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for wastewater treatment systems –
design, engineering, and fabrication.*

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source of contributions that can
generate tax and other benefits.*

*Browse the **Business Marketplace**
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Watch a video interview with John C. Welkie
at www.422business.com.



Technologies, Inc.

USING STATE-OF-THE-ART TECHNOLOGY TO MEET CURRENT AND FUTURE DISCHARGE REQUIREMENTS

John C. Welkie, President of J&T Technologies, Inc., located at 321 Keystone Boulevard, Pottstown, has seen his company's client base and range of services grow steadily since founding the company a little over ten years ago. "Everything we do in this large fabrication shop is centered around wastewater treatment," Welkie explains.



"Mostly industrial wastewater and that covers a lot of ground— steel mills, printed circuit board industries, gas well drilling. We do some specialized processes depending upon the application. We do both conventional chemical precipitation, and also membrane technology utilizing micro filtration, ultra filtration, and reverse osmosis. Some of the systems that we build here are for discharge to either a municipality or stream, or they are for 100 percent recycling water back into the processes that were generated to waste stream."

Before developing J&T Technologies, Inc., Welkie was employed as an Environmental Director with over 20 years experience in the plating industry and water treatment systems, working for Westinghouse for many years. He was instrumental in a prominent plating shop, receiving the *Governor's Award for Environmental Excellence*. The implementation of pollution prevention measures at this shop resulted in a dramatic decrease of water usage and hazardous sludge generation. Wastewater from various rinse streams was reduced from 250,000 gallons per day to an average of 100,000 gallons per day. This normally discharged water was redirected, reduced and reused. These measures helped to better our environment by reducing the amount of generated wastes.

"This is more or less a one-stop-shop where we design, engineer, build, and sometimes operate treatment systems," Welkie said. "We fabricate. We have our own panel building shop. We do our own CAD drawings. We do our own programming, electrical. It seems to be something that not only end users like. Engineering firms use us to make an operator friendly system."

"We do a lot of different components here for specialty applications," he continued, "such as sludge handling applications, either at the back end of all wastewater treatment processes, or for the Marcellus Shale, for instance — gas well drilling

generates an enormous amount of water, and we build the treatment facilities where the trucks bring water to have it treated, which used to be for discharge, but now, with new regulations and discharge requirements, we build facilities to recycle all water to go back into a hydraulic fracturing operation."

Speaking of the Marcellus Shale project, Welkie said, "Right now we have three treatment facilities under our belt and are starting a fourth facility up around the New York border. There's a lot of controversy surrounding this process, but with making this water reusable and avoiding any discharge or contaminants into streams, this seems to be the preferred method in the state of Pennsylvania right now."

"We have done multiple applications where companies seem to be gearing towards no discharge, reusing the water, avoiding violations, avoiding contaminants or discharge to streams or municipalities, and this is something we specialize in," Welkie explained.

Wastewater Treatment & Recovery Technologies

J&T Technologies Inc. has the knowledge and the experience to help you make an intelligent choice about wastewater treatment. They have extensive experience in all types of technologies. J&T Technologies Engineering staff has an average of 20 plus years of hands-on experience in the application of wastewater treatment technology for these industries. They are leader in Brine Water treatment technology. It is through this practical knowledge that they understand your special filtration and business needs. Their understanding of the business and the processes guarantee the best treatment solution for your specific needs and budget. Their goal is to educate you about the pros and cons of the many technologies available, and how best to implement them in a way that meets your individual needs. Many systems look the same on paper. It is in the implementation that the difference exists.

(See "Cover Story" on page 6)



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COVER STORY

(Continued from page 5)

Company Products

Conventional Treatment System

Conventional Precipitation Solids Separation is useful for separating metal pollutants and solids. In this gravity based process the solids are separated out by precipitation with flow rates up to 1,000 gallons per minute. The solids are typically dewatered in a filter press.

Microfiltration and Ultrafiltration

J&T Technologies Inc. membrane based systems provide an effective solution to wastewater treatment problems. Our units meet current as well as proposed new regulations. We were meeting MP&M limits before MP&M. Some common applications of this technology include plating rinse water, spent coolants, industrial wastewater, groundwater and landfill run-off.

Nano and RO Filtration

Nano and RO membrane filtration are used to separate molecules 10 to 1,000 times smaller than those typically

removed by more conventional methods. We generally use these technologies when reuse is a priority. Recovery is typically 50 to 75%.

Ion Exchange

Ion exchange is used for the recovery of metals found in wastewater. By removing the dissolved ions the water becomes re-usable.

Filter Presses

Filter presses with conventional or membrane filter plates. J&T Technologies Inc. presses are custom designed to meet you specialized filtration needs, or to upgrade an existing filtration system.

J&T Technologies' complete system package includes:

- Written Proposal to provide all designated equipment and engineering design.
- Process Flow Schematic – A detailed process flow diagram depicting incoming wastewater flows, existing and proposed tanks, process equipment, pumps, instrumentation and controls, chemical feed systems, and sludge handling systems.

(See "Cover Story" on page 8)

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COVER STORY

(Continued from page 6)

- Floor Plans and General Arrangement – Overall plan view of treatment system including new and existing equipment, tanks, pumps, piping, valves, instrumentation, and control panels.

- Sections and details depicting elevations and orientation of equipment tanks, mixers, pumps, filter press, piping, valves and controls.

- Piping schematics for sizes and routing of process and utility piping, and effluent sewer connection for the treatment system.

- Detailed engineering for sizing and routing of process and utility piping and effluent sewer connection for the treatment system.

- Complete operation package, which includes equipment manuals, drawings (mechanical and electrical), any other information necessary to maintain the system.

- Electrical Control Panel Schematics – Electrical control panel layout and schematic wiring diagrams, instrumentation and control; interconnection dia-

grams, motor starter and control wiring diagrams, and panel elevation depicting location of all switches, lights, alarms, and panel mounted indicators/controls.

Put J&T Technologies Inc. Experience to Work for You

J&T Technologies Inc. client list is growing daily. Customer satisfaction, combined with experience and innovation, make them a leader in the wastewater treatment industry. Their record of success is proven. They continue to meet and exceed the requirements of the most demanding and challenging applications. Let John Welkie and his experienced team explain the J&T difference to you. They are confident that if they do, you will choose J&T Technologies as your wastewater supplier. For additional information, please call 610.326.4771 or email: jwelkie@jtequip.com, and visit www.jtequip.com. 



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FOCUS ON AREA BANKS AND CREDIT UNIONS

"BUZZ AROUND THE BLOCK"

This month's Buzz column highlights some of the leading area banks and credit unions providing credit/lending and investment opportunities for individuals and businesses throughout the region. For more information, please call the phone numbers listed and visit the websites provided.

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including mortgages, home equity loans & lines of credit, installment loans, automobile loans, and overdraft lines of credit. Other services include free ATM access, automatic payments and direct deposit, VISA® debit and credit cards, safe deposit boxes, a notary public, and much more.

Business owners can manage all their business accounts through Malvern Federal's online cash management system. In addition, the bank's commercial lending team can assist with credit services, commercial loans, lines of credit, commercial real estate financing, and other services designed to help local businesses grow and prosper.

Malvern Federal Savings Bank consistently demonstrates a firm commitment to the local community through its involvement in hometown events and area groups. For example, the bank is the title sponsor of the annual Berwyn Victory Run, a presenting sponsor of Malvern's Victorian Christmas, and a major sponsor of the Paoli Blues Fest. In 2010, Ron Anderson, President and CEO of Malvern Federal Savings Bank, was named the Businessman of the Year by the Great Valley Regional Chamber of Commerce (GVRCC) for his dedication to superior company growth and community involvement in Chester County. Said Mary Ann Severance, President of the Board of Directors for GVRCC: "Ron Anderson has been a valuable supporter and contributor to his community both professionally and personally. The bank also outperformed many other community banks during a difficult economy and has continued to serve as a critically important community resource." For more information, visit malvernfederal.com.

(See "Buzz Around the Block" on page 11)



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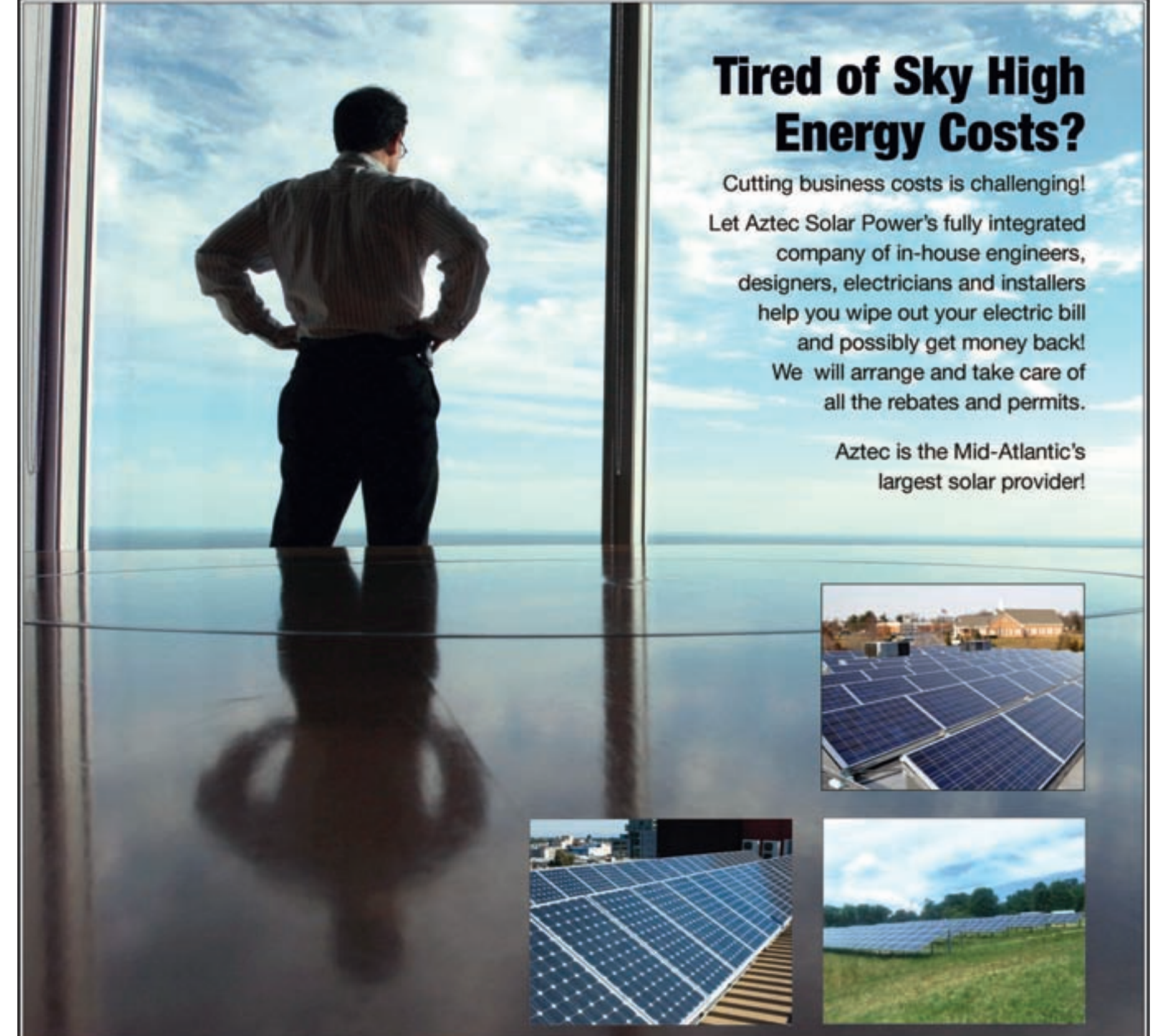
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"BUZZ AROUND THE BLOCK"

(Continued from page 9)

MERIDIAN BANK

Meridian Bank enjoyed a very successful year. During 2010, deposits, loans and profitability have all shown marked increases. In its third quarter report (available at investor.meridianbanker.com) Meridian President and CEO Chris Annas stated, "Despite not having a branch network, our deposit interest costs remain low and comparable to other high performing banks." And nowhere is Meridian's innovative banking business model proving itself more advantageous to business customers desiring better rates and technological banking solutions than in the Tri-County area.

Brian Dubas, VP Cash Management and Erwin Wenner, SVP Commercial Lending, both area residents, have been assigned the job of making Meridian a strong community banking force in the region. Dubas reports remarkable success. "Erwin and I are both actively involved in area organizations and ensure that Meridian contributes significantly to community events and causes. The bank has already invested more than \$12 million in the local economy through lending to area businesses. We've made Branchless Business Banking a reality

here, keeping our costs low so we can offer our customers better rates and terms. At the same time, the direct connections we've established and the flexibility Meridian has given us means that customers get fast answers and extraordinary personal service."

Asked whether Meridian Bank, based in Devon, PA, had plans to establish an office in the Tri-County Area, Dubas replied, "That was our original plan. But the overall economic situation has accelerated the development of our unique business model and we may end up passing quickly through the stage where we need a bricks-and-mortar presence. Certainly none of our customers or prospects here has said they wouldn't bank with us because we don't have traditional branches. There is abundant financial services technology currently available and some really amazing things on the drawing boards. Still, we consider ourselves a community bank and we intend on serving the local business community for a long time to come... whatever the format our customers require."

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 11)

SUSQUEHANNA BANK

Following several years of turbulence in the economy, it is more important than ever for businesses to develop strong relationships with their professional advisors, including their banker. Susquehanna Bank has been working with local businesses for more than a century, focusing on understanding each company and building strong relationships.

Susquehanna can draw on a range of services to support businesses. Its Business Banking Credit Solutions offers a streamlined application process for quick review on loans up to \$750,000. Remote deposit is available so that businesses can scan checks from the convenience of their offices and deposit them electronically, saving valuable time.

But Susquehanna also offers additional resources that enable businesses to offer special benefits to employees — at no extra cost. For example, employees of companies that enroll in Susquehanna's Bank @ Work program can receive rewards for opening a new account, relationship rates on CDs, and a free financial review with a financial consultant. The

company itself can save money by using direct deposit for employee payroll.

Susquehanna also offers helpful tips and information for small businesses, both in person and through its new Connections blog at blog.susquehanna.net.

In developing a relationship with a financial services provider, businesses should look for a bank with the right combination of diverse products and personalized service. Susquehanna Bank offers the resources of a regional company that can loan up to \$25 million, as well as affiliates that provide commercial financing, investment management, insurance and other services. Plus, its business bankers are dedicated to getting to know each business and its proprietors personally, so they can serve as trusted advisors to help the company achieve its financial goals

DISCOVERY FEDERAL CREDIT UNION

Launching commercial loans in January 2010, Discovery Federal Credit Union is stimulating the local economy by granting small business loans to local entrepreneurs. Enabling business owners

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



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2011 FSA Rule Changes: POTENTIAL IMPACT



EFFECTIVE MANAGEMENT

By Janie Oehlert, Director, Health Care & Workplace Solutions,
MidAtlantic Employers' Association, www.meainfo.org

The IRS recently released Notice 2010-59 clarifying the limitation imposed by health care reform on the eligibility of over-the-counter (OTC) drugs for reimbursement from health FSAs, HRAs and HSAs. The new law requires that, beginning January 1, 2011, OTC drugs except insulin must be prescribed by a physician in order to qualify for reimbursement.

While the complete impact of this provision is currently unknown, one effect is apparent— if you utilize debit cards for your FSA plan, your employees will need to use paper transactions to get reimbursed after December 31, 2010 for OTC drugs that are prescribed. The IRS has determined that the current debit card systems are “not capable of substantiating compliance.” Employers will need to check with their TPA to determine the process for substantiating OTC prescriptions on and after January 1, 2011.

Other issues can only be determined as time goes on, such as:

- Will doctors be willing to take the time to write prescriptions for OTC medications, such as aspirin, allergy medication, heartburn remedies, etc.?
- Will health care costs increase due to consumers scheduling more doctor's appointments to obtain OTC prescriptions?
- Will consumers request true prescription-only medications instead of OTC drugs so they don't have to deal with paper claims?
- Will some consumers stop seeing value in an FSA plan due to the more cumbersome requirements?

Based on various conversations with our MEA member companies, many of them struggle every year to “sell” employees on the benefits of an FSA. That “selling” may have just gotten tougher. ■

If you have any questions about health care reform or your employee benefits plans, please contact Janie Oehlert, MEA's Director, Health Care & Workplace Solutions at 610.9947635 or joehlert@meainfo.org.



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(L to R) Monica Dotts, Massage Therapist; Greg Henderson, Acupuncturist; Alina Szypyska, Acupuncturist (Owner/President); Peter Judd, Tai Chi Instructor; Kathryn York, Massage Therapist

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"BUZZ AROUND THE BLOCK"

(Continued from page 12)

to expand their business, open new locations, start new ventures and hire more people (creating more jobs in our community), have been just a few of the success stories from business members at the credit union.

As a not-for-profit financial cooperative, Discovery is able to offer commercial loans at a lower price with fewer fees. The credit union's lending professionals establish member relationships focusing on service and the delivery of individualized financing solutions. Business owners can take advantage of Discovery's products and services if they live, work, worship or attend school in Berks County. There is no membership fee, you are simply asked to deposit and maintain a \$5.00 balance in your basic savings account – this is your 'share' of the credit union, as credit unions are owned by their members.

"We are excited to share Discovery's extensive suite of business products, local convenience and personalized service with residents and businesses in Berks County," said Ed Williams, President / CEO – Discovery Federal Credit Union. "Discovery has a great team of professionals and together we

will continue to help our members start new businesses, expand their existing business, purchase equipment, construct new facilities and more."

Discovery currently offers commercial real-estate loans, equipment and vehicle loans, secured and unsecured business loans and working capital lines of credit. In addition, business members enjoy interest-bearing checking accounts, money market accounts and savings options. The credit union is federally insured by the National Credit Union Association (NCUA). To learn more about Discovery and how the credit union can make your business prosper, visit www.discoveryfcu.org.

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



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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

The Victory Bank currently has twenty employees with over 300 collective years of experience with additional growth expected in the upcoming years. "Our employees are our most important asset, period. We built the bank with the understanding that we were going to hire the best bankers. We involve our employees in the process and let them make decisions...We really are a community bank and want to be the employer of choice. The decisions are made here by people who live, work and have a stake in the success of our community as a whole," says President and Chief Lending Officer, Rich Graver.

The Victory Bank's employees are unified by one single statement of purpose to optimize the financial lives of businesses, professionals and consumers living and working primarily in Montgomery, Chester and Berks counties. They do this through a defined set of values that include extraordinary personal service, integrity, creditability, fairness and respect. "The Victory Bank is really about the client experience," says Chairman and CEO Joe Major. "It means a whole lot of things to our clients; it means we are available to talk and meet with you at a convenient time at your place of business, it means that a live person will answer the phone and you will never get stuck in a maze of voice mail, it means that we get to know our clients and understand their business beyond numbers on a financial statement. We always strive to do what is best for our clients, even if it does not generate immediate return to the bank."

Ultimately, The Victory Bank measures their success through the outlook of their clients, whose total satisfaction assures their corporate growth and financial success now and in the future.



The Victory Bank's President and Chief Lending Officer, Rich Graver & Chairman and CEO Joe Major.

Perfection is their inspiration. "People are looking for a better banking experience. That's the appeal of what we offer, a locally owned company where the shareholders and owners live here and the service is impeccable," says Mr. Major. "We invite you to experience the difference."

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



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RIDE TO PROSPERITY

**STRATEGIES FOR ECONOMIC COMPETITIVENESS
IN GREATER READING — PART 6**

QUALITY OF PLACE

(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 fifth of five key themes and action plans: Quality of Place.)

OUR CHALLENGE:

In today's economy, healthy and prosperous communities depend upon the sometimes elusive concept known as "quality of place." Quality of place can take many forms, but it generally involves a community that is "genuine" and that is a nice place to live and to visit. Effective quality of place strategies build upon a region's history and natural endowments. At the same time, they develop new amenities that attract visitors and new residents while engaging current residents in new ways. Excellent local projects, such as the Penn Corridor, are already underway. Additional investments throughout the entire County are needed, and we also need to further leverage and capitalize on significant recent Reading-based investments like the Sovereign Center, the Sovereign Performing Arts Center, GoggleWorks, Miller Theater and new parking facilities.

Under the auspices of the Greater Reading Convention and Visitors Bureau, Berks County has developed an effective set of strategies and programs to promote the region as a wonderful place to visit. Our coalition is focused on extending this excellent work to help fur-

ther promote Berks County as an attractive and desirable locale for current or new residents.

Economic development experts often talk about building communities that are good places to live, work, and play. "Play" is one primary focus of this part of our collective work. Our Quality of Place efforts seek to identify leverage points and activities that will help strengthen the County's reputation as a recreation and lifestyle center. This work includes a strong emphasis on promoting Berks County's assets in the field of arts and culture, and would consistently highlight such assets as the Reading Public Museum, the Reading Symphony Orchestra, and dozens of additional arts and culture-related activities and venues. An art map, currently in production, will highlight various arts and culture venues in and around the City of Reading.

In the near future, our quality of place working group will work to develop a new set of strategies to build on Berks County's beautiful natural amenities and eco- and adventure tourism potential in areas such as hiking, biking, hunting, fishing, camping, and kayaking. If funds can be found, this effort will likely

(See "Ride to Prosperity" on page 19)

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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

large selection of services for their businesses too. By utilizing the commercial lending, checking, investment and MasterCard® services at Diamond, it allows them the time to focus their energy on what is more important...growing their business" stated John Faust, President/CEO of Diamond Credit Union.

As a local, small business itself, Diamond recognizes the needs of the community to have a financial institution that understands the challenges of small businesses. Nearly every day, Diamond is adding new business partners, knowing that they have the products and services to meet their needs, and continues to be well-positioned as a vital component of the small businesses in the region. "Diamond is able to apply the same passion of servicing our members' personal financial needs by also helping them to achieve their business goals. From basic financial needs through long-term plans, Diamond should be considered an integral component of local businesses," added John Faust.

Headquartered in Pottstown, with additional offices in Reading, Diamond offers Business Services to small- and medium-sized businesses in Berks County and the Tri-County Region. Unlike larger financial institutions, Diamond serves only the individuals and businesses in this area. Whether you're a business of 1 or 100 employees, the Business Service division at Diamond is available to help you assess your business needs. Visit the Business Services section online at diamondcu.org or contact Angela Wertz, Business Development Officer, directly by calling 800.593.1000 extension 2076.

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RIDE TO PROSPERITY

(Continued from page 17)

entail specialized marketing, such as in now used in efforts such as Northeast Pennsylvania's Upstatepa.org or West Virginia's "Wild and Wonderful" ad campaigns. This work could also involve expanded support to bed and breakfast owners, outfitters, and other firms that serve this market.

This effort would be packaged as part of a wider strategy to brand the County as a great place to live, work, and play. Berks County can also do a better job of building connections with students at our five local colleges and universities who presently serve more than 24,000 students.

We are proposing a number of initiatives tied to these objectives. First, our community should expand program-

ming and activities for students at the five local colleges. These efforts, modeled after ongoing programs in Philadelphia and Lancaster, seek to introduce students to the community via nightlife, education programs, and internship and training opportunities. (Philadelphia's program, "One Big Campus," can be accessed at: www.onebigcampus.com. Lancaster's effort, "Campus Central," can be accessed at: www.campuscentral.org.)

The purpose is to build community awareness so that more students will consider remaining in the region after graduation. This effort should build on the current Berks Works initiative and the ongoing work of the Greater Reading Young Professionals Group. GRYP's work is already underway, kicked off with a career fair and networking event held in April.

Our Quality of Place working group is committed to supporting the ongoing development of the Penn Corridor. Under the auspices of the Penn Corridor Initiative, this effort has been quite successful — especially in the development of Penn Avenue in West Reading as a dining, shopping and nightlife destination. Existing Corridor committees are in place to address key issues around signage, maps, website development, and partnerships with residents of key districts within the Corridor.

Our working group is focused on generating similar benefits within the City of Reading, especially the sections located on 400-500 block of Penn Street. This district could serve as an additional local

(See "Ride to Prosperity" on page 21)

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Does Workers' Compensation Require Job Retraining?



LEGAL PERSPECTIVES

Daniel E. McCabe, Wolf, Baldwin, and Associates, P.C.

If I'm hurt at work, does my employer have to find me work or retrain me? The answer to this question is a bit of a mystery to many injured workers, and often to their employers as well. The

general answer is no, there is no obligation on the employer's part to retrain, rehire, or find alternative work for an employee after an injury at the work place. However, as is frequently the case in law, the general answer doesn't tell the whole story.

One of the most important facts that eludes both the employer and the injured worker after an injury at work occurs is that once a workers' compensation insurance carrier accepts a work injury as "work related" and begins paying weekly wage loss and/or medical benefits, it must continue to do so until the claimant returns to some type of work, or until a Workers' Compensation Judge issues an order either stopping or modifying those benefits. Injured workers, or "claimants," are often told by their employer that if they do not go doctor's appointments or try a light duty job, workers' compensation will simply "close" their case. However, this is certainly not the case, and benefits will not be stopped, at least not legally, without a Judge's order.

So what are the obligations of both the employer and the claimant to find or provide work or retraining after an injury has been accepted? First, there is no obligation for the employer to retrain the injured worker. If the claimant wishes to retrain himself by returning to school or some other type of training, the employer is not obligated to pay for the retraining or schooling. For claimants who suffer a career-ending injury while working in a heavy lifting type of job, retraining themselves for a lighter type of work is often their only option for finding further employment. Claimants will generally continue to receive workers compensation benefits until they are able to return to some type of employment, but job retraining is not on the menu of potential

(See "Legal Perspectives" on page 22)

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RIDE TO PROSPERITY

(Continued from page 19)

attraction that could link well with other downtown assets such as the GoggleWorks, the Sovereign Center, and the Miller Theater. The Reading Market, cited earlier, should also be a part of this effort. We recommend that the City, and lead partners, develop a specific redevelopment plan for these specific blocks. The Blighted Property Committee and process should be more aggressively used to address abandoned properties in this area. The City should also use the Act 47 process to expedite access to funds for this purpose.

Our focus on the 400-500 blocks of Penn Street would be part of a wider strategy to improve key "nodes" on the Penn Corridor. At present, the quality of development along the Penn Corridor is very uneven. Some locations, especially in West Reading, have become very

desirable destinations, but key parts of the Corridor, especially in the City, lack important amenities. Future Penn Corridor development efforts should emphasize upgrades at these important, and presently underserved, nodes. We hope that current efforts to reach out to residents, and to identify district chairs in key neighborhoods, will help spur participation in activities along the entire corridor.

Finally, our group also supports the expansion of the current room tax to include all portions of Berks County. If Greater Reading is serious about marketing itself as a destination, it must generate additional resources to support this work. This move would provide additional and needed resources to market and promote our Quality of Place-related initiatives. ■

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: From Vision to Reality: Action Plan Implementation.)



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LEGAL PERSPECTIVES

(Continued from page 20)

benefits under workers' compensation in Pennsylvania.

But what are the obligations if the employer offers light duty work to the injured employer? This is often a tough question to answer, but the again, the general answer is that the claimant must at least make a good faith effort to try the light duty job. In *Kachinski v. WCAB (Vepco Construction Co.)* 532 A.2d 374 (Pa. 1987), the Pennsylvania Supreme Court, in a landmark decision, laid out the test for how an employer can suspend or modify a claimant's benefits based on a job offered by the employer. First, the employer must show a change in the injured worker's condition (i.e. the ability to do light duty work). Second, the employer must notify the claimant of an open and available job which the claimant can perform given the claimant's changed condition.

Next, the burden shifts to the claimant to show that he made a good faith attempt to perform the work. Finally, if the claimant is unable to perform the work, benefits will continue. There are some technical requirements that must be complied with as well — the employer must issue certain forms, there must be a proper job offer that allows the claimant to know what the offered job entails, etc. A more detailed analysis of these legal questions has been the subject of years' worth of litigation, and is beyond the scope of this article.

Often, the claimant does not feel that he can perform the job offered and therefore does not even make an attempt to try it. Lengthy litigation often follows thereafter, where the employer tries to show that there is open and available work for the claimant and that workers' compensation benefits should be modified by the amount of money the claimant could have been making while performing that job.

The mistake made most often by

claimants after a job is offered is that no attempt is made to even try the job. Many claimants complain the job offered is not the same hours, or the same pay, or quite frankly, it is "beneath" them. Nevertheless, absent a union or employment contract to the contrary, the employer is not obligated to offer the same type of job as the claimant had performed before, or the same hours. Nor is it obligated to offer a job at the same pay rate or even the same shift. If the employer offers a job at a lower rate of pay or for less hours than before the work injury, it will be obligated to pay the claimant temporary partial disability benefits, or "TPD." This is often the case when an employer can accommodate light duty restrictions by offering a 40 hour job, but can not, or will not, offer overtime as part of the job even though the claimant performed overtime prior to the injury.

If the claimant worked overtime before the work injury, and the light duty job only offers 40 hours per week at the same rate of pay, the employer will be obligated to pay two-thirds of the difference in pay. Further, if the light duty job offers less money because of the loss of a shift differential, or any other reason, a partial disability benefit will be owed. The partial benefits due in these situations are often overlooked or unknown to injured workers. However, a partial disability benefit would not be due if the claimant does not make a good faith effort to attempt the job.

What amounts to a "good faith" attempt at performing the job can often be a tough question to answer, but generally, if the claimant at least tries the job and cannot perform the job, then benefits will continue. But each case is often very fact specific. If claimant only lasts one day, is that a good faith attempt? If the claimant only lasts one hour, and must stop due to increased pain, is that

(See "Legal Perspectives" on page 24)



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LEGAL PERSPECTIVES

(Continued from page 22)

good faith? Again, the courts will look at the specific facts of each case. The best thing a claimant can do in these situations is at least make the attempt, which often does not happen. Employers will often offer jobs that amount to the employee doing nearly nothing. For example, a large employer may offer a job where the claimant simply sits and watches a conveyor belt.

For the most part, a claimant must at least attempt doing even this job. If the claimant can perform the job, then the employer may modify or stop paying wage loss benefits altogether. However, if an employee can show that the employer is merely creating a meaningless or useless job in order to not pay workers compensation benefits, then the employee may be able to show that the employer is not offering a job in good faith and benefits may continue. Again, the claimant would be wise to at least attempt the job, and a judge would look at the specific circumstances surrounding the case.

The employer is not obligated to offer any type of retraining if the employee can no longer perform the type of work he or she used to perform. Claimants often believe that the employer or insurance

carrier is attempting to retrain the injured worker when there is a request to be interviewed by a "vocational counselor." However, the purpose of this interview is usually only to attempt to show that the claimant is capable of some type of work, and only happens if the employer does not have a light duty job to offer. The employer will then attempt to prove that it should be able to modify a claimant's benefits by the money he or she could be making by showing that there are available and vocationally appropriate jobs in the workforce. This process is very complicated and technical, and certainly involves lengthy and costly litigation. But the short answer to the question of whether the employer has the obligation to retrain an injured worker is no. Questions about these procedures to modify or suspend workers' compensation benefits should be directed to experienced Pennsylvania workers' compensation attorneys. ☐

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

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COMMON SENSE Just How Common Is It, Really?



ON LEADERSHIP

Kenneth D. Richardson, PhD, Redwood Enterprises

"Whenever you find yourself on the side of the majority, it is time to pause and reflect." — **Mark Twain**

I was recently in attendance at a seminar on business leadership in which the importance of "empowering workers" briefly became the focus of discussion. This is by no means a new issue. We know that excessive restrictions, and the "micro-management" of workers' activities can indeed be frustrating, de-motivating, and can even arouse resistance and rebellion. On the other hand, it is easy to lose track of those facts when dealing with problem employees, deadlines, complexity, and various other problems that are a part of doing business in the 21st Century. It came to pass however, that one bewildered participant blurted out in an exasperated voice, "But empowering workers, why that's just common sense!" To him it was too obvious and true to waste our time discussing.

I was troubled by his response— not because of what he said, but by how automatic, absolute, and dogmatic his expression was. No question that "worker empowerment" as a management tool has its place, but I have to suggest that it needs to be applied intelligently. In some work situations, there is no question that freeing up workers will keep them more motivated and help them to get more done. But that same approach can lead to chaos if applied without being sensitive to what kinds of results it's likely to bring. I think a better rule is "Get the right tool for the right job."

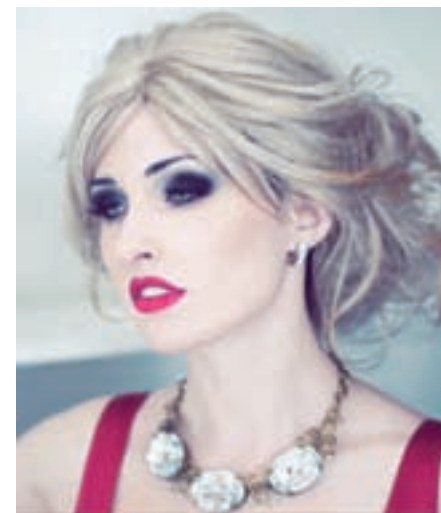
Don't let political correctness set the standard

If one's main goal is to be politically correct, then by all means the rule is "empowerment, empowerment, and more empowerment." It sounds humane and progressive. On the other hand, if one's main goal is to be an effective leader, then we're talking about something much

more serious than appearing politically correct. There is no hard and fast rule that will work if applied in a rigid fashion, especially when you factor in the differences between individual human beings.

The best leaders are always going to be those that know their work situations and their people well enough to make

(See "On Leadership" on page 27)



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ON LEADERSHIP

(Continued from page 25)

sound judgments that will maximize performance, regardless of what the popular trend happens to be at a given moment. Sometimes the most unpopular choice is actually the best. When it is, the truth will come out over time regardless of what the immediate social responses to it are.

Liking vs. respect

Years ago, David McClelland, a well known researcher of success in business, published an article called "Good Guys Make Bum Bosses." In it, he discussed some research findings indicating that leaders who were overly concerned with being liked were not as effective as those who cared less about being liked and more about getting the job done. In many cases, the nicest ones frustrated and irritated the very subordinates that they were trying to keep happy. Their need to please others led to confusion about priorities and a lack of clarity regarding goals. This led to their being seen as weak, which undermined their credibility as leaders. There is also plenty of research showing that rigid and insensitive leadership can fail as well, but that was the subject of last month's column.

I think that what McClelland's work

showed was that people expect leaders to lead first, putting results above the more immediate concerns with being liked. By emphasizing and focusing on results, you can engender a respect that is much more functional than simply being seen as "nice." The truth is if you really understand the needs of those who work under your authority, you'll know when it's time to apply the pressure. They'll appreciate it later. As the old adage says, "Nothing succeeds like success."

People are genuinely satisfied and motivated when the results of their efforts are what are truly needed at the time. Nothing is more pleasing than a job well done. One of my most fun jobs ever was doing construction electrical work during my time in graduate school. At the end of each day, I could see exactly what I had accomplished with my hands, which was actually an exhilarating experience.

Clear goals and the ability to communicate them

Different leadership styles, whether they're based on being more overtly demanding or more on leading by example, have been known to work effectively.

(See "On Leadership" on page 28)

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ON LEADERSHIP

(Continued from page 27)

Despite these differences, what the ones that generate good results seem to have in common is clarity of direction. Clear goals that are understood and make sense are among the better motivators to be found in the business world.

This of course also raises the issue of communication skills, another essential. One of the last genuinely admired Presidents of the United States was Ronald Reagan. His values and direction for the country were understandable and clearly stated, earning him the nickname "the great communicator." He was also passionate in his expression, signaling strong commitments to his positions. Even if you disagreed with some of his policies, you still felt optimistic about the future after hearing him address the nation.

Common sense? A trickier concept than is often believed

At the outset of this article, I cited that at a leadership seminar, one participant identified the need to empower workers as simply "common sense," expressing surprise at our need to discuss it. This got me thinking. I find the whole notion of common sense appealing, but also have to ask some questions about what it actually is. One way of looking at it could involve the idea of it consisting of those things that are so obvious that they need not be taught in a formal sense. Another might be to regard it as those things that everybody knows, or should at least be able to figure out. This last designation has a statistical ring to it, since it suggests that that it is widely distributed or readily available to most, or at least a lot of folks. Neither of these works however, if you stop and think about it. Here's why:

One person's common sense is another person's "BS." A large part of my formal education was in the field of psychology, and as a young "psych major," I took a lot of criticism. Some critics suggested that it was stupid to major in psychology because it was all common sense. Others mocked my pursuit of that field because they claimed that it was all "BS." Both groups said I was wasting my time, but their judgments of how and why were completely contradictory. Such is the nature of common sense.

Common sense may give us truisms, but not when they apply and when they don't. The fellow who said that the need to empower workers (give them a lot of choices in how to arrange their work) was simply "common sense" saw it as something that isn't bound to conditions. That's too simple—you can have too little order or too much order in a work setting. It all really varies with the nature of the work and the individuals involved. There is no rigid guide. Good leaders are exceedingly insightful about what approach to take and when to take that approach. This goes beyond the simple generalizations that we so often

(See "On Leadership" on page 30)



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ON LEADERSHIP

(Continued from page 28)

accept as common sense. Common sense is not all that common. Driving safely only takes common sense, doesn't it? Keep your car positioned in your lane, don't tailgate, signal when turning or changing lanes, and drive at sensible speeds, right? Wrong. Common sense is not the prevailing mentality on our roads, and the excessively high rate of accidents bears that out. In a slightly different vein, look at the ways many businesses are run, and you'll see why we're in an economic crisis. Also, take a look at our government. It's pretty clear that whatever the best name for it would be, the kind of sense we need is anything but common.

Every researcher or successful leader who has commented on the subject agrees that our country is clearly suffering from a dearth of effective leadership. Most refer to the situation as a crisis. If common sense was the answer, we wouldn't be in this situation. The fact of the matter is, its time that we admit that common sense isn't common. Fred Fiedler, long term researcher and writer on leadership once offered what he called a "contingency model" of leadership. Eliminating the fancy language, his point was that the most effective leaders are those who have the capability to know when it's time to crank up the pressure, but whose good senses also allow them to know when it's time leave their subordinates more to their own devices.

If you study history, you'll see myriads of examples of effective leaders who managed to produce some spectacular results under the worst conditions. One thing that those who aspire to be the best that they can be do to help themselves and their subordinates is to study such cases. Get to know history. You'll find that none of the really great leaders were bound by a simplistic form of common sense. What they were able to do was to masterfully apply the right kind of logic at the right time. They got the right tool for the right job.

Most of all, those who were effective had a keen appreciation for the complexity of the situations that they faced, their subordinates' strengths, their own weaknesses, and the capacities of the competition they faced. Can these abilities be developed? Evidence from both history and behavioral science say that it is possible, but it goes far beyond anything like common sense. It takes a lot of boldness, vision, and the willingness to learn from mistakes. For some people, just admitting that they're ever wrong is a near impossibility. Simply summarized, it takes the kind of sense that is anything but common. ■

Redwood Enterprises is a business consulting, training, and coaching firm specializes in helping business owners to make sure that what they do every day reflects their strategic plans. Ken is available for speaking engagements on business related topics, and can be contacted via email at ken@redwood-enterprises.com.



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Donating Real Estate to Charity



INVESTMENT IDEAS

By Jim McGuire, Wells Fargo Advisors

Charitable contributions typically take many forms — cash, check, used clothing, cars, even stocks and bonds. But it's also possible to donate real estate to charity — subject to certain conditions. Real estate is a huge untapped source of contributions that can generate tax and other benefits for the donor.

Not all charities accept contributions of real estate. Many don't want to be landlords or aren't set up to handle real estate transactions. Those that will take real estate donations prefer to avoid properties subject to mortgages or with known environmental problems. To preserve your tax deduction, the charity must either use the property for its designated exempt purpose or sell it and use the proceeds to carry out its mission.

Tax-Deductible

The biggest advantage of donating real estate to charity is the tax deduction. **Tom Ochenschlager**, CPA, vice president of taxation for the **American Institute of CPAs** in Washington, D.C., says, "If you donate real estate to charity, you can deduct the fair market value and you don't have to pay any capital gains taxes." But, he cautions, there are limits on the amount of contributions you can deduct. "The general rule is you can

deduct contributions up to 50 percent of your adjusted gross income. If your AGI is \$200,000, your contribution limit would be \$100,000." Any contributions you can't deduct in the current year can be carried forward for up to five years.

Ochenschlager cites the example of someone who donates land for use as a city park. "If you bought the land for \$50,000 and it's now worth \$1 million, you're eligible for a \$1 million deduction. However, if your AGI is \$200,000, you'll only be able to use up \$500,000 of the deduction over five years." There are, he says, several ways to work around that problem. "You can give the charity a partial interest in the property and spread out the donation. But that's tricky to do with real property."

The more common solution, Ochenschlager says, is a bargain sale. "In the earlier example, the person donating the parkland might agree to sell the land to the city for \$500,000 and take a \$500,000



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charitable contribution — the amount they can deduct over five years.”

Ochsenschlager's example highlights the importance of careful planning when giving real estate to charity, in order to maximize the benefits to you and to the charity. He says it's also very important to get an independent appraisal of the donated property's fair market value from a competent appraiser. "If the appraisal is significantly off, the tax penalty is enormous — up to 40 percent of the deduction."

Contribution Alternatives

You can donate virtually any type of real estate to charity. Good candidates include second homes, inherited property, vacant land or rental property. Ochsenschlager says he once represented a client who donated property with scenic coastal views to a nature conservancy to prevent future development of the land. Typically, as property owners get older, many no longer wish to pay taxes on properties they once used for recreation or to generate income.

Real estate contributions can be structured in a number of different ways:

OUTRIGHT GIFT. You transfer the property directly to the charity, which then usually sells it and uses the proceeds for charitable purposes.

BEQUEST BY WILL AT DEATH. Your estate gets a charitable deduction for the property's fair market value, and your family won't have to deal with the upkeep and sale of the property.

CHARITABLE REMAINDER TRUST. This option lets you make an irrevocable gift today while receiving substantial tax benefits and an income stream for your lifetime (or the life of you and your spouse). When the donor dies, the trust assets go to the charity.

LIFE ESTATE. You can donate property to charity and retain a life estate, which gives you the right to continue to occupy the property until your death. You also get a current tax deduction based on IRS tables. This strategy is helpful if the property is a residence you want to continue living in until you die.

Ochsenschlager says the tax-exempt organization that receives the property
(See "Investment Ideas" on page 34)

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(Continued from page 33)

must sign a form acknowledging that they have received it and that they are using it for their exempt purpose. The form needs to be attached to your tax return. "The IRS is very particular about the formalities being observed, so consult your tax advisor to make sure you don't jeopardize your deduction." 🗑️

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Together, we can discuss:

- Whether donating real estate to charity is an appropriate strategy for you
- How large a contribution your AGI will allow you to deduct over five years
- The best way to donate real estate to your chosen charity based on your needs, goals and desires

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**Happy New Year and we
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We invite you to join the Chamber in celebrating the accomplishments of a few businesses during the past year. On Wednesday, January 19, 2011 the Chamber will host the Boyertown Area Progress Dinner. This evening of celebrations includes recognizing the

Rotary Club of Boyertown with the presentation of the James K. Boyer Award to their organization. The talented students from the Boyertown Area High School will also present a video they produced highlighting the development/expansion of the following businesses: Bause's Super Drug Store; Douglass Town Center; Fred Beans Collision Center; and Grace Independent Baptist Church. Join us at La Massaria at Bella Vista Golf Course in Gilbertsville.

While focusing on looking back, we are also looking into the future! The Chamber's Annual Economic Forecast Breakfast will be held on Thursday, January



13, 2010. Mr. Jim King, President and Chief Investment Officer of National Penn Investors Trust Company, will once again review his 2010 predictions and provide his insight into what we can expect with the financial landscape in 2011. Join us at Copperfield Inn at Lakeside.

We see New Contacts/Customers in your future! Return to Copperfield Inn at Lakeside, the evening of January 13 to network with hundreds of business people from the memberships of Perkiomen Valley, Phoenixville Regional, Spring-Ford, TriCounty, and Upper Perkiomen Valley Chambers of Commerce.

See page 37 for more details on all of the events listed above. I look forward to seeing you at at least one of the events listed above!

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Eileen Dautrich, TCACC President

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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.

Call Jeff Dentler, VP of Finance and Technology, for questions about your database listing, the Chamber Website, or Website Sponsorships.



FREE EVENTS: CHAMBER 101

Thursday, January 6, 3:30PM AND Tuesday, January 18, 8AM
Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown PA, 19464
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.

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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

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Thurs., Jan. 6
11:30 AM – 1:30 PM

WOW LUNCHEON

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

"Beyond the Simple Will" will be the topic as Kathleen Martin, Esquire, CELA, discusses wills, financial, and healthcare powers of attorney with living wills, how they work and why they are important not only for yourself but when caring for a loved one. She will also touch on elder law issues and how it impacts the above.

\$28 per Member prepaid or at the door; \$36 per Member invoiced. Members only.

Sponsorships Available

Tues., Jan. 11
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 and highlight your business 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., 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

We invite you to join us at the Chamber's Annual Economic Forecast Breakfast scheduled for Thursday, January 13. The 2011 Breakfast will feature **Jim King**, President and Chief Investment Officer of National Penn Investors Trust Company. Join us at the Copperfield Inn at Lakeside from 7 to 7:30 AM for networking and the program will begin at 7:30 AM.

\$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member
Sponsored by: National Penn and National Penn Investors Trust.

Thurs., Jan. 13
4 - 6 PM

5 CHAMBER MIXER

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

Join Members of the TriCounty Area, Perkiomen Valley, Phoenixville, Spring-Ford, and Upper Perkiomen Chambers of Commerce for a super charged evening of Networking. Expand your network!

Members Only (of at least one of the 5 participating Chambers). No Charge.
SPONSORED BY: Verizon

Weds., Jan. 19

BOYERTOWN AREA PROGRESS DINNER

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

4:30 PM
6 PM

Event Highlights Include – James K. Boyer Award presented to Rotary Club of Boyertown and a video produced by Boyertown Area High School Students will be presented and will feature the progress of four local companies: Bause's Super Drug Store, Douglass Town Center, Fred Beans Collision Center and Grace Independent Baptist Church.

Platinum Sponsors Include – Cabot Supermetals; Martin Stone Quarries, Inc.; Media Fusion Technologies; Pottstown Memorial Medical Center. Additional sponsorship opportunities available, contact the Chamber Office at 610.326.2900.

Inclement Weather Date: Wednesday, January 26, 2011.

Call Kitty Papp,
Special Events
Director, for more
information or to
sponsor an event.



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

EVENTS

Thurs., Jan. 6
3:30 PM

CHAMBER 101

*Chamber's Conference Center, 152 E. High St., 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., Jan. 18
8 AM

CHAMBER 101

*Chamber's Conference Center, 152 E. High St., 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., Jan. 25
4:30-6:30 PM

MEMBERSHIP MIXER

Walnut Woods, 35 North Walnut Street, Boyertown, PA 19512

No charge. Members Only. Reservations Appreciated.



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.

**Visit tricountyareachamber.com for
Chamber Events and Community Events**

SAVE THE DATES

Weds., Feb. 16

WOW LUNCHEON

11:30 AM – 1:30 PM

Spring Hollow Golf Club

Margaret W. Merritt, CPA with Maillie, Falconiero & Co., LLP will present the keynote presentation focusing her remarks on Maintaining Your Financial Records and Tips to Help Prevent Identity Theft.

\$28 per Member prepaid or at the door; \$36 per Member invoiced. Members only.

Thurs., Mar. 10

MEMBERSHIP BREAKFAST

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

7- 7:30 AM
7:30 AM

Networking Program

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

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

BECAUSE YOU *Belong...* MEMBER BENEFITS

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

WINTER SKI CONSIGNMENT TICKETS:

FEATURED MEMBER BENEFIT OF THE MONTH

Discounted tickets to **Bear Creek, Camelback, and Jack Frost/Big Boulder** are available for all Chamber Members. Don't forget that all employees of a Chamber Member company are also Chamber Members and can take advantage of these great discounts. Other discounted tickets available at the Chamber office include: **Carmike** and **Regal** movie theaters, **Adventure Aquarium**, and **National Aquarium**.

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.



ALWAYS BUY CHAMBER!

The "Shapiro Study" states:

Consumers think more favorably of a company if the company is a member of its local chamber.

Consumers are more likely to buy goods and services from a company that they believe is a member of the local chamber.

Visit the Business Directory at tricountyareachamber.com! Share the Business Directory at tricountyareachamber.com with your co-workers and contacts – encourage everyone to **ALWAYS BUY CHAMBER!**

Whether you are planning celebrations, improvements to your home or office, seeking advice on how to accomplish your New Year's resolutions – Check out a chamber Member that can provide you those goods and services.

SPONSORSHIP = BRAND AWARENESS, PUBLICITY, NEW BUSINESS

COFFEE SPONSORSHIP



Coffee Sponsors are provided an outlet for exposure to post their marketing materials and "take-aways" on the coffee carts throughout the Chamber's Conference Center for visitors to view. This sponsorship opportunity is available each month.

Sponsor - \$50.00 per month

Benefits: Place your promotional materials on the coffee stations, materials (from you) must be dropped off at least one (1) week prior to the month of your membership (framed signs, flyers, brochures, business cards, pens, & other promotional items), Chamber staff will announce your company as the Coffee Station Sponsor at all meetings, seminars, & other events which might take place in the Chamber's boardroom, where coffee & other refreshments are provided.

WOMEN OF THE WORKFORCE



Women of the Workforce (WOW) Luncheons are held monthly and feature a speaker of interest to women in business. Luncheons are held at a Chamber Member venue and provide a great networking opportunity for all Members.

Co-Sponsors - \$150.00 per sponsorship, per luncheon

***2 sponsorships available per luncheon**

Benefits: 3 minutes to speak at WOW, giveaways on the tables at the WOW luncheon, display table at WOW, your company name used in all promotions for the event (email to Members), and company logo on appropriate promotional materials.

YOUR MEMBERSHIP MEANS — YOU WILL... BE SEEN.

Make sure it is known that you are a Chamber Member.

- 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.

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

NOVEMBER BREAKFAST



At the November Breakfast the following new members were introduced and welcomed to the Chamber: Lee Levengood, Everything Postal, Inc.; Gary P. Lewis, Esq. of Gary P. Lewis Attorney at Law; Felix Roy of American Credit Counseling Institute; Ken Richardson, Redwood Enterprises; Mary Jane Youse, Direct Tools Factory Outlet; Kimberly Wisser, Money Management International; Judy Lupas, Judy Lupas Fine Artist

The November Breakfast was held on Thursday, November 11 at Spring Ford Country Club. The Breakfast meeting featured Gene Barr, VP of Government and Public Affairs for the PA Chamber of Business & Industry.

Gene's presentation focused on the recent election and its impact on the future of Pennsylvania business. Gene touched on what the election results mean for job creation. Hot topics in Harrisburg like – the pension plan, taxes, the budget deficit, and unemployment were all areas of interest to the membership and items that Gene took time to share his perspective on.

He believes there is a great deal of work ahead for the Corbett administration. The program allowed time for questions. Attendees were very engaged in Mr. Barr's presentation and asked several questions related to comments made in the presentation but also several questions on additional PA issues. ■

November Breakfast Sponsors include:

The Salvation Army of Pottstown, The Salvation Army of Boyertown,



and Pottstown SCORE.



Join us for the next Membership Breakfast, scheduled for Thursday, January 13. We invite you to join us at the Chamber's Annual Economic Forecast Breakfast. The 2011 Breakfast will feature Jim King, President and Chief Investment Officer of National Penn Investors Trust Company. Join us at the Copperfield Inn at Lakeside from 7 to 7:30 AM for networking and the program will begin at 7:30 AM.

Tip # 83: Be A Tag Team Mentor

Send your staff to events armed with the seminal secret of Positive Networking. Follow up with them after the event to find out whom they met and what they learned. Build a networking team spirit. Share that information within your organization. Remember the strength of weak ties and six degrees of separation. Try to discover what your team can do to help those new contacts.

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.

We Get What We Pay For

There has been a lot of press coverage over the past year on the US 422 Corridor. The coverage is focused on the issue of tolling, and whether US 422 will become a tolled facility. During 2010 the counties of Berks, Chester and Montgomery along with the Delaware Valley Regional Planning Commission have been studying the financial feasibility of tolling US 422. The study will determine if it makes financial sense to toll the facility. In other words, will the amount spent to collect tolls exceed the amount raised by toll payers?



Shayne Trimbell,
Project Coordinator,
GVF Transportation



This movement by the three counties is a direct reaction to the lack of transportation funding at both the state and federal level. When the SAFETEA-LU, the five year \$244.1 billion federal transportation funding bill expired at the end of September 2009 there was no new legislation ready for the president to sign. Rather than take on the politically challenging process of passing new legislation, the House and Senate decided to extend SAFETEA-LU. This extension was nothing more than a stop gap, a guarantee by the feds that the same level of funding would continue to flow to the states. Earlier in 2009 the American Recovery and Reinvestment Act (ARRA) was passed with \$60 billion in infrastructure funding. Congress has yet to seriously consider passing a transportation funding bill, which has forced states to remain in a financial holding pattern, while our infrastructure continues to age and the costs to repair and rebuild steadily increase. Since such a large majority of funding (eighty percent for highway and fifty percent for transit) comes from the feds, Pennsylvania now has to deal with a challenging problem.

US 422 is a highway on the Federal Aid Highway System (the white shield highways) and is competing for funds

region and statewide for funding to pay for the numerous improvement projects needed to handle current and future capacity. New bridges, interchanges and lanes all add up to significant expenses, much higher in cost than current funds allow. Without new funding streams made available, the projects continue to be pushed further and further back. Delaying projects delays traffic, which seems to only get worse each year. It is because of these reasons the three counties decided to explore alternative funding methods. It is the opportunity to find a new way to build new bridges, improve interchanges, and add lanes to alleviate traffic.

Although it has not been determined if tolling US 422 is feasible, a few facts have been made available, such as the method of tolling. The facility will not have traditional toll booths like the Pennsylvania Turnpike, but rather employ high speed EZ-Pass and high speed cameras to collect tolls. Collecting tolls will not slow down traffic. Once the money has been collected, it will stay locally, it will not be sent to Harrisburg to be used throughout the state. This means that every dollar collected will be spent on the US 422 corridor to improve traffic. That is the crucial element of the entire proposal, drivers will get what they pay for. We all want to see less traffic, safer bridges, and faster travel times. If every driver is asked to contribute small amounts, collectively the road will be improved by the very people using it.

Improvement on US 422 will no longer be held captive to traditional funding mechanisms. Proper funding will ensure proper improvements. Of course, if people do not want to contribute to make their commutes shorter and their ride smoother then we will get what we pay for, nothing. ■

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

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

WOW - WOMEN OF THE WORKFORCE

NOVEMBER WOW - PUT YOUR EMOTION IN MOTION!



"What image are you sending out to your customers?" was just one of the questions Linda Jacobs, Art Director at Epps Advertising, asked members at the November Women of the Workforce Luncheon hosted at the Copperfield Inn at Lakeside. She focused on the key role emotion has in marketing and selling your brand or service. To make sure you are communicating the message your company wants to send, you need to stand out to make yourself different from the other person. You have to sell yourself and know what differentiates you from your competition. Everyone in your office or place of business has to understand what you are trying to promote to your customers. Referrals and word of mouth get you your best customers. Linda left attendees with the following statement, "The only thing to make you remarkable is being work remarking about. Amaze the customers you already have." 📌

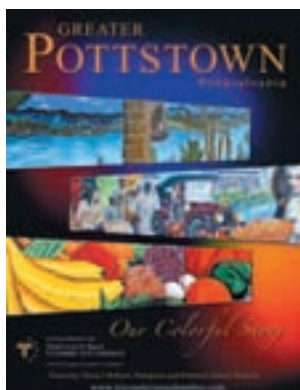
**The November WOW Event
was sponsored by
Diamond Credit Union**



Join us at the January WOW Luncheon – on Thursday, January 6.

COFFEE SPONSORSHIP

Thank you to Express Data Systems, Inc.
for their December Coffee Sponsorship!



POTTSTOWN BOOK PUBLISHED

The TriCounty Area Chamber of Commerce is proud to announce the distribution of the 2010 edition of the "Greater Pottstown Pennsylvania, Our Colorful Story" quality of life publication. The content of this book pertains to the Borough of Pottstown but also the communities represented in the Pottsgrove and Owen J. Roberts School Districts.

A special thank you to all of the TriCounty Chamber Member businesses that advertised in this publication. We appreciate your support.

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@tricountyareachamber.com.

ARE YOU CURRENTLY HIRING?

Let us know or stop by the Chamber Office to look through the RESUMES collected throughout the last few months. This month's resumes include:
FINANCIAL ANALYST – 1

WHO IS LURKING IN SOCIAL MEDIA?



Dan Reavy, (left) and Detective Kuter (right) answer questions from the audience.

"Who is Lurking in Social Media?" was the topic addressed at a Special Breakfast Presentation

Daniel Reavy, Director of External Affairs and Public Relations, Verizon; Raymond Kuter of the District Attorney's County Detective Bureau; and Skip Shuda, CEO, Philly Marketing Labs, addressed members of the TriCounty Area Chamber of Commerce at a special Breakfast presentation sponsored by the Verizon Foundation on Wednesday, December 1, at Brookside Country Club, Pottstown.

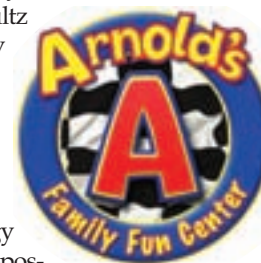
The speakers informed members on how Social Media such as Facebook, Twitter, and LinkedIn can be additional marketing tools but unfortunately, innocently posting information can leave you, your family, your employees, and your

business exposed to a criminal element. The presentation focused on the positives and negatives of Social Media and how to keep your family and business safe. With much of today's business being done through cyber space, many people can be vulnerable to identity theft. The presenters also stressed the importance of teaching your children the power of technology but how to use it responsibly. A question and answer period followed the presentation. 📌



SPEED NETWORKING: YOU MISSED IT.

A special thank you to the small, but powerful group that attended the recent Speed Networking event that took place on Tuesday, November 30, 2010 at the Chamber office. This is the type of experience you missed – "Networking Works" – Nancy Roggio, Sales and Marketing Director with Arnold's Family Fun Center in Oaks, PA met Carrie Robinson from Schultz Technology Solutions for the first time at the TriCounty Chamber's Speed Networking event. Carrie mentioned that her company was still looking for a place to hold their annual holiday party and after hearing all about Arnold's from Nancy, Carrie promised to take the Arnold's brochure and Nancy's business card back to her office.



"I heard back from Lisa Favorin, of Schultz Technology Solutions, the next day, then sent her an Arnold's event proposal based on her company's party needs and budget. A few days later, Lisa called back to confirm the party date and number of those who would be attending, and the Schultz Technology Solutions holiday party was officially booked for December 23. Now that is what I call Speed Networking," stated Roggio. 📌

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

CHILDHOOD OBESITY: WHAT ARE SCHOOLS DOING ON A STATE AND LOCAL LEVEL TO FIGHT THE EPIDEMIC?

NOTE: This is the third article in a four-part series on Childhood Obesity presented by the Pottstown Area Health & Wellness Foundation.

Corresponding Webisodes are available for viewing on www.missionhealthyliving.org.

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

Back in 2004, The Child Nutrition and Women, Infants and Children Reauthorization Act required that all education agencies develop wellness policies to address childhood obesity by the start of the 2006-2007 school year. Districts nationwide had to create at least one goal to improve wellness in the following categories: nutrition education, physical activity, availability of nutrition guidelines to students, and other school-based activities to address student wellness.

"Pennsylvania was one of the few states that actually collected and analyzed plans to ensure they addressed this problem of childhood obesity," said Elaine McDonnell, projects coordinator, Project PA. "If school districts [in Pennsylvania] sent goals that did not meet state standards, the schools had to rework those plans." Project PA was a collaboration between Penn State University's Department of Nutritional Sciences and the Pennsylvania Department of Education, Division of Food and Nutrition. The team partnered with schools and their communities to provide sound nutrition education and to promote children's healthy eating behaviors.

Pennsylvania school districts set goals and improved snacks and a la carte offerings to meet this required federal legislation for reducing childhood obesity. The state's multi-faceted approach included mandatory training sessions for all school food service directors and financial incentives to schools that adopted state-created nutrient standards for the a la carte food items offered at the school. Ultimately, nearly all school districts worked with the state to formulate plans that would target obesity in some way. While Pennsylvania schools addressed and improved the food available through vending machines and a la carte offerings, they still were missing opportunities for physical activity, which did not improve.

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. The report presents a series of specific recommendations, two of which involve school involvement—providing healthy food in schools and getting children more physically active through physical education, recess and other after-school opportunities.

Currently, the Pennsylvania Department of Education has new legislation in draft form under Chapter 12 that, if passed, will require schools to establish and maintain wellness committees to assess, plan and implement, monitor district and school health and wellness policies and programs. This will include setting up goals and measuring success in the areas of nutrition and physical education at the elementary, middle and high school levels.

What Are Our Local Schools Doing?

The local school districts have been involved in addressing childhood obesity on a state level for many years. However, the local schools in Pottstown and those within a 10-mile radius have another advantage that most schools in Pennsylvania, even the nation, don't have—grant funding available through a Foundation.

The Pottstown Area Health & Wellness Foundation provides grants, programs and educational resources to the Pottstown Area to enhance the health and wellness of area residents—but that did not include giving grants to schools in the very beginning. "Initially, we weren't sure if we should fund a public entity," comments Sharon Weaver, Board President, Pottstown Area Health & Wellness Foundation. "But, we soon real-

ized that schools could be instrumental in furthering our vision. All school districts, public and private, have initiated creative programs that continue to directly hit one of our target audiences—children."

"We as a community have been very fortunate that our area school districts have embraced health and wellness, which includes addressing the problem of childhood obesity," remarks Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation. "The schools have consistently and creatively submitted grant requests for programs and projects that have been effective and well received by the students, teachers, parents and community. We thank them for their continued efforts and dedication to improving the health and wellness of our youth."

There are many area schools using grants from the Foundation to improve the health and wellness of students. For more information about the programs offered for students and parents, please go to the school's website.

School: Boyertown

Grants: Healthy Hearts and Minds, Revise Recess

For More Information: www.boyertownasd.org

School: Daniel Boone

Grants: Healthy for a Lifetime

For More Information: www.dboone.k12.pa.us

School: Owen J. Roberts

Grants: Fit for Life

For More Information: www.ojrsd.com

School: Perkiomen Valley

Grants: Creating Healthy Opportunities for Students, Comprehensive Adolescent Fitness Program

For More Information: www.pvpsd.org

School: Pottsgrove

Grants: Wellness Center Project, Walk4Life, Dance Dance Revolution, SNAP, Five for Life Program, SNAP Academy

For More Information: www.pgisd.org

School: Pottstown

Grants: Safe Schools/Healthy Students, Healthy Snack Program, CATCH Kids Club

For More Information: www.pottstownschoools.com

School: Spring-Ford Area

Grant: Healthy Choices Project

For More Information: www.pvpsd.org

School: Blessed Theresa of Calcutta School, Schwenksville

Grant: Gymnasium Building Project for students K through 8

For More Information:

www.blteresacalcutta.com

School: Coventry Christian School

Grant: Nutrition Curriculum Enhancement

For More Information:

www.coventrychristian.com

School: Perkiomen Valley Academy

Grant: H.E.A.L. – Health & Emotional Alternatives for Life

For More Information: www.pvpsd.org

School: Sacred Heart School, Royersford

Grant: Health and Wellness

For More Information:

<http://parish.sacredheartroyersford.org>

School: St. Aloysius School

Grant: Fitness, One Step at a Time

For More Information: www.saintalloysius.net

School: West-Mont Christian Academy

Grant: Fitness Training Room, Healthy Snack Program, Fresh Fruit & Vegetable Program

For More Information: www.west-mont.org

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 first article discusses how childhood obesity has become a national epidemic. 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!

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

View a fully interactive digital version of this publication at:

422business.com

- *Page flip and zoom-in capability!*
- *Search the current issue and archives!*
- *Active links directly to advertiser websites!*
- *Read, download or print current and back issues!*

Plus . . .

Route 422 Business Advisor TV . . .

View videos featuring in-depth interviews with business owners and key business decision makers.

Browse Resource Links to:

- *Local and Regional Chambers of Commerce*
- *Business Organizations*
- *Local, County, State and Federal Government Websites*
- *Subscribe ONLINE to receive the print version*

Bookmark this site as your primary source for business information and advertising along the Route 422 and Route 100 corridors in Western Montgomery, Northern Chester, and Eastern Berks Counties.

The screenshot shows the homepage of 422business.com. 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 'ST. PEDRO & ASSOCIATES' magazine cover. To the right of the cover is a video player titled 'Route 422 Business Advisor TV' showing a man speaking. Below the main content are two sections: 'Archives' displaying a row of past magazine covers from September 2010 to May, and 'Advertisements' featuring several local business ads including 'HEART CRY Christian Counseling Services', 'NEWMAN GALLERIES', 'Stylish Images photography', 'ALBITZ GARAGE, INC.', and a 'THIS SPACE FOR RENT' ad.

Quick Tips to Improve Your Digital Life



YOUR DIGITAL WORLD

By Rose Rossello, rossellosolutions.com

As a technology professional, I read a lot. Mostly out of my own interest, but also to keep abreast of the market so I can best advise my clients. From time to time, I come across interesting products or want to share my take on what's happening in the digital world. Here are a few recent items.

Save a Lot

Do you save a lot of websites to your browser bookmarks? Do you wish you had an easy way to annotate, store and access your information (even if the original website is no longer available? Then check out Zotero!

Initially developed for academic researchers, Zotero is useful for anyone

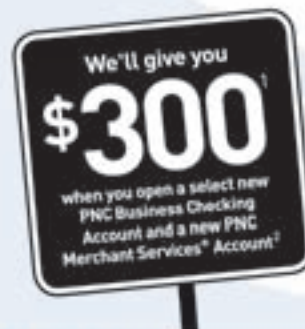
who wants to archive web pages as they exist now, or who hates storing and sorting lots of PDF documents.

Zotero, a plug-in for the Firefox Web browser, allows you to archive and store web documents and PDFs, organize and annotate collections, export citations and bibliographies, and sync and share your

(See "Your Digital World" on page 44)

Better business starts with better cash flow.

When you take advantage of this special offer at the new PNC Collegeville Branch.



Cash flow is one of the most critical aspects of your business. That's why PNC Business Checking and PNC Merchant Services* working together can make a difference – with important cash flow benefits like next-day funding on Visa®, MasterCard® and Discover® payment transactions! Plus, we'll give you \$300 when you open a select new PNC Business Checking Account and a new PNC Merchant Services Account. Limited time offer.

Be sure to stop by:
PNC Collegeville Branch
21 Town Center Drive
(behind Olive Garden®)
Collegeville
Call: 610-454-2021

Open 7 days a week!
M-W 8-5 • Th 8-7 • F 8-8
Sat 8:30-3 • Sun 11-3

PNC CFO
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YOUR DIGITAL WORLD

(Continued from page 43)

work across multiple devices or with multiple users through accounts on a central server.

Zotero is free and can be downloaded here: www.zotero.org.

BONUS TIP: Why You Should be Using Firefox

If you are not in a corporate environment that forces you to use a specific browser, Mozilla's Firefox browser is the safest way to protect yourself online. And by combining it with three free add-ons: Ad Blocker, No Script, and Better Privacy, you can protect yourself from trackers, viruses and malicious websites. There are also hundreds of useful add-ons that can improve productivity and are just plain fun! Some of my favorites: Read It Later, Optimize Google, DownloadHelper, Add Bookmark Here 2. You can find these and more at addons.mozilla.org. Firefox is available at www.mozilla.com.

SEO Tip

Have your family, friends, colleagues and customers submit positive reviews about your business online. Yelp, TripAdvisor and LinkedIn are just a few

of the places where reviews can aid your business exposure.

Bonus Tip: If you are interested in hiring a firm that specializes in SEO (search engine optimization), check out this article from Google to avoid common pitfalls: <http://www.google.com/support/webmasters/bin/answer.py?answer=35291>.

Debunking Social Media Hype

Many people are touting the benefits of social media sites, such as Facebook and Twitter. While there are several success stories, the value ultimately lies in whether or not you have the kind of business best suited for social media. Although these services are free, your time is not... and to be truly effective, social media requires constant attention. Treat social media like you would any other marketing or advertising decision for your business. Direct marketing is estimated to increase this year. Consider updating your printed materials with incentives that drive people to your website or business.

(See "Your Digital World" on page 46)

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BERKS CARDIOLOGISTS INSTALLING SOLAR ENERGY SYSTEM

*Solar Technology Solutions Contracted
to Set Up 79.4 KW System*

Wyomissing-based **Berks Cardiologists, Ltd.** is installing a photo-voltaic (PV) solar energy system at its 30,000 square-foot building in Spring Township. The announcement was made by **Valerie DeVine**, Chief Operating Officer of Berks Cardiologists.

Berks Cardiologists is believed to be among the first medical office and laboratory in Pennsylvania that will be powered by solar energy. The rooftop solar installation will consist of 340 solar panels covering the entire roof and generate 79,400 KW annually.

According to DeVine, approximately 40 percent of the cost of the system will be covered by federal tax credits and state grants through the Pennsylvania Sunshine Fund. Based on accumulated depreciation, solar renewable energy credits (SRECs) and electric cost savings, payback for the system is projected to take approximately six years.

"Berks Cardiology is pleased and excited to be a pioneer in using solar energy to meet our power needs in the healthcare industry. We believe we are the first medical office in Berks County to embrace this renewable technology," DeVine said.

Andrew Lacey, President of **Solar Technology Solutions**, the Leesport-Pa.-based company contracted for the project, said solar energy is especially attractive to Berks Cardiology. "There's increased savings year after year as electricity costs continue to rise and solar offers a clean, reliable source of power at a greatly reduced price," he said. "Becoming more energy independent is a smart decision for any business and it's good for our environment."

The solar energy system at Berks

Cardiology will offset approximately 56 metric tons of CO₂, Lacey said. That's equivalent to the total amount of electricity used by 10 average-sized households in the U.S. annually.

"Our state-of-the-art building was custom designed for our practice in 2001," DeVine said, "and upgrading to solar power keeps us at the forefront of smart energy usage. We can monitor the system daily and see the amount of solar power we are generating." DeVine noted the solar panels are portable and can be moved and re-installed at another location. "We will pretty much own our own power plant."

Solar panel installation began in October and the project is expected to be completed by November, according to DeVine. "It's a terrific investment for our practice and shows our concern for the environment and our community." ☑

ABOUT BERKS CARDIOLOGISTS – Located in the Spring Ridge area of Wyomissing, PA, Berks Cardiologists is a full-service outpatient cardiovascular center that provides cardiovascular consultation, diagnostic testing and disease management programs. Nationally accredited as a nuclear cardiology laboratory, vascular laboratory and an echocardiography laboratory, Berks Cardiology has served patients in the Greater Reading since 1972. Visit www.berkscardiologists.com for more information.

ABOUT SOLAR TECHNOLOGY SOLUTIONS – Solar Technology Solutions, based in Leesport, PA, is a division of Lacey Electric, Inc. STS provides PV Solar design, engineering, installation, maintenance and operation.. Founded in 2009, the company provides turnkey solar power systems for commercial and residential clients throughout Pennsylvania, New Jersey, Delaware and Maryland. Visit www.laceytotalsolutions.com for further information.

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YOUR DIGITAL WORLD

(Continued from page 44)

Google Mobile: Your site on the go

Did you know that Google has a mobile version of its search engine that does not automatically include all web-sites? There are currently several ways to make your Web site more mobile friendly, including maintaining separate sites for regular and mobile browsers. But there are easier steps to making your Web site more useable on mobile devices, the most important of which is eliminating all Flash-based elements. Although a few mobile devices can display Flash, most do so only partially. If your Web site relies on Flash for menus, people viewing your site on a mobile device may not be able to navigate it. Talk to your Web developer about creating mobile-specific stylesheets to improve screen display on small devices. If you find your site is not showing up in Google Mobile, it may be time to consider refreshing it.

And lastly, a non-tech tip: Not All Hand Sanitizers Are Created Equal

There are many hand sanitizers on the market claiming to protect you from germs and viruses. While they do work when applied, their effectiveness disappears within two minutes. However, there is now a hand sanitizer available that not only kills 99.99% of germs on contact, but also continues to protect you for up to six hours. Outlast, by Healthpoint, uses a combination of ethyl alcohol and a patented technology that extends the effectiveness. It's been used by hospitals and doctors for many years and is now available commercially. And it's safe for children ages two and older. I personally use this and find it effective. To find out more, go to www.outlastgerms.com.

I hope you enjoyed this. If you'd like to be placed on my Quick Tips mailing list, visit my website: www.rossellosolutions.com to sign up.

And if you have any questions about these tips, feel free to call me at 484.525.0255. ☎

Rose Rossello provides photography and creative services to businesses and individuals. She has been operating independently for 10 years. Her design services include Web sites, brochures, catalogs, postcards, advertising, e-Newsletters and other marketing materials. She also provides in-home portraiture of children, families, seniors and pets; corporate headshots and product photography. She can be reached at 484.525.0255 or rose@rossellosolutions.com.



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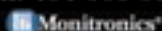
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Economic Restructuring in the Downtown



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

When a town gets together to revitalize there is always a lot of discussion concerning they want to accomplish and how they want to move forward with any number of projects. When the projects start moving ahead there is a sudden realization concerning what they really want, and that is economic restructuring. In the beginning the question always arises just what is really economic restructuring, and what can be done to effectuate it? If in the initial stages, the group simplified economic restructuring to be too general, it could present a problem.

The part about economic restructuring that one has to realize is that it is really the sum of all the points of the four-point main street strategy working together as a whole. The strategy concerning economic restructuring is a blend much more than the other points because economic restructuring is often considered the end result. It is also the most difficult to define.

When I was in DuBois PA as the Main Street Manager, one of the economic restructuring goals and objectives was to maintain the Commonwealth's LCB store in the downtown. Anyone who has had any dealings with the LCB

knows that it is not a small task. In fact, I have lost LCB state stores in most of the downtowns in which I have worked. The idea in DuBois was to continue the current lease in the current location and get the store to re-up on a new lease. I arranged a meeting with representatives of the LCB and they straightforwardly stated that they were on a one-way street that went the wrong way (which was true). They wanted us to change the way the street traffic went in order to secure their continued presence in the downtown.

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

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Time to consider "SHARPENING THE SAW"



By Millie Bell

We have turned the page on 2010. It's time to take a close look at what worked and what didn't during the past year. Wishing and waiting for the economy to boot up will get us nowhere. My daughter and I recently attended a class at my grandson's middle school on the *7 Habits of Highly Effective People*. I read

Stephen Covey's enlightening book years ago and thought I really 'got it.' As a matter of fact, I progressed to the 8th habit on tapes. But the only habit of the 7 that I could remember was #4 "think win-win."

In other words you've got to give something of worth in order to get something of worth. Selling shoddy services or products might have worked at one time, but in today's climate, people want to get the most for their money... and then some.

In reviewing this past year's progress and planning next year's strategy, the review of Covey's book is right on time. I knew Covey's *7 Habits* was making an impact in schools and colleges across the country, but I was surprised to hear the impact it was having in Eastern countries. These emerging countries are integrating these habits into their corporate structures. I myself have started hearing the 'habits' in my head when I start a project.

#1. When faced with one of my daily challenges I hear, "be proactive," habit #1 and try to nip it in the bud.

#2. "Begin with the end in mind," helps to keep me focused when planning a strategy or project.

#3. "Put first things first," keeps me organized.

#4. "Think win-win," reminds me that for my client to come back, I have to give them more than they expect.

#5. "Seek first to understand and then to be understood," has made me listen to ideas that I would have thought way off track.

#6. "Synergy" has made me look for people, businesses and organizations both outside and inside of my industry to discuss partnership possibilities.

#7. "Sharpen the saw," reminds me that the habits have to be renewed again and again to create an effective business that allows you time for your life.

As I prepare to hire a new employee in 2011, Covey's *7 Habits* will be added to *The Four Agreements*, by Miguel Ruiz, as part of our corporate cultural tool-kit. When we're challenged in business—much like sports, it helps to get back to basics. 🗡️

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 52)

This request by the LCB brought forth the conversation of a new streetscape for the first time. The new streetscape involved a grant (CDBG) and some serious design elements. When a streetscape was done it was considered a design point and not an economic restructuring point, as it has nothing to do with the building adaptive reuse or use... but in this case it was somewhat connected. We did all that was asked of us and secured the grant and widened the one-way street to make it two ways. Problem was the LCB was shooting hot air in our direction and they moved the store out to the DuBois Mall area anyway. So we got some design work complete and we got the street direction changed so you could go down it from Route 219 but we lost an anchor we could not replace.

I like to look at moving real estate sales forward as a way to work on economic restructuring. It is hard to work with property owners who do not want to do the necessary improvements to make the store viable. Many times the stores in the downtown need a fresh coat of paint or a reasonable bathroom for the

storeowners and employees to use. If a property owner has owned a building for a long time he or she will think that, "it is what it is," and rent it as is. The best way to deal with these owners is to get them to sell the property and get someone in there that wants to make an investment in the community. The new owners will need to make the stores more rentable and have some sort of game plan concerning a rental strategy.

I call this strategy the "monopoly strategy" inasmuch as you ask the person if the property is for sale, get a price and shop the property (this worked well in Phoenixville). You need not be a realtor to market properties if you are a revitalization coordinator. You are not writing up the legal papers but instead making contacts with people who come to you that are looking for property or space and being a matchmaker... a facilitator of sorts.

Another economic restructuring item in DuBois was the Pershing Hotel reuse. The hotel had a topless dancing bar on the first floor coupled with a real nice

(See "Downtown Marketing & Development" on page 56)

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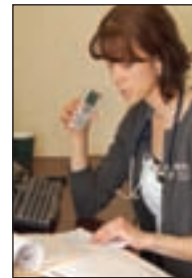
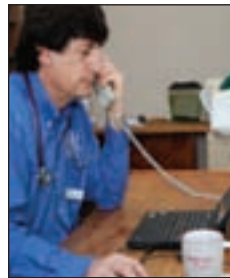
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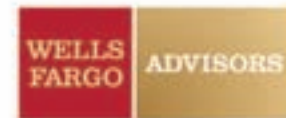
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 54)

theatre that ran lascivious movies and a massage parlor in the rooms above the bar. It was a classic den of iniquity. One of the other economic restructuring goals was to change that hotel complex over to something more compatible to the town's vision of proper use. I tried playing monopoly and was able to find a buyer who was willing to buy the property. We ended the nonsense that was going on there. But really it was a case of watch out what you ask for because it might come true.

DuBois was the epicenter of prime hunting ground. Every December there would be a herd of hunters that would descend on DuBois making it a truly Merry Christmas for the merchants. They were spending money in the shops, eating in the restaurants and basically raising hell after days hunting and a few lonely nights in hunting camp with minimal amenities. When the hunters arrived in town they could take in a movie downtown, have a beer at the bar and then potentially relax with a great massage conveniently located in the hotel rooms above the bar. It was truly a hunter's oasis.

The first year the bar was closed they still came and hung out, but a lot of them looked at the former bar storefront that now housed an upscale gift shop and wondered why. The second year less hunters came downtown and by the third year nary a hunter was to be found. The economic restructuring goal was complete, although we had completely wiped out the foot traffic during those two weekends in December.

There was mass discontent with me, the board, and with the whole program in general by some of the merchants. Although they had hailed the move when it happened, as they were glad to rid themselves of the seedy element... they failed to recognize that the impact it had during the two weeks before Christmas. That traffic was never coming back no matter what you did... even if you reopened the sin complex you would never fully recover from three years when you did not offer the activity. That tradition of heading to DuBois to get drunk and have a good time was done and there was nothing that was going to bring it back.

(See "Downtown Marketing & Development" on page 58)



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 56)

The overall effort helped eliminate some of the problematic people that used to hang out downtown during the rest of the year. We were credited with "cleaning up" the town but it was always qualified by the acknowledgment of the loss of the Christmas revenue. It did allow a different element to visit the downtown and they came as regular people wanting to do regular things.

The merchants embarked on a new effort at Christmas time that involved a Christmas parade and tree lighting and things got better. The good people of DuBois were not afraid to bring their wives and daughters into an area that was not considered safe for women and risky for men... was it worth it? Opinions varied and since that was like 1988, I am sure no one remembers. The hotel has long been demolished and the community has accepted the downtown a little better. Economic restructuring goals can lead to change. When there is change sometimes people get upset. Sometimes the change creates the desired effect and some time it does not. It is hard to predict if everyone will love

or hate the change. You can never actually know what the change will bring until you unleash the change. Make no mistake about it— restructuring is change. You will be changing the economics of the downtown. When thinking about what changes you want to make... be sure they are well thought out because there are seldom "do-overs." ■

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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.**

FOR SALE- (#ZC2126) 133 S. Richmond Street, Fleetwood- Single brick corner property w/large rear yard. First floor currently an operating laundromat. Second floor a 3BR modern apartment w/large walk-up attic. Zoning also permits other uses- i.e. pizza or sandwich shop, retail business, professional office, etc. All laundromat equipment included in sale or will be removed by owner. Ideal for owner/operator to live in apartment while having business on first floor. Call for details. **\$259,900.**

FOR SALE- (#ZC2127) 562 Main Street, Royersford- A TRUE VICTORIAN w/a 2 story turret. MAIN STREET EXPOSURE- 1,569SF Professional office space w/ phone system in front and 1,046SF (2) bedroom apartment, cherry cabinets in kitchen, side and rear porches, w/full basement. Both units have separate electric and gas meters. Public water and sewer are shared. Grand foyer w/an open turned staircase, enclosed front porch that is heated and AIR CONDITIONED, hardwood floors, original woodwork and windows, high ceilings make this victorian beauty the PERFECT ARCHITECTURE at the PERFECT LOCATION. Call for details. **\$349,000.**

FOR SALE- (#ZC2128) 386 Laurel Wood Road, Pottstown- North Coventry Township totally remodeled house + 5 bay body shop. Non conforming use (body shop) under grandfather clause. House consists of living room, dining room, kitchen, family room/den, 3BR, 1 bath. 1,710SF is total of house only. **\$229,900.**

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

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

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

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

(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- 10,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates.

(ZC1083) Boyertown Professional Space- 7205SF 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 inc. ALL utilities.

Call Toll Free 1-866-948-2255

(ZC1097) 1145 E. Phila. Ave. Gilbertsville- 5,900SF retail/office COMMERCIAL SPACE for lease. Non conforming use. **Reduced \$2,700/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 w/bicycles in place. 2 handicap accessible bathrooms. Central Air, sep. utilities and plenty of parking. Visibility from Route 422. AVAILABLE IMMEDIATELY. \$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- Professional 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, Pottstown- 3 Bay garage/repair shop with office. \$1,500/Month + utilities

(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 foot doctor's office. 2 baths, 4 rooms to be used as offices or exam rooms. \$700/Month + utilities.

(ZC1112) 933 North Charlotte Street, Pottstown- 2 office suites avail. Each approx. 1,000SF w/a bathroom, internet availability and both on the bottom floor. One suite is set up for a medical office with plumbing in exam rooms. \$1,025/Month + utilities. The other suite is great office space and ready for your special touches. \$775/Month + utilities.

(ZC1113) 2893 E. High Street, Pottstown- Great exposure in Village Commercial District of Lower Pottsgrove. 1,600SF two story office space. \$1,250/Month + heat and electric.

(ZC1114) 1153 Main Street, Linfield- Downtown Linfield office complex with over 8,000SF. Can be subdivided into smaller suites, great location. Call for details.

LEASED- 32 Wells Road, Parkerford-

LEASED- 2087 East High Street, Pottstown-

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