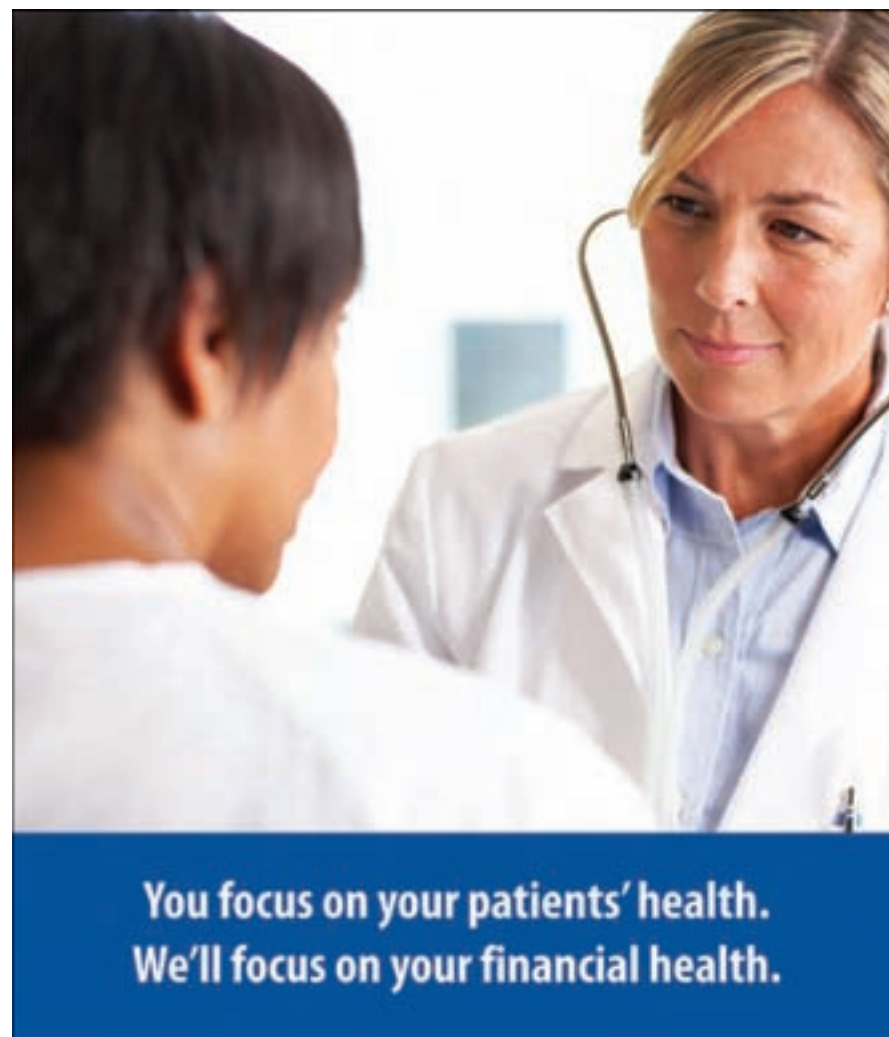
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RIDE TO PROSPERITY

(Continued from page 17)

Opportunities do exist in key areas such as banking, insurance, credit remediation, call centers, and information technology operations. Although incoming inquiries have not as frequent as those in the manufacturing sector, our region still receives calls of inquiry for these types of business opportunities. BEP has assumed a leadership role for revisiting these clusters and identifying new ways to attract, retain, and grow businesses within these fields. BEP will continue to spend a predominate portion of its time, energy, and marketing resources in reaching out specifically to these five business clusters.

All of these efforts will require enhanced forms of collaboration, and important partnerships are already in place. In manufacturing, BEP and other partners are aggressively recruiting new firms to the county. In agriculture, the County's Agriculture Coordinator's office is working to strengthen the local cluster, and has recently announced the opening of a new Farmer's Market in downtown Reading.

This work group has formed a newly created Alternative/Renewable Energy

Committee that is focused on how we, as a region, can best retain, grow, and attract additional energy-related companies to Greater Reading. This Energy Committee will be putting significant focus on retention and growth opportunities in Greater Reading. Individuals representing multiple energy-driven companies will continue to explore areas where the Economic Development Strategy Team can focus on the internal needs of our local companies. Entities represented include, but are not limited to: East Penn Manufacturing, Reading Electric, MetEd, Penn State Berks, Electric Power Research Institute, American Power Net, and SSM Group. 🏠

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: Sites and Infrastructure.)



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CERTIFICATES OF MERIT IN PENNSYLVANIA



LEGAL PERSPECTIVES

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

As election season rolls again inexorably toward us, hot button issues come to the fore. For Pennsylvania litigation attorneys, few issues discussed by politicians hit home more than tort reform. Medical malpractice lawyers especially know that tort reform can have a direct, significant impact on people's lives. Plaintiff's lawyers bemoan tort reform as putting caps on an injured patient's right to recover fully for his or her damages. Defense attorneys and insurance companies contend that reform is necessary to stop frivolous lawsuits and to limit what they see as outrageous jury awards. But did you know that the Pennsylvania Supreme Court enacted the first steps of tort reform as far back as 2003?

On January 27, 2003, the Pennsylvania Supreme Court enacted *PA Rule of Civil Procedure 1042.1 et seq*, which provides for a certificate of merit to be filed in civil actions in which professional liability claim is asserted by or on behalf of a patient or client of the licensed professional against the licensed professional. This Rule is not limited to claims against doctors, however, as it also applies to claims against any kind of licensed professional, including accountants, architects, chiropractors, dentists, engineers or land surveyors, nurses, optometrists, pharmacists, physical therapists, psychologists, veterinarians, and attorneys.

Rule 1042.3 provides that:

(a) In any action based upon an allegation that a licensed professional deviated

from an acceptable professional standard, the attorney for the plaintiff, or the plaintiff if not represented, shall file with the complaint or within sixty days after the filing of the complaint, a certificate of merit signed by the attorney or party that either:

(1) an appropriate licensed professional has supplied a written statement that there exists a reasonable probability that the care, skill or knowledge exercised or exhibited in the treatment, practice or work that is the subject of the complaint, fell outside acceptable professional standards and that such conduct was a cause in bringing about the harm, or

(2) the claim that the defendant deviated from an acceptable professional standard is based solely on allegations that

(See "Legal Perspectives" on page 22)

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LEGAL PERSPECTIVES

(Continued from page 20)

other licensed professionals for whom this defendant is responsible deviated from an acceptable professional standard, or

(3) expert testimony of an appropriate licensed professional is unnecessary for prosecution of the claim.

The concept behind this requirement was the start of tort reform — it was an attempt by the Pennsylvania Supreme Court to force plaintiff's attorneys to certify that an appropriate licensed professional made an independent finding that the defendant professional's actions somehow deviated from the standard of care to be expected from the professional.

In the event that a certificate of merit is not filed on time, a defendant can seek to dismiss the plaintiff's complaint. Furthermore, under *Rule 1042.8*, a court can impose sanctions if an attorney did not properly certify that an appropriate licensed professional supplied the required statement.

The Pennsylvania courts have held plaintiffs to the strict letter of the law when judging whether plaintiffs are required to comply with the certificate of merit Rules. In a 2006 Pennsylvania Supreme Court case, *Womer v. Hilliker*, 908

A.2d 269 (Pa. 2006), the Court held that even though the plaintiff provided the defendant an expert report which contained the same information which would have been required by a certificate of merit, the plaintiff's failure to actually provide a certificate of merit in compliance with the Rules, without excuse, was fatal to Mr. Womer's case. It shows that the Court was serious about requiring litigants to comply with its Rules.

Requiring a certificate of merit was a reasonable first step towards tort reform, which requires plaintiffs to confront the potential weaknesses in their cases much earlier in the litigation process. How much more reform may be on the way is a question as yet unanswered, but we can be sure that politicians on both sides of the aisle will take up their respective banners and wave them proudly in the times to come. ☐

Levi S. Wolf, Esquire is a shareholder in the Pottstown law firm of Wolf, Baldwin & Associates, P.C. He practices workers' compensation law, as well as family law and criminal law. He can be reached at Lwolf@wolfbaldwin.com.



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INFORMATION TECHNOLOGY PLANNING: It Just Makes Cents (Part II)



PERFORMING TECHNICALLY

By Bill Swank, President and CEO, Lime Systems

Many of our clients ask the question: "Why is technology support so costly?" As we start working with them to identify the true nature of costs, a common theme that keeps arising is the lack of a technology plan. In Part I of this two-part article, we addressed the need for a plan and how to begin determining what that plan should consist of. Technology planning works to reduce costs and also uncover potential issues that will affect businesses both large and small. A recent article in *InfoWorld*, a leading technology publication, deter-

mined the cost of computer network down time for small businesses in the United States averages \$1,560 per hour. This is based upon the cost of lost productivity and revenue. With the increase of mission critical applications now being run on computer networks, this amount is expected to rise significantly.

One way to avoid these costs is by having a solid technology plan in place that addresses the technology needs of the company as it relates to the needs of the business. Emergency technology — fixing technology when it breaks, is the most expensive technology of all.

After aligning your technology to the business strategy; understanding data needs and the total cost of ownership (TCO); the focus of the plan must serve to prioritize the needs of the users. The plan is the beginning of a process to understand and set priorities across all potential projects in each of the targeted planning years and beyond. Many companies are challenged by the seemingly daunting task of turning big picture goals into a

(See "Performing Technically" on page 24)



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PERFORMING TECHNICALLY

(Continued from page 23)

long-range plan that phases in technology investments over time. Because all projects cannot be done at the same time, business owners face the task of making a determination as to the priority of the project technology needs of their company. The challenge is deciding how to prioritize one project over another. How do you decide to solve for short term issues that cause immediate pain, such as an unstable network, or instead to upgrade the website that might help a business attract more clients. In working to prioritize, technology initiatives have three potential categories:

1) Basic Infrastructure: If we use a construction analogy, technology infrastructure is the same as a foundation for a building. It is the basic starting point for technology and should be considered as a higher priority because without a good infrastructure, even the best planned technology will fail because the foundation is not stable. Technical infrastructure consists of: adequate bandwidth, functioning computer networks, and stable workstation and servers. Additionally, a solid infrastructure should include: good backup and disaster recovery practices, as well as basic security items such as

protection from hackers, viruses and spyware. If a company is missing a good technology foundation it will be very difficult to realize solid return on investment (ROI) on more complex projects.

2) Mission critical business functions: Most businesses have a set of key technologies that it relies on to accomplish basic tasks that are central to the operation of the business. For many companies a good accounting system is central to the profitability of the company. For some other businesses' a Customer Relations Management (CRM) application or Enterprise Resource Planning (ERP) is absolutely essential to profitability. In today's technology environment, without these key systems it is very difficult for a business to remain successful long. For these functions, it is important that the technology behind them be reliable and a good business process fit. It is less important that the technology be state-of-the-art; it just needs to work 100 percent of the time. Any interruption to these key systems results in immediate and catastrophic business issues and needs to be restored as fast as possible.

(See "Performing Technically" on page 27)

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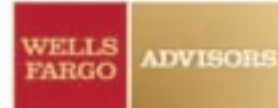
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The screenshot shows the website for 422 Business Advisor. At the top is a navigation bar with links: HOME, ABOUT US, SUBSCRIBE, RESOURCES, WHO & WHERE. Below this is a 'Current Issue' section featuring a large image of the magazine cover for 'ST. PEDRO & ASSOCIATES'. To the right of the magazine cover is a video player titled 'Route 422 Business Advisor TV' showing a man speaking. Below the 'Current Issue' section is an 'Archives' section displaying a row of magazine covers for September 2010, August 2010, July 2010, and June 2010. To the right of the archives is an 'Advertisements' section featuring three ads: 'HEART CRY Christian Counseling Services' with a phone number and website, 'NEWMAN GALLERIES' with contact information, and 'ALBITZ GARAGE, INC.' with a phone number and website. At the bottom right is a large red 'THIS SPACE FOR RENT' sign with the text 'ADVERTISE HERE CALL 610-323-6253'.

PERFORMING TECHNICALLY

(Continued from page 24)

3) Business Transformational Investment: These are the investments that have the ability to change the way that the business operates. These investments are typically innovative in nature and if selected and implemented, will have the ability to push a company forward in areas of client service, client retention and acquisition and other areas that are critical to long-term success. One such investment may be linking a customer database to a caller identification system so that when a client called, they would not have to identify themselves. This type of technology investment could increase client satisfaction and improve customer service perception immediately.

It is important that the plan gives priority to basic infrastructure first and then a mixed balance between mission critical technology and transformational technology investments next. The plan should be developed to prioritize items that will bring the highest return on investment (ROI) to the business and align the technology best with the business strategy, both short and long term.

The technology planning process is

much like cycles of precipitation: The cycle starts when rain comes down and the water is absorbed into the ground and used by plants. Excess precipitation runs off into streams, rivers, lakes, etc. Next evaporation of the precipitation takes place and the process begins all over again. We know that the process begins somewhere and will continue daily. Technology planning must be continuous in nature— as one cycle of the plan is executed there may be changes needed and new information that will spark new ideas that can be included in the future plan.

The upkeep of the plan should be continuous and the rewards will be great as companies that have a current technology plan are able to take a thoughtful and incisive approach into their technology investments. 📁

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 and his team help clients plan for the future to avoid costly surprises.

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EFFECTIVE LEADERS AS APPLIED PSYCHOLOGISTS



ON LEADERSHIP

Kenneth D. Richardson, PhD, Redwood Enterprises

*"A servant cannot be corrected by
mere words; though he understands, he
will not respond."* — **Proverbs 29:19**

Surveys of business leaders continue to indicate that the vast majority of them wish they could get more out of their employees than they do. At the same time, excessively high percentages of workers consistently report that they could do their jobs better if circumstances would permit them to. Both of these seem pretty ironic, given that research shows that over \$100 billion per year is spent on employee training and development. There is no question that many companies have reaped incredible benefits by investing in programs to improve leadership skills and to upgrade employee attitudes and behavior, but such interventions have also often bred cynicism because of poor results.

As is so common, where there is mutual frustration, there is mutual blame. Workers grumble about arrogant and insensitive owners and bosses, the latter blame lazy and incompetent workers. Business leaders complain about ineffective consultants, and consultants say their programs don't work because of obstinate owners. While all of the above perspectives are valid in at least some cases, more often than not, there is hope. The problem is one of getting the right tools for the right job.

What's the answer? Some "notes"

Anyone who has actively attempted to improve her or his effectiveness as a business manager has got to have noticed that not that all that much really changes in regard to what they need to know about people and productivity. Only those who attempt to manage in a vacuum are unaware of the importance of clear goals and objectives, commitment, improving communication, team building, and the like. These are things that everybody



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knows about, but only a few seem to be able to implement in ways that lead to consistent improvements in results.

One doesn't have to go far to find consultants or training systems that promise to remedy the situation, but positive changes very often fall short of the promises. One problem is an unfortunate tendency to assume that the higher the price of the training, the better the outcome will be. One highly effective and well established consultant I know personally recently expressed amazement that his programs (which actually do work) generally cost a fraction of what his less effective, but considerably more expensive competitors offer. The truth is that some owners fall for the "expensive = good" ruse, banking on the old adage that "you get what you pay for." While the latter statement is often true, it's also true that "there's a sucker born every minute."

A second "don't" involves calling on the biggest firm that spends the most on advertising. At one point I aspired to work for one of the most well known international consulting firms in the world, only to find that they had lost their integrity years ago. According to former clients and former employees alike, their approach to consulting is outdated and

their primary virtue is their glorious past. Name recognition is often the result of excessive investment in advertising and only sometimes correlates positively with the quality of service rendered.

Many interventions operate at superficial and symbolic levels

Unfortunately, many fix-it programs are marketed on the basis of easily copied jargon and sound bites. We've all heard references to "thinking out of the box," and that "business as usual won't cut it" as harbingers of changes in management, but these have generally been predictive of only "more business as usual." Remember the "TQM" craze of the '80s and '90s, when the word "quality" was the way, the truth, and the life? I personally encountered numerous businesses in which TQM made things worse than they had been by increasing the amount of time that employees spent in unproductive meetings and engaging in ritualistic, but irrelevant activities. Not too many months after implementation, TQM was dropped as a program, much to the relief of exasperated production and service workers. The time and money lost during that phase of business history is incalculable.

(See "On Leadership" on page 30)

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ON LEADERSHIP

(Continued from page 29)

Sound bites vs. sound behavioral science

Many intervention programs are sold on the basis of the jargon and platitudes involved rather than their ability to link processes with outcomes to produce measurable results. I’ve frequently cringed as each “new wave” hits and its jargon becomes popular, for I know that it won’t be long before it wears out and is replaced by the next new wave. While each “wave” boasts its linkage to behavioral and cognitive science, but there is very little respect for the science *per se*. We’re in a business world in which the sales process is king, and unfortunately, great salespeople “create value” in the minds of buyers rather than instilling it in the product involved. Business owners and managers who really desire positive change are far too busy to be able to convert themselves into astute consumers of the best research. So it goes.

Separating the signal from the noise

Business leaders have much to benefit from good psychological research, but little time to screen that research for themselves. On the other hand, they can’t afford to ignore what it may have to offer their businesses, and ultimately, their bottom lines. Below is a summary of what cognitive and behavioral science research tells us regarding our needs for continuous training and education, and some things that any intervention programs involved must take into account:

- We tend to forget what we know, and what we do retain is subject to distortion. Revivals and refresher courses are essential, even for the most astute individuals.

- Watch out for “multitasking”—what appears to be multitasking is actually a rapid shifting from one priority to

(See “On Leadership” on page 32)

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ON LEADERSHIP

(Continued from page 30)

another, generally with declines in performance in all areas. The appearance of increased productivity is accompanied by higher rates of error.

- We are constantly being influenced by environmental factors at levels that we are unaware of. Our focus on and commitment to chosen goals will deteriorate if action isn't taken to offset the devil's forces.

- Much of what appears to be conscious, intelligent behavior is quite often regulated by non-conscious processes, making us prone to error to degrees that we can't anticipate unless special action is taken.

Perhaps most important,

- Tangible behavior changes must be involved, and these must be subject to shared systems of accountability.

Leaders as applied psychologists

Whether we're talking athletics, the military, production, or service, good leaders are effective because they are good psychologists— and I don't mean the kind with beards and couches. They

are practical folk who appreciate the interface between their people, their products, and their customers. Technological advances alone will never be sufficient for a business to thrive or survive. It takes people, and there are no sound bites or "one size fits all" approaches that work to solve the problems that business owners face in the daily grind. Most of all, effective leaders are aware that desirable behavior changes decay and stagnate if not reinforced, refreshed, and revitalized on a continuous basis.

There are some things that are true of people that must be incorporated into daily activities, and there is no better formula for success than an intelligent combination of sound business thinking, good behavioral science, and common sense. Perhaps what is lacking at times is that third component. It is what brings the other two together to improve results, cut costs, and increase the magnitude of the most important resources of any successful business— loyal customers and long term relationships. ▀

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Understanding the Fiduciary Role for Retirement Plans



INVESTMENT IDEAS

By Jim McGuire, Wells Fargo Advisors

Serving as a trustee of an Employee Retirement Income Security Act (ERISA)-sponsored retirement plan or as part of an investment committee that acts as a fiduciary is an important responsibility. You agree to preserve the assets entrusted to you on behalf of the plan participants and beneficiaries you represent. The legal requirements expected of most fiduciaries are, in many ways, the same as those of prudent investment professionals. In other words, fiduciaries are expected to make fund-management decisions with the same professionalism as a prudent expert.

Who can be a fiduciary?

A fiduciary is a person, company or association that acts in a capacity of trust and is therefore held to higher standards with respect to plan-related actions. A fiduciary can be an entity that holds in trust such assets as qualified retirement plans, endowments and other institutional investments. An investment fiduciary is responsible for investing the money wisely for the beneficiary's benefit. It's quite common to have trustees of retirement plans and board members of foundations in the fiduciary roles. However, business owners, company presidents, principal shareholders, corporate officers and corporate trustees of institutional funds may also have fiduciary status.

What is the role of a fiduciary?

Generally, you are a fiduciary if you control plan assets or provide investment advice for a fee. Some fiduciaries are fiduciaries only for certain actions, such as selecting investment managers for the plan. Under ERISA guidelines, there are five general standards of fiduciary conduct. As a fiduciary, you are responsible for ensuring that:

- Employee benefit plans exist solely to serve the interests of the participants and beneficiaries.
- The funds inside employee benefit plans are used only to provide benefits to participants and their beneficiaries and to defray reasonable plan-administration expenses.

(See "Investment Ideas" on page 34)

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INVESTMENT IDEAS

(Continued from page 33)

- Employee benefit plans are discharged in accordance with written instruments and documents that should include written investment objectives. You have the right to rely on professionals to help you through this process.

- Investment duties are fulfilled with the care, skill, prudence and diligence of an expert familiar with such matters. You must consider all the facts and circumstances that are relevant to the plan's investment objectives.

- Investments are diversified to minimize the risk of large losses unless it is clearly prudent not to do so under the circumstances.

As a fiduciary, if I allow participant-directed accounts, does this eliminate my fiduciary responsibilities?

You and the plan sponsor will always have fiduciary responsibilities. However, section 404(c) of ERISA states that if a participant exercises control over assets in his or her account, a participant is not considered a fiduciary by reason of that control, and no other fiduciary can be held

responsible for losses resulting from that control. In order to rely on section 404(c), note that certain disclosure and other requirements must be met and that the plan sponsor and other fiduciary will still be responsible for the investment options made available in a plan.

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TRICOUNTY AREA CHAMBER OF COMMERCE

2010-2011 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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Schultz Technology Solutions, LLC

A MESSAGE FROM THE CHAIRMAN OF THE BOARD —

Dear Chamber Members,

On behalf of the Board of Directors, I want to thank you for helping us celebrate Chamber of Commerce month. We appreciate your investment and commitment in the TriCounty Area Chamber of Commerce. Your support helps create a single voice for our community. For those who have been considering membership in the TriCounty Area Chamber of Commerce, the following is the reason why you should join today!

For the past five months it has been my pleasure to serve as the Chair to the Chamber's Board of Directors. As a small business owner and realtor in the area, I have always valued our membership in the Chamber. For most members like me, the traditional value of membership is derived from the ability to network to increase our business exposure. As I work closely with the staff, I have learned that networking is neither the beginning nor the end and it is not about buying or selling. It's about listening, understanding and opening the door to new opportunities. Those that are effective in networking become informed on what is happening within the community and help other businesses stay competitive or resolve an "issue." Through the Chamber we provide that platform.

Your membership investment is also much more than networking; it's an investment in that community dialogue and leadership. When I joined the board I began to realize the depth and breath of what the chamber has to offer because of the issues we tackle such as downtown revitalization, Rte 422 congestion, and the identification of the next generation of community leaders. I now see how my membership investment enables the chamber to make a positive long term impact on our

community. Through the community engagement of the Board and staff, we learn what the growing needs and trends are of the business community. It is from here we can then establish appropriate programming such as a breakfast, roundtable, or training seminars to educate others and find solutions.

We have a diverse community filled with a variety of businesses; sole proprietors to corporate offices and manufacturing to human services. As Chair, I have a greater appreciation of how hard it is to maintain a programming balance for all. Each industry, business size or age, have different issues but two areas that are common: workforce and business development. It is your engagement that is important. Through the chamber we need to collectively work together to build the strength of our communities. Fostering job growth helps build all of our businesses. We need to have a community filled with buyers and sellers.

I look forward to seeing you at our next chamber event; your voice needs to be heard. We appreciate your support. Thank you for your investment so that we can make this a better business community.

Terese Brittingham, Chairman of the Board

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

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President,
eileen@tricountyareachamber.com

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

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

American Credit Counseling Institute
PO Box 311

Kimberton, PA 19442 (610.620.5369)

Credit/Debt Counseling; Non-Profit
Organizations

Housing and budget counseling, preventing
foreclosures and sheriff sales.

Direct Tools Factory Outlet

18 West Lightcap Road, Suite 1255
Pottstown, PA 19464 (610.326.5840)

Retail Sales

Direct Tools Factory Outlet sells new and recondi-
tioned floor care products, outdoor power equip-
ment, and power tools at up to 75% off!
Products come direct from the manufacturer, so
they pass the savings onto the customer.

Everything Postal, Inc.

828A Route 100

Bechtelsville, PA 19505 (610.367.7444)

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www.everythingpostal.com

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Boyertown and Pottstown areas, offering an
extensive range of digital printing and copying
services. Pack and ship services are also offered
through UPS, FedEx, and DHL. Notary is available
in our Pottstown store.

Judy Lupas Fine Artist

1148 Kepler Road

Pottstown, PA 19464 (610.323.1774)

Artists/Artisans

www.judydylupas.com

A contemporary artist who graduated from the
Pennsylvania Academy of the Fine Arts in
Philadelphia. Her works can be seen in homes,
offices, and corporate lobbies.

T.A. of Limerick

542 North Lewis Road

Limerick, PA 19468 (484.762.8136)

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Real Estate – Residential; Title Insurance

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ings, and 1031 exchanges. Our staff has a com-
bined 30 years experience in the business and
provides the best possible customer service.

CHAMBER MEMBER UPDATES

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.

FREE EVENTS: CHAMBER 101

Thursday, November 4, 3:30PM AND Tuesday, November 16, 8AM

CHAMBER 101 is a no-obligation orientation for prospective members
to learn what the Chamber has to offer. Also open to current Members
seeking information about the Chamber. Reservation required.

MEMBERSHIP REFERRAL INCENTIVE

Refer a business & they join, you receive a \$50 Referral
Reward. It's that simple. The \$50 can be designated towards
many Chamber programs and events, including your dues.
Referred a new member? Call 610.326.2900 or visit us
on the web at www.tricountyareachamber.com

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to
the following Members:

31 Years

Malvern Federal Savings Bank
Waste Management of PA

15 Years

Sigel Insurance
Group

5 Years

Wells Fargo
Advisors

Celebrating 1 Year of Membership

Chili's

Clothes to Home Dry Cleaning

C. Raymond Davis & Sons, Inc.

Diamond Real Estate Investments, LLC

FASTSIGNS

Gateway Employment Resources, Inc.

Montgomery County

Association for the Blind

Philadelphia Mortgage Advisors

Rega Accounting Services, Inc.

Superior Surgical, LLC

XPO Business Equipment

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

Absolute Resource
Solutions

Albright College

Arnold's
Family Fun Center

Atris, Inc.

Axiom WebWorks

BCM Engineers

Building Industries
Exchange (BIE)

Buttercup Beads

James M. Capinski
and Associates

Cavalier Business
Communications

CMIT Solutions of
Northern Chester County

Colorworks
Graphic Services, Inc.

J.C. Ehrlich Co., Inc.

Evans, Hauseman
& Richard, Inc.

Express Data Systems, Inc.

Family Caregivers
Network, Inc.

C.S. Garber & Sons, Inc.

The Great Party Store

Carina Hatfield
Massage Therapy

Hollenbach
Construction, Inc.

Innovative
Kitchens and Baths

Kutz Builders, Inc.

Andrew J. Monastra, P.C.

Money Management
International

Montgomery County
Community College

Morning Star Fellowship

Orlando Law Offices, P.C.

Owen J. Roberts
Education Foundation

Owen J. Roberts
School District

Parents' Source

PeopleShare, Inc.

Philadelphia
Premium Outlets

Pottstown School District

Precision Polymer
Products, Inc.

Raven's Claw Golf Club

RedGo Development

Schultz Technology
Solutions, LLC

TriCounty Community
Network, Inc.

Tri-County Performing
Arts Center/Village
Productions

The Twin Turrets Inn

UFinancial Group

Venezia, Inc.

Walnut Woods
of Boyertown

Robert Weigner
Nationwide Insurance

Wells & Sons
Chimney Service, Inc.

Workplace
Safety Trainers, Inc.

Pottstown YMCA

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

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

Five-Star U.S. Accredited Chamber Of Commerce

BE SEEN. BE HEARD. BELONG.

CALENDAR OF EVENTS



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Tues., Nov. 9
12-1:30 PM

NETWORK AT NOON

Western Montgomery Career and Technology Center, 77 Gratersford Road, Limerick, PA 19468

Share your business story with others –take the floor for one minute!

Always Buy Chamber! It is a mindset that will benefit us all. We encourage you to do business with your fellow Chamber Members ultimately benefiting our local communities. Present a one minute commercial to attendees at the next Network at Noon event. Don't you have a product and/or service that can benefit the membership? Attend this event and have attendees' attention and interest for one minute.

\$20 per Member; Members Only

Thurs., Nov. 11

MEMBERSHIP BREAKFAST

Spring Ford Country Club, 48 Country Club Road, Royersford, PA 19468

7- 7:30 AM
7:30 AM

Networking Program

This legislative breakfast will feature Mr. Gene Barr, VP of Government and Public Affairs for the PA Chamber of Business and Industry. Mr. Barr will focus on "Policy and Politicians" - highlighting the results of the elections and what it means for business and job creation.

\$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member

Sponsored by Salvation Army of Pottstown, Salvation Army of Boyertown, and Pottstown SCORE

Weds., Nov. 17

WOW LUNCHEON

11:30 AM - 1:30 PM

Copperfield Inn at Lakeside, 594 West Ridge Pike, Limerick, PA 19468

Put your Emotion In Motion! Emotion plays a key role in marketing and selling your brand or service. Linda Jacobs, Art Director at Epps Advertising, will challenge you to reveal what emotions your workplace/advertising/brand invoke in your customers, and she will share creative ideas that will change the way you do business!

This is a Members Only event! \$28 per Member prepaid or at the door; \$36 per Member Invoiced.

SPONSORSHIPS AVAILABLE

Tues., Nov. 30

SPEED NETWORKING

8 – 10 AM

Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

Limited to 40 Participants – One person per Chamber Member company can attend (first to register)

\$25 per Member

Learn what the Chamber has to offer!

Thurs., Nov. 4

CHAMBER 101

3:30 PM

Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.

No Charge. Reservation required.

Tues., Nov. 16

CHAMBER 101

8 AM

Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.

No Charge. Reservation required.

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

EVENTS

Tues., Nov. 2
8 – 10 AM

OSHA SEMINAR SERIES –

Understanding the Value of a Safety Committee

Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

Improving safety can help your firm gain a competitive edge by reducing direct and indirect costs associated with accidents. David Guzik and Valerie Konnick from Body-Borneman Insurance will discuss committee objectives, structure, audit issues, and potential pitfalls, certification requirements and other related issues.

\$5 per person to cover cost of food.

Weds., Nov. 3
5:30 PM

WINE TASTING

Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

The tasting will be conducted by Vintage Connections. Vintage Connections creators, Dean and Lisa Foster, will share information on educational food and wine pairings and event participants will participate in wine tasting of "Bull Market Wines." Dean and Lisa have visited hundreds of wineries, talked with dozens of winemakers, tasted thousands of wines, and focus on wines that are "affordable and accessible" to those who live in Eastern Pennsylvania.

Sponsored by Keller Williams Realty Group.

Members only. Individual tickets are \$50 per individual, \$90 per couple, event limited to 24 participants.

Thurs., Nov. 4
8 – 10 AM

THE POWER OF EMAIL MARKETING SEMINAR

Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

It's your turn to join the thousands of businesses that are using email marketing to connect with their customers and boost their business. This seminar, presented by Dave Yunghans, Philadelphia Regional Development Director for Constant Contact, will provide information on email marketing basics, creating a strategy for your business, and executing your strategy.

\$5 per person to cover cost of food.

SAVE THE DATES

Weds., Dec. 1

SPECIAL MEMBERSHIP BREAKFAST

Brookside Country Club, Prospect and Adams Streets, Pottstown, PA 19464

7:30 AM – 8 AM
8 – 9 AM

Registration and Breakfast Program

"Who is lurking in social media?" Social media such as Facebook, Twitter and LinkedIn can be additional marketing tools. Unfortunately innocently posting information can leave you, your family, your employees and your business exposed to a criminal element. Come hear a presentation on how to keep your family and business safe.

Sponsored by Verizon.

Members Only. No Charge. Attendance Limited to 125.

Tues., Dec. 14
5 – 6:30 PM

ANNUAL HOLIDAY MIXER

Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

No Charge. Members Only Event. Reservations Appreciated.

Thurs., Jan. 13

ECONOMIC FORECAST MEMBERSHIP BREAKFAST

Copperfield Inn at Lakeside, 594 West Ridge Pike, Limerick, PA 19468

7- 7:30 AM
7:30 AM

Networking Program

\$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member

Weds., Jan. 19

BOYERTOWN AREA PROGRESS DINNER

La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville

4:30 PM
6 PM

Social Hour Dinner

Sponsorship Opportunities Available – contact the Chamber Office at 610.326.2900.

Inclement Weather Date: Wednesday, January 26, 2011.

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

BECAUSE YOU *Belong...* MEMBER BENEFITS

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

Become Compliant TODAY!

FEATURED MEMBER BENEFIT OF THE MONTH

As you start to think about the start of a new year, make it a point to become compliant with OSHA regulations! Visit the Chamber's website, tricountyareachamber.com, and access the "Member Benefits, and "Benefit Programs and Services" links to access "MyOSHASTore.com" and find all of your OSHA regulation needs.

The TriCounty Area Chamber of Commerce'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 our OSHA Compliance Store. The Chamber encourages members to visit the site to review the products and services available.

WEBSITE SPONSORSHIPS ACT NOW – CHAMBER WEBSITE IS LIVE!

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 **over 90% of all pages** 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, rotates approximately every 3 seconds, and is placed at the bottom of **over 90% of all pages**.

A *Featured Internal Sponsorship* has a discount rate of \$500 per year or \$150 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.



OSHA TRAINING

In February of 2009 the Chamber signed an alliance agreement with OSHA's Allentown office. As provided by the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA), OSHA and the TriCounty Area Chamber of Commerce joined forces to promote workplace safety and health for employees of the businesses served by the Chamber. Through the alliance, OSHA and the TriCounty Area Chamber of Commerce have been working together to develop and deliver training and education programs on occupational safety and health issues relevant to Chamber members. Join us at the next OSHA Seminar scheduled for Tuesday, November 2 (see the calendar on page 37 for more information).

ABC - ALWAYS BUY CHAMBER.

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.**

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.

BECOME AN INSERT SPONSOR!



Each month Member businesses are sent the Chamber's official newsmagazine, *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.

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.

Networking Tip: Great Way to Reconnect

Read the business section of the newspapers for recent promotions, award winners, and job changes.

If you see someone you know, even someone from your distant past, send that person a congratulatory note.

Email is okay, but a handwritten note is better because it's the personal touch.

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

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

LEADERSHIP CONFERENCE

During the afternoon of Friday, September 24, over 80 business professionals attended the first Tri-County Emerging Leaders Conference at the West Campus of the Montgomery County Community College.

This event, anticipated to be held annually, was developed and facilitated by members of the Leadership Tri-County Class of 2010. Leadership Tri-County is a professional development opportunity for business professionals working and/or living in the tri-county area. Leadership Tri-County exposes them to "behind the scenes" access to a variety of aspects of the community. While participating in the 10-month Leadership Tri-County program participants are required to complete a project, prior to graduating, that will benefit the tri-county area, non-profit community.

The members of the Class of 2010, after hearing of the need for business professionals to serve on local, non-profit boards, developed the program for the Emerging Leaders Conference as their class project. Their initiative was designed to provide a day of learning and enrichment for those driven to strengthen and expand their personal and professional development through communication, education, and interaction with businesses and non-profit organizations.

Ron DeGregorio, Senior Vice President, Exelon Corporation and Chief Operating Officer of Exelon Transmission Co., provided a keynote lunch presentation to kick-off the event and motivate attendees. Ron spoke about his own personal educational and professional development and shared with the participants how each choice and risk he pursued impacted his career. Ron ended his presentation sharing the qualities that he looks for when selecting the appropriate candidates to work with him, leaving the group to ponder those qualities they possess and possibly consider those that they would like to improve on. When asked what leadership meant to him, Ron replied it is "the sum set of all the competencies and elements of working with people, moving projects forward, helping each other and accomplishing goals." Attendees commented on his



The members of the group responsible for the conference, staff at the TriCounty Area Chamber of Commerce and keynote speaker are pictured, from left to right: Leonard Bass, Montgomery County Community College; Eileen Dautrich, TriCounty Area Chamber of Commerce; Tim Phelps, TriCounty Area Chamber of Commerce; Katrina Belcher, Susquehanna Bank; luncheon keynote speaker, Ron DeGregorio, Exelon Corp. (center); Erica Weekley, Borough of Pottstown; Joseph Szafran, Exelon – Limerick Generating Station; Ashley Eisenhower, Boscov's Department Stores, LLC; and Andy Meadows, Tyree Environmental Corp.

"vibrant" and excellent presentation.

The afternoon breakout session topics included Leadership, Non-Profit Management, and Continuing Education. Tony Jost, President and CEO of Superior Tube was asked his definition of leadership and his answer was "helping people succeed" Tony lived up to that definition serving as a co-presenter with Dawne Wentzel, also of Superior Tube, during the afternoon breakout sessions; their presentation focused on Emotional Intelligence.

In addition, a variety of other speakers shared their expertise during the afternoon sessions. Presenters offered a variety of information on education, business, and the non-profit sectors. Ann McNally of ACM Advisors touched on the challenges facing non-profits in a session focused on "Managing in Changing Times." Terese Brittingham, of Keller Williams Realty Group discussed business essentials in "The 5 Pillars of Building a Successful

Organization." Bill Morrison, of Albright College, presented "Continuing Education Opportunities in the Tri-County area," touching on the many educational resources in the area. All attendees participated in "Developing the Proudful Leader Within." facilitated by Kayte Connelly, of Best Principled Solutions LLC. Elaine R. Green Ed. D. of Chestnut Hill College presented "Supporting Adult Learners: Opportunities, Benefits, & Challenges" and Terri Lampe, Executive Director of the Foundation for Pottstown Education, shared with attendees key elements to look for in "Choosing the Right Non-profit."

The day culminated with a Networking Reception and Alumni Reunion at the North Hall campus. Attendees, presenters, and TriCounty Area Chamber of Commerce Leadership alumni enjoyed the reception by sharing in the conference discussions and exchanging ideas regarding the day's mission. 🍷

Thank you to the event sponsors for their support of this unique event:



SEPTEMBER MEMBERSHIP MIXER

TCACC would like to thank Keller Williams Realty Group for sponsoring and hosting the Membership Mixer and Mini Business Expo on September 30, 2010.



Thank you also to the businesses that exhibited at the Mini Expo: Corporate Psychological Resource Center; French Creek Golf Club; Health First Chiropractic & Wellness; Independent Associates of Pre-Paid Legal Services, Inc.; IPS Laser Express; L.A. Verruni Landscaping/Christmas Décor; Owen J. Roberts Education Foundation; RiverCrest Golf Club & Preserve; Sanatoga Court Assisted Living Community; Schultz Technology Solutions, LLC.

COFFEE SPONSORSHIP

Thank you to Schultz Technology Solutions, LLC for their October Coffee Sponsorship!



EDUCATION AND CAREER FAIR

On October 7, 2010, the TriCounty Area Chamber of Commerce sponsored its annual Education and Career Fair. We would like to thank the following local schools for participating and transporting their students to this event:

Boyertown Area School District
Perkiomen Valley School District
Pottsgrove School District
Pottstown School District
Progressions School
Upper Perkiomen School District
West-Mont Christian Academy

We hosted over 70 institutions of higher education that were exhibiting to meet and share information about their school with the students in attendance. Special thank you to the following Chamber Member institutions for exhibiting:

Antonelli Medical & Professional Institute
Montgomery County Community College

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

WOW - WOMEN OF THE WORKFORCE

SEPTEMBER STARTED THE 2010-2011 SERIES OF LUNCHEONS



On Tuesday, September 28, 2010 the Women of the Workforce program reconvened and held the first of the 2010-2011 monthly luncheons. Brookside Country Club was the back drop for the mini fashion show that was held. Dressing for Success was the topic, and tips on "what to wear" and "what not to wear" were shared with attendees. Several Chamber members served as models and were dressed from head to toe in fashions from the Philadelphia Premium Outlets. Keri Branch, Assistant General Manager of the Outlets, focused on how you can put your best foot forward and go from the office to that special event effortlessly. One true wardrobe "staple" that can assist in a quick style transition, and that was highlighted by Keri and modeled at the Luncheon, was the DKNY Cozy. A special thank you to the models for the Luncheon – Sue Seanor, Chestnut Knoll Assisted Living; Janet Flack, Keller Williams Realty Group; Peggy Brendlinger, Tri County Area Federal Credit Union, and Jen Fontana of McCormick Chiropractic. The September WOW Luncheon was sponsored by Chestnut Knoll Assisted Living and Health Proponent.



HealthProponent

Join us at the November WOW Luncheon – "Put your Emotion In Motion!" with Linda Jacobs, Art Director at Epps Advertising on Wednesday, November 17.



OPEN

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

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

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



Visit tricityareachamber.com for Chamber Events and Community Events

RIBBON CUTTINGS



Chiropractic and Wellness Center

Dr. Niraj Patel, Chiropractic and Wellness Center celebrated its grand opening in its new location with a Chamber Ribbon Cutting. Dr. Patel is pictured holding the scissors surrounded by family, friends, employees, business contacts, and several Chamber Ambassadors.



Physician's Care Surgical Center

Starting second from left: Dave Orskey; Joanne Hettel; Dr. Fred Liss, MD; Dr. Edith del Mal Behr, MD; Dr. Mark Di Pillo, MD; Vicki Wilkinson; Jennifer Peterka with Physician's Care Surgical Center and a special thank you to Chamber Ambassadors in attendance – Tim Forester, The Hill School (far left) and Stacey Poploskie, Malvern Federal Savings Bank (far right).

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 previous 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@tricityareachamber.com.

ARE YOU CURRENTLY HIRING?

Let us know or stop by the Chamber Office to look through the RESUMES collected throughout the last few months. This month's resumes include:

- 1 - CHIROPRACTIC ASSISTANT/OFFICE MANAGER; 1 - COMPUTER FIELD TECHNICIAN;
- 1 - CUSTOMER SERVICE; 1 - EXECUTIVE ASSISTANT/ADMIN. COORDINATOR;
- 1 - FACILITIES/MANAGER OF CORPORATE RESOURCES;
- 2 - GENERAL OFFICE SUPPORT; 1 - MARKETING; 1 - SPEECH PATHOLOGIST;

REMINDER – OVER 100 RESUMES WERE COLLECTED AT THE 9/16/10 JOB FAIR AND CHAMBER MEMBERS ARE WELCOME TO REVIEW THEM!

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CELEBRATING 20 YEARS, GVF PROUD TO PARTNER WITH TRI COUNTY AREA CHAMBER OF COMMERCE

Since its founding in 1990, GVF has worked diligently with area municipalities, large corporations, colleges and universities, as well as local and state agencies throughout Chester and Montgomery Counties, to increase mobility and decrease congestion throughout the region.

GVF would not be able to make the impact it has had on the region without the help and support of its longstanding partners. Therefore, as GVF celebrates its 20th year of service, GVF staff wants to take this opportunity to recognize its longstanding partnership with the TriCounty Area Chamber of Commerce (TCACC).

"We value our twenty year partnership with GVF. It is through this collaboration that we are able to find solutions to improve our region's mobility. Whether it is mass transit, buses or freight trains, we must be able to effectively move people and freight to make our region competitive. The talent and

resources that GVF provide helps the chamber, our communities and our region thrive," said P. Timothy Phelps, President of the TriCounty Area Chamber of Commerce.

TCACC, the tri-county region's business advocate since 1927, is a membership based organization serving nearly 600 businesses in southeastern Berks, western Montgomery, and northern Chester Counties, and along the Route 422 Corridor. TCACC's mission is to provide relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region. For more information about TCACC, visit their newly renovated Web site at www.tricountyareachamber.com.

GVF has worked with TCACC on a number of projects, including

1. Bike Pottstown – the area's first free community bike sharing program: www.bikepottstown.com
2. US 422 Master Plan Public Outreach

3. US 422 Corridor Coalition

"The TriCounty Area Chamber of Commerce has always been one of the strongest supporters of GVF. We've worked together on many projects over the years, hosted an office with them and created one of the first bike share programs in Pennsylvania. Under the leadership of Tim Phelps, the Chamber continues to be the number one place for business advocacy and growth in the tri county area," said Rob Henry, Executive Director of GVF.

GVF is a transportation management association based in King of Prussia that offers a forum in which the business community and municipal, county and state officials can collectively work on transportation issues affecting the Greater Valley Forge area.

The mission of GVF is to achieve a desirable quality of life and a healthy, competitive economic environment by developing multifaceted transportation strategies.

Throughout the past 20 years, GVF has been a driving force for a number of projects throughout the region, including:

- PA 309 reconstruction project
- More than 100,000 trips generated on GVF's corporate and community shuttles
- Partnered to install more than 150 bus shelters in the region
- PA 73 reconstruction project
- Partnered to establish the transportation center at the King of Prussia Mall
- Continues to advocate to keep the region moving and growing

To learn more about the benefits of partnership with GVF, contact Carissa Bobenchik at 610-354-8899 or cbobenchik@gvftma.com or visit www.gvftma.com.



For more information about GVF, visit www.gvftma.com.

IT'S OFFICIAL, CHILDHOOD OBESITY HAS BEEN DECLARED A NATIONAL EPIDEMIC

By David Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation

A recent White House Task Force on Childhood Obesity Report to the President, Solving the Problem of Childhood Obesity Within a Generation, released some startling information—childhood obesity has become an epidemic in America and it is now considered a national health crisis. An epidemic, by definition, is a rapid spread or development of something. According to the Centers for Disease Control and Prevention (CDC), the rate of childhood obesity has actually tripled over the past 30 years. Obesity among children ages six to 11 increased from 6.5% in 1980 to 19.6% in 2008. Adolescent obesity in 12 to 19 year olds increased from 5% in 1980 to 18.1% in 2008.

In addition to these startling statistics, the Report to the President cited that one third of all children born in the year 2000 are expected to develop diabetes during their lifetime and the current generation may even be on track to have a shorter lifespan than their parents. The Report goes on to say that the epidemic of childhood obesity is costing more than \$3 billion a year in direct medical expenses and that is likely to rise if not stopped. Childhood obesity will also have a potential impact on the United States' military readiness. More than one quarter of all Americans aged 17-24 are unqualified for military service because they are too heavy.

What is obesity?

Obesity is defined by an accumulation of excess body fat. There are different criteria to determine if a child is considered obese. Two

of the more common methods are measuring skin-fold thickness, which classifies a child as overweight if he or she has at least 25-30% body fat, and using Body Mass Index (BMI). BMI is the measurement of a person's weight in relation to his or her height. To calculate BMI, multiply the person's weight in pounds and divide that by the square of his or her height in inches. For adults, overweight is a BMI greater than 25; obese is a BMI greater than 30. Growth charts from the CDC are used to calculate a child's BMI based on sex and age because of changes during growth and development. A child is considered overweight if his or her BMI is at or above the 85th percentile; they are considered obese if the BMI is at or above the 95th percentile for children of the same age and sex.

How did we get here?

There are a number of factors that have contributed to the childhood obesity epidemic. The tendency for a child to be overweight can actually start before birth. If the mother uses tobacco, gains excessive weight or has diabetes, that child has an increased risk of being obese during the preschool years.

Other contributing factors are the changes in the American lifestyle over the last 30 years. This includes eating more fast foods, convenience foods, and processed foods and drinking more sugar-laden beverages. Often, families don't sit down together to have dinner anymore. Dinner is on the run and fit in between activities, which usually means going through the fast food drive-in. Add this factor to the decrease of exercise children are getting

because of an increase in sedentary activities like TV viewing, playing video games, and socializing on a computer or cell phone. Also, children rarely walk or bike to school anymore. They are driven or take the bus. Children who watch a lot of TV are also more likely to snack; plus, getting too much "screen" time has been associated with children getting less and poorer quality sleep. Insufficient sleep has been linked to a risk of obesity.

Children whose parents are overweight or obese are also at risk. The parents are not living a healthful lifestyle and that becomes the child's role model. Surprisingly, psychological factors are a contributing factor. Overeating is a way to cope with problems or stress, and children start to use food as a way to feel better about their situations at home or at school. Finally, there are socioeconomic factors. Children of low-income families are at risk due to fewer resources and less time to make exercise and eating well a priority.

What are we doing?

Even with all this disconcerting news, the Report to the President is hopeful that we are prepared to fight this epidemic through knowledge of what the causes are, what the risk factors are and what we can do as a country, as individual communities and as families to stop the epidemic.

In February 2010, Michelle Obama launched her Let's Move initiative to the nation. It is designed to get healthier foods in schools, give parents support to make healthier choices for their children, and get families up off the couch

and active together. For more information on this program, go to www.letsmove.gov.

The Pottstown Area Health & Wellness Foundation continues to make strides in changing the health habits of area residents. The Foundation funds programs and services through grants to area organizations and schools that focus on teaching children and their families to live healthier lives.

ABOUT THE SERIES – Childhood Obesity This four-part article series was developed by the Pottstown Area Health & Wellness Foundation. Corresponding Webisodes featuring local experts can be found on www.missionhealthyliving.org. The second article will discuss the warning signs, risk factors and long-term affects of childhood obesity. The third article will discuss what schools are doing across the nation, the state of Pennsylvania and in Greater Pottstown to combat childhood obesity. The final article will focus on what parents and children can do to start to change their habits, lose weight and live healthier lives.



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!

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MONEY MATTERS WHEN STARTING A NEW BUSINESS

Financing a new small business is one of the biggest hurdles that an aspiring entrepreneur faces. But it's not an insurmountable one. There are sources of start-up funds that are not as difficult to secure as many people assume. The key is to find the right type of financing for your specific needs, determine exactly how much you need and what your responsibilities are to the lenders, and know how to use those funds wisely. A wrong move in any one of these areas could make the difference between success and failure for your small business.

Sources and types of small business financing fall into a few broad categories. It will either be debt or equity financing from institutional or informal sources. Debt financing is a loan you pay back. Common sources include: family and friends, personal credit cards, home equity lines of credit, commercial bank loans and bank loans backed by the U.S. Small Business Administration (SBA).

Some small businesses also receive a type of funding from suppliers and vendors in the form of special payment terms, discounts or even direct loans. Suppliers want you to succeed because it means more business for them, so they are sometimes willing to help.

With equity financing, you offer investors shares of your business in return for cash. Unlike loans, you are not required to pay the money back, but

these investors now own part of your business and will want a return on their investment. Venture capitalists work this way, and stock offerings are a type of equity financing.

Other funding or cost-sharing options include partnerships, joint ventures, alliances, co-branding arrangements and business incubators. Incubators rarely offer cash, but they provide crucial support in the form of free or reduced rent and business services.

The SBA offers several financial assistance services for small businesses, including the popular 7(a) loan program. Most U.S. banks participate in the program, which provides loans on a guaranty basis, i.e., lenders structure their own loans based on the SBA's requirements. Details about all SBA loan programs and other helpful information for structuring a financing strategy may be found at www.sba.gov/services/financialassistance.

To learn more about financing a small 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 the Pottstown SCORE office, or visit online at www.pottstownscore.org.

More from SCORE on page 56

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EFFECTIVE MANAGEMENT

By Kathy Muscarella, SPHR, MEA Director of Member Support

MEA's Employers' Hotline receives numerous calls concerning harassment in the workplace. One of the most fundamental concepts we try to impress upon our members is that harassment can take many forms, and that all of them are illegal. Title VII of the *Civil Rights Act of 1964*, as amended, prohibits harassment of an employee based on race, color, sex, religion, or national origin. The *Age Discrimination in Employment Act (ADEA) of 1967*, as amended, prohibits the harassment of employees who are age 40 or older, and the *Americans with Disabilities Act (ADA) of 1990*, as amended, prohibits harassment based on disability. In addition, all of the anti-discrimination statutes prohibit retaliation for complaining of discrimination or participating in complaint proceedings.

Harassment violates federal law if it involves discriminatory treatment based on race, color, sex (with or without sexual conduct), religion, national origin, age, disability, or because the employee opposed job discrimination or participated in an investigation or complaint proceeding. However, federal law does not prohibit simple teasing, offhand comments, or isolated incidents that are not "extremely serious." For an employer to be liable for harassment by its supervisor, the supervisor's conduct must be sufficiently frequent or severe to create a hostile work environment or result in a "tangible employment action," such as hiring, firing, promotion, or demotion.

The employer is always responsible for

harassment by a supervisor that culminated in a tangible employment action. If the harassment did not lead to a tangible employment action, the employer is still liable unless it can prove an "affirmative defense," that: 1) the employer exercised reasonable care to prevent and promptly correct any harassment; and 2) the employee unreasonably failed to complain to management or to avoid harm otherwise.

As an employer, it is imperative that you establish, distribute to all employees, and enforce a policy prohibiting harassment. The policy should be written and should include a procedure for employees to make a complaint.

(See "Effective Management" on page 44)

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EFFECTIVE MANAGEMENT

(Continued from page 43)

Your anti-harassment policy should make clear that you will not tolerate harassment based on race, sex, religion, national origin, age, or disability, or harassment based on opposition to discrimination or participation in complaint proceedings. It should also reinforce that you will not tolerate retaliation against anyone who complains of harassment or who participates in an investigation. In addition, employees should be encouraged to report harassment to management before it becomes severe or pervasive.

Another important component of your anti-harassment policy is the designation of more than one individual to take complaints, and ensure these individuals are in accessible locations. If only one person is designated, an employee might not feel comfortable reporting a problem to that person or that person may be the alleged harasser. Supervisors must be trained to report complaints of harassment to appropriate management personnel, even when the complaint comes from an employee who does not report directly to the supervisor. Employees should be assured that the confidentiality of their harassment complaints will be protected to the extent possible.

Employers should be proactive where harassing or unwelcome behavior is observed, even if a complaint is not filed. For example, if graffiti containing racial or sexual remarks is seen in the workplace, management should not wait for a complaint before removing it.

It is not sufficient simply to have a written "no tolerance" policy distributed in your employee handbook. You must "walk the talk" and put the policy into practice. All complaints of alleged harassment must be investigated thoroughly, promptly, and impartially. If your investigation determines that harassment occurred, you must take immediate measures to stop the harassment and ensure that it does not recur. Even if the reporting employee asks that you do not investigate, once an employer is aware of a problem such as harassment, it is obligated to follow up with an investigation and appropriate action.

MEA is here to help. Our experienced Legal and HR Professionals are available if you need assistance writing an anti-harassment policy, conducting harassment awareness training, or conducting an investigation of alleged harassment. For more information, contact us at 800.662.6238. ☎

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THE STANDARD EVENT



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

One of the issues that towns struggle with all the time is how to bring more people downtown. There is nothing like putting people on the street as a way to give your town the feel of revitalization. If the town has had a "heyday" in the past, people will always compare what happens in a revitalization to the "heyday."

Comments like "I remember when people were walking four abreast and the sidewalks were so crowded you could not walk down the street." That "thrilling days of yesteryear" benchmark is a pretty high standard. I am not sure if that means if the sidewalks are not jammed, you are a failure. I know of very few revitalization efforts that could meet that standard.

There are ways of creating buzz and getting people to take notice of a town and the effort to revitalize. The method is to create a standard event in the downtown area to be revitalized. This creates a constant for those seeking to visit. A standard event is just that, something that happens regularly and people need not think about whether or not it will happen. I am big on standard events.

I like to make my standard events something that is unique and entertain-

ing. I will use the Phoenixville model as an example. In Phoenixville we decided to start a standard event on Fridays during the year. We called it First Friday and we copied it from Olde City's version of the gathering.

After a year of First Fridays, which are held year 'round, we decided to have a similar celebration *every* Friday during the summer. We entitled it the Summer Street Music Series and First Fridays were still First Fridays but it was part of the standard experience we then offered every Friday from Memorial Day to Labor Day (14 weeks).

I remember like it was yesterday our first concert that was not a First Friday event. It was June 8th 2005. We had "Beatlemania Now!" on the rooftop of the old District Court Building recreating the Beatle's famous Rooftop

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

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(See "Rapid Recycling, Inc." on page 53)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 50)

Concert. We had about 500 people sitting on the ground below watching in utter awe as the concert took place.

It was a genuine happening. I remember being on the roof with Bill Haley (*Route 422 Business Advisor* Publisher), Manny DeMutis and Dave Chawaga thinking to myself...“wow this is better than my best expectations.”

When the concert was over and we announced we were doing something like this every Friday I knew we had 500 people who were going to tell their neighbors and friends what happened and how good the concert was. In those days 500 people was a pretty good crowd for a Friday. Normally there would be a couple of dozen people throughout the night.

We found a niche in the regional marketplace. No town was doing what we were doing or at least with the frequency we were doing it. There was genuine “white space” in the market when it came to providing boatloads of free entertainment on the street. We did not try to be

fancy and tried to keep it real basic. I remember after we did a few of concerts, a concert attendee described our event as “humble” in the newspaper.

A standard event is an event that happens on a certain day at a certain time. In our case we were every Friday during the summer. You do not need a lot of money to create a standard event. We did not do much advertising but instead we let the word of mouth build. Those 500 people went back and told others who attended a future performance and they told others, and alas the project was a success.

The real power in the event was that it happened on a regular basis and people knew they could come downtown and be entertained. It made it easier for people to decide to come downtown because although they did not know what was going on, they realized something would be happening. Recently when I was recruiting a business to locate in the

(See “Downtown Marketing & Development” on page 54)

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(Continued from page 51)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 52)

downtown, one of the things the owner told me was that he liked the fact that he knew he could come to town on a Friday, and knew that there would be something going on.

I did the same thing on South Street in Philadelphia. It is not really even necessary to advertise that much, when you have something good, people will find it and remember when it is happening.

The standard event does not have to be something spectacular. It can be something smaller that will interest people. A regular lecture series, art show, chess matches....something that will be of interest to people.

People like to be with people ... no one likes to be the only one in a bar or at an event so the lack of critical mass could work against organizations using this strategy in the short term, but if the event warrants attention people will start to show up to take part.

Initially we tried to create an art show on Fridays in 2004 but it was not the right set of circumstances because I lacked sufficient mass of artists to make it a real show. We decided to add music and everything turned around for the

event in 2005. It was hard to get an artist to sit and sell his wares if there was not enough foot traffic ... it was easier to hire a musician who had to stay because he was getting paid.

This strategy demands a couple of things, including repetition, perseverance, and an infinite amount of patience, but can become the cornerstone of your revitalization. 📌

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Jeanne Dalton Justice, Ph.D.

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This workshop series, presented by SCORE, Counselors to America's Small Business, is for those who are considering starting a business as well as those who are currently operating a small business. All courses are taught by experienced members of SCORE and outside practitioners recognized as experts in their specific fields.

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- Sources of Information and the Tax and Legal Implications of the Different Legal Structures, November 8
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- Sources of Market Information, Marketing, November 29
- It's All About Profit, December 6

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