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NEUMANN UNIVERSITY IN PHOENIXVILLE

Meeting the Educational Needs of an Ever-Expanding Community



Neumann University is located in Franklin Commons, 400 Franklin Avenue, Phoenixville

By Bill Haley

Neumann University has expanded its reach to include a location at the Franklin Commons building in Phoenixville. Neumann's main campus is located in Aston, PA and offers undergraduate degrees in a broad variety of subjects, seven graduate programs, and an accelerated bachelor's degree program for adults. For those not familiar with Neumann University, the school's history dates back to 1965 when it was called "Our Lady of Angels" and was a school for women. Since that time, Our Lady of Angels became coeducational and changed its name to Neumann College in 1980. In 2009 the college achieved university status and is now Neumann University. Neumann's total enrollment exceeds 3,000, and the student/faculty ratio is 14:1.

Neumann expanded to Phoenixville, in particular, to address the evolving nature of the community and to bring higher education out to the residents of Phoenixville and the surrounding towns that populate the Route 422 corridor. The University is interested in expanding its course offerings to meet the diverse needs of local businesses, organizations, and individuals.

Neumann's Phoenixville location currently offers an evening cohort program for area teachers interested in earning their Master of Education degree. Continuing education is mandated for teachers by the Pennsylvania Department of Education. All PA certified teachers must comply with ACT 48 credits to keep their teaching certificate active. Earning a master's degree addresses this need while advancing the teacher's education level to the master teacher level, Carol B. Giampietro, Director of the Phoenixville Campus explains. In the public school system, this credential enables teachers to earn more money and become instructional leaders in the classroom. "The cohort group meets every Monday evening, and brings together a group of teachers with a similar goal," Giampietro said. "They are peers; they all either work in the classroom now or plan to once they complete the program. The semester consists of two courses that run for eight weeks. This allows the students to focus on one course at a time and do an in-depth study of the subject. After two years, they have their master's degree," Giampietro said. "The time passes very



Carol Giampietro

quickly for the students. Two years is a blink of an eye when you are gaining skills for your career and your future. Some of the student concerns are how they will handle the time commitment, how their families will adapt and how they will pay for the program. But, they adapt, and enjoy the evening of study with peers; their families are proud of them and are supportive. Financially, the tuition is 25 percent less than what is charged for the same program on Neumann's main campus."

The Phoenixville location features spacious classrooms, a state-of the art computer lab featuring fully loaded computers with up-to-date software, projection screens and white boards, and a sizeable conference room available for education and training purposes. "One of the nice resources we have here is the computer room, with 29 computers," Giampietro said. "All the equipment is state-of-the-art, about two months old right now, with a full array of software and Internet connectivity. It's a nice place to get everyone together, in front of a computer, to work on group projects or training."

(See "Cover Story" on page 6)



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COVER STORY

(Continued from page 5)

"When we look at our position in the community, we're looking at providing them with an opportunity to enhance their skills and marketability. When individuals invest in their education, they are not only investing in themselves but in the well being of those around them, their family, their community, and the future vitality of the area," she said.

Currently, Neumann's Phoenixville location has hosted free computer classes to adults. "I've been advertising the classes on the local community calendars," Giampietro said. "This supports the community and affords us a chance to learn from our students. Where did they hear about us, what are their educational needs, what other programs would they have interest in, so it is a little bit of marketing at a very grass roots level. It's common knowledge that the face of marketing has changed drastically in the last several years. Old school marketing just isn't effective anymore. Businesses need to connect with their students whether this is on Facebook, LinkedIn, by Tweeting, or through weekly blogs and our websites. Email is used primarily in business but a huge

segment of the population relies on instant information and texting. The information flow is like water over a waterfall, fast, current and voluminous. We're working on all our social media outlets as they are an integral part of doing business in today's market."

What's new for Neumann in Phoenixville this spring is a series of workshops. The first workshop is focused on schools and their need to respond to the threat of bullying. "Unfortunately, this is a hot topic for schools. District administrators and board members are looking to address this threat effectively and as economically as possible. To help teachers and school administrators learn more on the issues of bullying on campus, we are hosting a workshop entitled *School Safety: Solutions to Cliques, Truancy and Bullying*," Giampietro reports. "The workshop is scheduled for March 22 at Franklin Commons in Phoenixville. The program runs from 9 a.m. to 2 p.m. with presenter Dale Yeager, an expert in criminal analysis and psychology."

(See "Cover Story" on page 8)

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Left to Right: Richard Zuber, Brian Gilbert, Jim Thomas,
Barbara Wagner, and Ken Styer

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

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

FOR SALE- (#ZC2073) Chester County- E. VINCENT TWP. — 5.72 ACRES with C2 Zoning. (3) rental units, house and garage. Reduced \$895,000.

FOR SALE- (#ZC2080) 3208 Sanatoga Road, Pottstown- Rural setting but close to 422 and all major arteries. 2-3 bedroom stone farmhouse with large stone barn. Includes storage sheds, outbuildings and a spring house. Lots of storage. Zoned LLI but used as a horse farm-residential. Reduced \$250,000.

FOR SALE- (#ZC2083) Douglass Twp, Berks County- (3) +/- acre lot in industrial park with approved land development plan to construct up to 27,000SF of flex space. Owner will also consider constructing the building if a tenant is secured. Call for details \$475,000.

FOR SALE- (#ZC2097) Morgantown- Rita's Water Ice BUSINESS ONLY- Ready to operate. Call. \$137,500.

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

FOR SALE- (#ZC2110) 136 North 11th Street, Reading- (6) unit stone apartment bldg. located across from City Park. Well maintained with all units fully leased. 12% CAP rate. Updated mechanicals with separate electric meters. up to city code with all inspections current. Owner will consider package deal with 1924 Perkiomen Ave. Reduced \$145,900.

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

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

FOR SALE- (#ZC2116) 140 Barto Rd., Barto- BARTO HOTEL & TAVERN. Turnkey operation. Bar/Restaurant including 13 rooms. 1st floor features hotel and bar including kitchen and dining area. 2nd and 3rd floors feature rentable rooms. 2 full baths on 2nd floor are shared. Sale includes fixtures, equipment and liquor license (\$100,000). A great opportunity to run your own business in an up and coming area. Reduced \$429,000.

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

FOR SALE- (#ZC2120) 1178 Commerce Drive, Pottstown- (Pottstown Recycling Material Company) Income producing property specializing in lucrative recycling of brick, asphalt, concrete and tree waste. 6 working wells on property. Easily accessible to major highways. Light industrial zoning allows for many uses. Mechanical crusher and other equipment included in offering. \$1,500,000.

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

FOR SALE- (#ZC2122) 124 North Chestnut Street, Boyertown- 3,825SF plus lower level (Basement)- 50% finished. Lower level (Basement) contains two powder rooms. Many possibilities. Also for lease-\$2,500 plus utilities. \$225,000.

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. 1st floor currently an operating laundromat. 2nd 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 equip. included in sale or will be removed by owner. Ideal for owner/operator to live in apt. while having business on 1st floor. Call for details. Reduced \$199,900.

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.

FOR SALE- (#ZC2130) 307 Main Street, Royersford- 3,000SF brick/block building featuring public water and sewer situated on .16 acres. could be used as commercial, automotive, garage/repair. Highway exposure. \$280,000

FOR SALE- (#ZC2131) 4400 State Road, Drexel Hill- Great opportunity available for religious facility, nursery school, day care center, or charter school. More than 22,000SF including the main sanctuary, a chapel, cafeteria/banquet hall, kitchen facilities, 10 classrooms and 9 offices. Well maintained brick exterior with many updated windows. Within walking distance to public transportation. \$2,600,000

FOR SALE- (#ZC2132) 3575 Schuylkill Road, Spring City- East Vincent Township commercial property, highway exposure. Features include public sewer, onsite well, gas hot water, onsite gas, 200AMP electric service. \$725,000

FOR SALE- (#ZC2133) 3629 Schuylkill Road, Spring City- This is a small buildable lot-should be excellent for high exposure office. \$79,000

FOR SALE- (#ZC2134) 1500 S. Hanover Street, Pottstown- North Coventry Township commercial property for sale. All of the business equipment and products are excluded from the sale of the property. Call for details. \$4,000,000

FOR SALE- (#ZC2135) 1147 E. Schuylkill Road, Pottstown- C2 ZONING. Interesting, this home was built by Bethlehem Steel. It is constructed of steel and concrete. All floors are concrete. wood/brick exterior, pitched roof, onsite well, public sewer, oil hot water. Washer and dryer are included. \$225,000.

FOR SALE- (#ZC2136) 2000 Ridge Pike, Pottstown- High visibility, room for 10 cars inside. Auto repair shop, plumb., elec., business, etc. 1,296SF office space; 3,816SF detached garage space. Well water; onsite septic. \$250,000

FOR SALE- (#ZC2137) 956 Pottstown Pike, Chester Springs- 10 Acres prime commercial land. 1,000 foot frontage on Route 100. 9 Acres residential land adjacent on Black Horse Road is included in price. \$2,500,000

PENDING- (#ZC2101) 531 North Charlotte St., Pottstown- \$195,000.

PENDING- (#ZC2114) 301 South Railroad Street, Myerstown- \$280,000.

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

(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- 2nd floor, 720SF including 3 large offices, reception area, general work area and restroom. Utilities included. \$750/Month

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

(ZC1097) 1145 E. Phila. Ave. Gilbertville- 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/cubicles 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

(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.

LEASED- 308 W. Ridge Pike

(ZC1112) 933 North Charlotte Street, Pottstown- 2 office suites avail. Each approx. 1,000SF w/ba 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) 2093 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.

(ZC1115) 135 Walnut Street, Pottstown, Pottstown West End 3,000SF warehouse space with loading dock & overhead door. Can be rented with or without 1,750SF of office area. Call for rates.

(ZC1116) 900 N. Charlotte Street, Pottstown, North End of Pottstown, 400SF office with private exterior entrance, good corner location, with plenty of offstreet parking. \$400/Month.

LEASED- 2087 East High Street, Pottstown-

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COVER STORY

(Continued from page 6)

"Dale Yeager works with schools across the country and overseas on safety issues. The workshop focuses on problem solving in the resolution and prevention of cliques, truancy and bullying. Yeager will cover topics such as assessing a school district's safety problems, classroom aggression, gender bias in the discipline of students, truancy as the root of school safety problems, and negative behavior cliques" she continues.

"We feel we have a very valuable resource in Dale Yeager," Giampietro said. "He has extensive training in criminal psychology, forensic psychology, sex crimes investigation and domestic terrorism analysis. His research on youth violence has been published in the *FBI Law Enforcement Bulletin* and the book *Profiling Violent Crimes* by Dr. Robert Holmes. Dale has served on the development committee for the school security and safety administration master's degree program at Fairleigh Dickinson University and has lectured at many colleges throughout the U.S. He is definitely an expert in his field.

As a Franciscan institution, Neumann University, is keenly focused on responding to the economic struggles created by the economic downturn and will host a re-employment program beginning February 28th. This program is provided by TargetWorks and will run for 10 weeks. It mirrors the re-employment project developed by the award-winning Five O'Clock Club.

What differentiates this re-employment program from other public, private and commercial programs in the area is the focused concentration by the re-employment coaches on the individual. The program is a cross between a graduate school curriculum and boot camp and has a rigorous syllabus to follow with weekly high-powered guest

speakers to kick off each day's program. Neumann University is eager to support this program for the area. After reviewing an exhaustive study of local programs, the Five O'Clock Club, with its 25 years of success, emerged as a program that successfully gets individuals back to work in their industry and back to work faster.

Neumann is hosting an information session on March 24, 2011, from 5:30-7:30 p.m., where you can learn about current course and program offerings, as well as other workshops coming this spring. "You'll learn more about our Masters of Education program, and can learn about and register for any of our workshops," Giampietro said. We're looking to bring in three or four more workshops to start in April and May that target wellness, building non-profit businesses, and continue the series on schools and bullying."

"Neumann's top two majors are nursing and education," Giampietro said. "I would love to see some kind of nursing opportunity up here, whether it is an RN to a bachelor of science in nursing or a program that incorporates the master's degree in an accelerated program with the bachelor's program. We're taking a look at that and seeing if it's a possibility. Phoenixville Hospital is right in our backyard which means there are medical professionals in the area. If we go out 20 miles, we find even more medical facilities where nursing is an integral part in their operation. We really are trying to tap into what these people need to enhance their professional skills."

Neumann University was one of the original tenants of the beautiful, spacious Franklin Commons facility, which opened in 2007 as a predominately educational campus (see our December 2010 cover story at

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http://422business.com/publications/2010_12/pageflip.html). With its wide-open interior spaces and art-lined walls, Franklin Commons provides a pleasant and accommodating environment for Neumann's students and faculty. "Students come and they may be tired from the long day and the commute from work," Giampietro said. "They get here, there's plenty of free parking. On Monday nights, the class runs from 4:30 to 8:30, most students come right from work and are hungry. The on-site Bistro offers them good food prepared to order right in the same building. It's a nice familiar feel, when you're working in this building. It's open and airy."

Franklin Commons' close proximity to Phoenixville's bustling downtown with restaurants and shopping opportunities also helps to make Neumann's Phoenixville site an attractive choice for busy evening and weekend students. "Bridge Street is the hub of the town's activities. Great restaurants and bars, small retail shops that are a terrific alternative from the mega stores, and I can't forget to mention the charm of the

Colonial Theater." Giampietro said, "People can really experience the good life here in Phoenixville and can build their career skills very close to home. Coming in from Collegeville or areas east and west of Collegeville on the 422 is a short trip south to Phoenixville. If you follow 113, you drive by farmlands and cross over the river; or if you drop down on route 29, you enter town on Bridge Street right in the center of the action. Either way it's only 8 minutes from the 422 exit in Collegeville. We're very convenient to a large population."

For additional information, please visit www.neumann.edu/pxv, and contact Carol Giampietro at 484.832.0523 or email info-pxv@neumann.edu. Neumann University is located in Franklin Commons, just 6 blocks over the Gay Street Bridge, at 400 Franklin Avenue, Phoenixville, PA 19460.

The TargetWorks project was designed under the auspices of The Phoenixville Community Health Foundation Leadership Academy. For more information, visit www.target-works.com, or call 610.331.0421 and ask to speak with Gail Fletcher. ■

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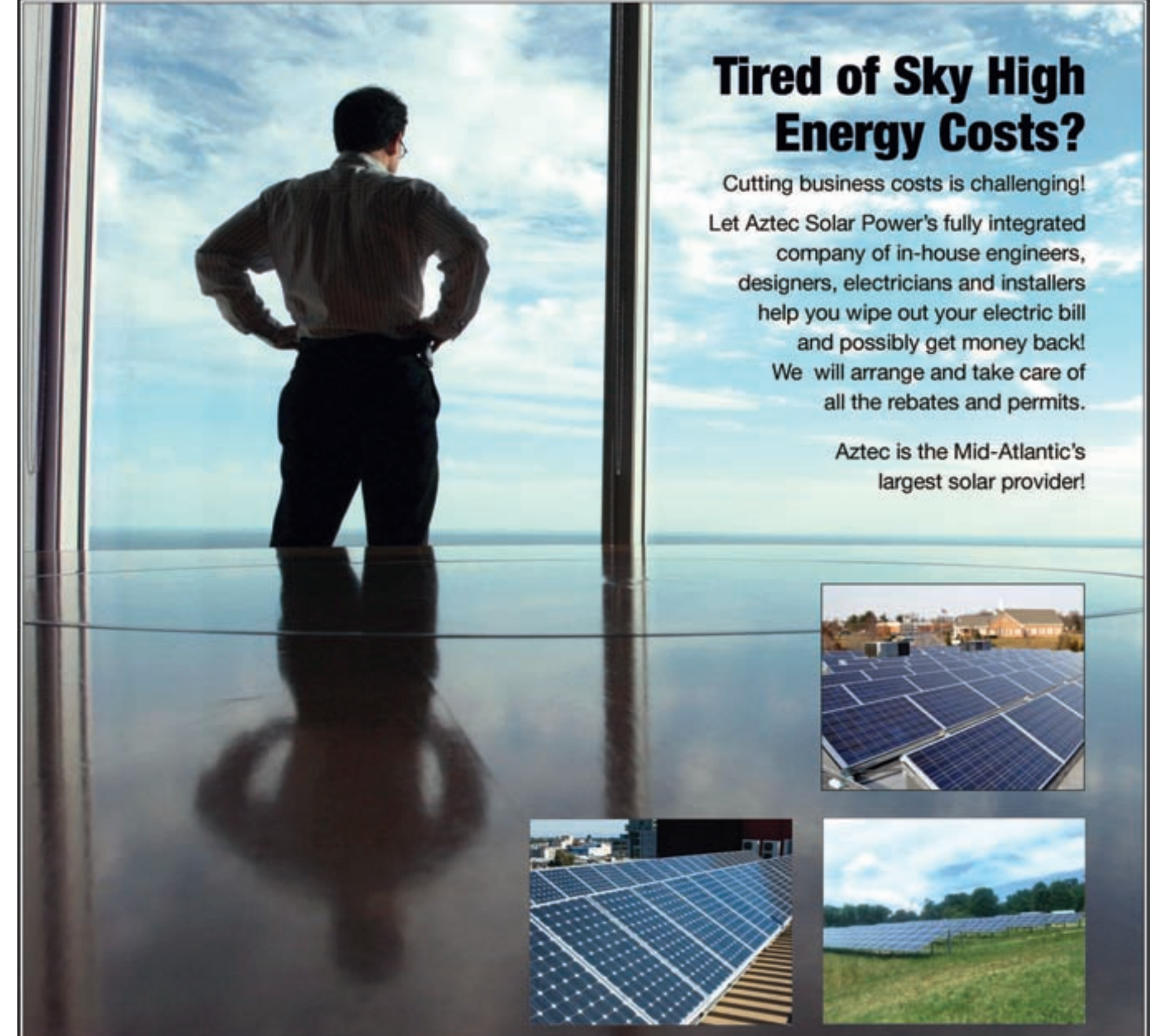
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FOCUS ON HOTELS AND HOTEL RESTAURANTS

"BUZZ AROUND THE BLOCK"

Businesses in the region depend on area hotels, conference centers and hotel restaurants for a variety of reasons— as a place to hold meetings, seminars, and company functions, as well as short-term or long-term lodging for employees and contractors. This month's Buzz column focuses on some of the area's leading hotels/lodging facilities providing these essential services to businesses and individuals throughout the region.

The Abraham Lincoln - A Wyndham Hotel

Constructed on the site of the 111-year-old Farmers Hotel during the city's early 20th century expansion, and formally dedicated in 1930 when hotel rooms cost \$2.50, "anyone who was anyone" stayed at the Abraham Lincoln Hotel! John Phillip Sousa, "The March King," passed away here during one of his frequent trips to rehearse with the Ringgold Band, and a plaque in the lobby commemorates him. Now, proudly on the National Register of Historic Places, and still hosting the stars of today who come to play the Sovereign Center/Performing Arts Center and Miller Center — all of which are just blocks from the hotel — the Abraham Lincoln boasts an elegance and unique style that has made it a destination for travelers who want more than the usual "cookie-cutter" hotel experience.

A stunning two-tiered lobby with a Mezzanine great for Cocktail Receptions, a ballroom that is every bride-to-be's dream come true, and a Guest Services Team that consistently achieves

Top Five Rankings among Wyndham Hotels worldwide— this hotel is true hidden gem! L'Arte della Vita, which means "The Art of Life," is the on-site restaurant that surrounds patrons with ever-changing local artwork from the Goggleworks Center for the Arts, Reading Art Works and local colleges, while serving breakfast, lunch and dinner at affordable prices under soaring ceilings and tall windows. Melody's Tavern offers a lighter Pub-fare menu, Happy Hours Monday - Friday, and a chance to unwind with friends or watch the games amidst rich wood paneling, ornamental plaster ceilings and stained glass windows. A Fitness Center, Business Center & Gift Shop, featuring everything from the basic sundries to one-of-a kind gifts, complimentary Wireless Internet Access and local area Shuttle Service complete the hotel experience, and have guests returning again and again.

Specials and packages, like "Girlfriends Getaway" are always available, or stay during the 21st Annual Berks Jazz Fest, and catch any of the great acts playing in

(See "Buzz Around the Block" on page 13)



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MEDIATION IN BUSINESS RELATIONSHIPS



LEGAL PERSPECTIVES

By Kristen Doleva-Lecher, Esq., Wolf, Baldwin & Associates, P.C.

Q. What is mediation and how can it be utilized to benefit my company?

A. Mediation is a form of "Alternative Dispute Resolution" (ADR). ADR, which includes mediation, is a process in which disagreeing parties seek resolution through different techniques without initiating litigation.

Recently mediation has earned attention through the incorporation of mediation into the family law system. In Pennsylvania, any person who files a custody action must attend an information session on mediation with the other parent. Attorneys are not allowed to be involved in the session. Each county in Pennsylvania differs slightly in how each mediation program is organized.

Mediation is an exercise in encouraging conversation between disagreeing parties. The mediator is neutral and his or her only purpose is to encourage communication between the parties. There are no set rules, however since the parties are in charge they are free to establish their own rules. The goal of mediation versus litigation is to enable parties to make their own decisions, a judge or jury is not deciding the outcome. Through confidential negotiation and discussion the parties may reach an agreement that is acceptable to both of them. This method of dispute resolution can have significant advantages over traditional litigation in court.

Litigation in court means having lawyers, and adhering to the rules of evidence in what can be a long, drawn-out process. Mediation, on the other hand, does not require lawyers, and the parties are free to air out all of their concerns and complaints, not just those that could make it into evidence at a trial.

Mediation is less costly than litigation. Rather than each party retaining an attorney, the parties only need one mediator. Sessions typically consist of two-three hour increments although should it be necessary mediation can sometimes last for several sessions. A mediator should be certified, which means that usually an attorney or a psychologist has completed a 40-hour intensive training course. You can find a mediator through your local Bar Association or contact a local Mediation center.

Mediation has become a popular and effective method in addressing a variety of business issues. For example, mediation can be utilized in your business for:

(See "Legal Perspectives" on page 14)

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"BUZZ AROUND THE BLOCK"

(Continued from page 11)

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Today the Inn has ten rooms, including two suites, which feature the copper turrets. All rooms have air conditioning,

(See "Buzz Around the Block" on page 15)

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LEGAL PERSPECTIVES

(Continued from page 12)

- Human Resource issues dealing with employees
- Resolving partnership issues
- Renegotiating existing partnership agreements, or creating buy-out agreements
- Negotiating dissolution of businesses
- Resolving conflicts between business owners

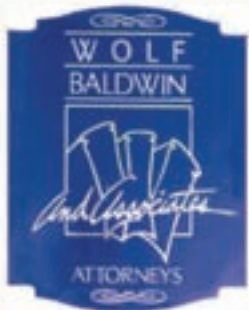
Mediation will benefit your company in that:

- New businesses can move forward quickly with a clear agreement and understanding of job duties that are satisfactory to all parties.
- Established businesses can resolve problems that may have been lurking without the hassle or cost of litigation
- An in-house mediation provides a confidential and private atmosphere that does not extend beyond the perimeter of the company

- The parties are able to maintain an existing and working business relationship which often is thwarted by litigation.

Although some disputes will still require resolution in a courtroom setting, mediation and other forms of alternative dispute resolution are gaining increasing popularity as a viable method of settling disputes. As more lawyers and psychologists become certified to mediate cases, mediation will only become more prevalent. Business owners, like child custody litigants, will soon recognize the many benefits mediation has to offer. 🏠

Kristen Doleva-Lecher, Esquire is an associate in the law firm of Wolf, Baldwin and Associates, P.C., which has offices in Pottstown, Reading, and West Chester. She is a certified mediator and practices in the areas of family law and business representation. She may be reached by telephone at 610.374.2400



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"BUZZ AROUND THE BLOCK"

(Continued from page 13)

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Landis Store Hotel

The Landis Store Hotel, located at 4 Baldy Hill Road in Boyertown, opened around 1800. Before long, a general store was added to the hotel, and later, a post office, and for 170 years the beautiful views and hilltop breezes made it a favorite stop for many travelers. The bustling general store became a favorite and necessary stop for locals. One day in 1970, a customer asked proprietor Helen Hoffman to cook one of the steaks in the meat case. She served it with a fresh salad, and that began a transformation to what the Landis Store Hotel is today— a fabulous restaurant

with a reputation for quality food cooked to order, featuring a varied menu depending on what is available and fresh that day. Frequent patrons enjoy the adventure of selecting from a menu that is ever evolving and unpredictable. Typically, the restaurant offers two or three soup choices, a dozen appetizers or "small plates," a dozen main entrées a half dozen interesting side dishes, and a dozen desserts.

Janet and Gary Henshaw, daughter and son-in-law of Ralph and Helen Hoffman, took over operation of the restaurant in 1975, and Janet's sister Marilyn Flannery became the first on only executive chef shortly thereafter. She is well traveled and self-taught, drawing on her experiences in Europe and elsewhere. Another sister, Nancy Ream serves as sous chef at the restaurant.

The Landis Store Hotel seats 85 inside, including two smaller dining rooms for a quiet, more intimate evening. The outdoor Garden Bistro seats 50, including the bar. A full range of cocktails, beer, wine, coffee, espresso and cappuccino choices are available. On site parking is plentiful. The Main Dining Room and Garden Bistro

(See "Buzz Around the Block" on page 17)



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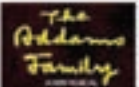
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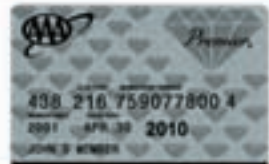
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Business Owners Face Emotional, Financial and Timing Issues in BUSINESS SUCCESSION



INVESTMENT IDEAS

By Jim McGuire, Wells Fargo Advisors

Many business owners find their wealth is mostly tied up in their businesses, which provides well for them and their families. When it comes to protecting their business, however, business owners often have not quantified how they would replace their income when the time comes for them to exit or sell their business and retire.

The fact is retirement is an emotional, financial and timing issue for business owners. If you own your own business, you should be aware of five developments or questions and address them with your financial advisor. Together, you

will want to ensure you have in place a way to mitigate the risks associated with this single asset, your business.

First, the recent economic malaise has brought home the concerns about relying on your business alone to fund retirement. Just as your investments should be diversified, so should your assets. Though it may be difficult to do in a challenging business climate, business owners should save and accumulate retirement assets away from the business to make progress toward retirement.

Second, have you considered whether your business is an asset you can sell? Whether or not you can find a buyer for your business depends on a variety of factors, including whether there are employees or partners who could continue to run the business after you retire or whether your business is the type to attract outside buyers. For example, companies that produce tangible goods and have positive cash flows can often be sold. On the other hand, specialty firms that rely on you and your skills alone, such as boutique consulting firms, are generally not salable. The truth is most businesses fall somewhere in between.

Third, if you were to sell your company and pay the taxes on your gains, would the proceeds be enough to last for the rest of your life? How you would derive a similar level of income in retirement that you now enjoy from your business?

As a business owner you likely work very hard and your dedicated efforts are an important ingredient to your business success. The investment returns from your growing business may well exceed

(See "Investment Ideas" on page 18)

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"BUZZ AROUND THE BLOCK"

(Continued from page 15)

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INVESTMENT IDEAS

(Continued from page 16)

the investment returns from a prudent investment portfolio. In the long run, however, the income derived from your valuable work ethic simply may not be replaceable. Business owners are often optimists by nature, and they take risks to grow their business. The risk of putting all your eggs in one basket may not work as well, however, when it comes time to build an investment portfolio.

Fourth, what happens if you cannot be

involved in running your business? Stories abound about professionals who are struck down by illness, death or disability, leaving business partners and spouses to figure out what comes next. If more than one partner or shareholder is involved in your business, it is important to have a buy-sell agreement in place. A buy-sell is a written agreement between two or more owners of a business. If a triggering event occurs, one or more owners will have the right or obligation to buy the business interest from the owner who is obligated to sell. Triggering

events often include the death, divorce or disability of a partner or shareholder. The agreement may establish a funding mechanism to facilitate the purchase of an owner's interest in such cases.

Finally, do you have a plan in place that will allow you to retire regardless of a sale? The current business environment is a reminder that you may not be able to sell your business at the precise time you wish to sell.

Planning for succession in a small business is a priority of the first order. It begins with the objectives you want to

achieve. Talk through these concerns with your financial advisor to ensure you have the plan, the capital and the agreements in place to transition your business when the time is right or events require succession in your business. ☐

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ADAPTIVE REUSE: A VERY GREEN CONCEPT



OPPORTUNITY IN ARCHITECTURE

By P. Richard Frantz, AIA

Green is a popular buzzword. It refers to energy management and conservation in many ways. Adaptive reuse or rehabilitation in the construction industry refers to modifying or remodeling existing structures that are inefficient and/or poorly utilized and adapting them to a more purposeful use. It is one of the most exciting opportunities that we have in the practice of architecture.

The challenge of putting new life into a building that has outgrown its usefulness takes imagination. With today's construction costs, the recycling and continued use of existing buildings can be justified on economic grounds alone. However, the advantages of adaptive reuse also include energy conservation, reuse of limited resource, preservation of familiar and historic structures and tax benefits.

One of the projects that our firm has designed is the renovation of an existing pre-engineered steel building that houses Creative Health Services, Inc. on Robinson Street in Pottstown. The interior spaces were reconfigured to reflect the needs of CHS. Facilities were also created for the Community Health and Dental Center. The new spaces are bright and cheery, creating a pleasant atmosphere for clients and patients. They were designed to provide good traffic flow for the clients and staff of Creative Health Services and for patients and staff of the Health and Dental Center. The design also provides for an interaction between the two organizations, which fills the growing need for integration of physical health services, and emotional needs.

To create a more energy efficient building, insulation was added to the existing walls and roof. The new electrical lighting fixtures provide better task lighting, at a lower cost. Motion detectors turn off lights when the spaces are not being utilized. The new heating and air conditioning systems provide energy savings. The existing aluminum siding was painted to provide a fresh look. Some surfaces were covered

(See "Opportunity in Architecture" on page 21)

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FINANCIAL SUCCESS

By Derek Menaldino, CFA, CFP, Main Line Financial Advisors

If 2010 was the year of discussion and debate surrounding the reform of our nation's retirement plan marketplace, 2011 will be the year of resolution and implementation of new regulations. The implementation of this reform is especially important to employers, as they are plan sponsors.

If you recall, under the *Employee Retirement Income Security Act of 1974*, plan sponsors, i.e. you as the employer, are fiduciaries and hence personally liable for decisions made in the design and implementation of a company's retirement plan. If you are unaware of the mandated and significant changes that will take place in the retirement plan marketplace, this article will highlight the basic steps that many employers should take to comply with the forthcoming Department of Labor regulations.

As part of the initial ERISA guidelines, plan sponsors were obligated to act prudently in their choice of service providers for employee retirement plans. In the decision making process, cost is a significant factor in determining which plan is appropriate for a company and its employees. Unfortunately, the retirement plan marketplace often

designed products that obscured both the explicit and implicit costs to plan sponsors and participants. One key focus of the new regulations is to simplify the disclosure of these costs so plan sponsors and participants can readily evaluate the reasonableness of the expenses in their plans.

The disclosure of costs will be mandated going forward in a format that can be readily understood by plan participants. Accordingly, the gathering of these fees and the corresponding disclosure is the first step in complying with the new legislation as it goes into effect in 2011. All service providers dealing directly with the plan, such as record-keepers, brokers, registered investment advisors, and insurance companies are required to disclose the fees they are charging to plan participants.

(See "Financial Success" on page 22)



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OPPORTUNITY IN ARCHITECTURE

(Continued from page 19)

with foam insulation and "Dryvit" to create better control of heat loss and to provide a more dynamic appearance. By adaptively reusing an existing building, CHS saved a considerable amount of money. There were no site development costs. Since the building is located on an existing Borough street, no new roadways were needed. It is on an existing bus route. The water and sewer lines were in place. They reused the existing paved parking area. Most of all, they did not have the expense of creating new exterior walls and roof. This reduced the amount of energy required to manufacture new building products and the amount of energy required to transport them to the site. The contractors were selective in disposing the existing interior partitions. Those materials that could be salvaged were separated and sent to recycling centers. This reduced the amount of material that was sent to the landfill. The Building Industries of Pottstown and Vicinity awarded our firm a "Design Award" for our work on this project.

When Lori and Brian Patrick purchased a building at 221 High Street in Pottstown, the first floor was a commercial space, and

the second and third floors were vacant. Their adaptive reuse project created a new home for themselves on the upper floors and new offices for their business, Affinity Property Management. They restored the exterior façade of the upper floors of the building and constructed a new façade on the first floor. They exposed the existing brick walls on the interior and used them as part of their décor. They installed insulated glass and new energy efficient heating and cooling systems. When they removed the existing steam radiators, they reused them as part of a decorative stair railing. Their project is "Green" because it reused an existing structure. Our firm also received a "Design Award" from the BIE for this project.

Patriot Bank (now Susquehanna Bank) at High and Hanover Streets found that their space requirements had changed dramatically. They had a large, impressive two-story high lobby that was inefficient and hard to heat and cool. In order to create a more compact workable space, they "filled in" the open lobby with a new second floor and reconfigured their office layout to meet the current needs of

(See "Opportunity in Architecture" on page 23)



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FINANCIAL SUCCESS

(Continued from page 20)

Of paramount importance to the plan sponsor is the gathering of these fee disclosures and their dissemination to plan participants. As a plan sponsor with fiduciary liability, you should reach out to any service providers to the plan immediately and request the appropriate disclosures be provided. Your conversation might go as follows:

"Hi, I'll calling from XYZ company regarding the new retirement plan regulations. We're looking for pieces of information that must be disclosed to our plan participants..."

- A description of the services your firm provides to our plan and the participants.
- A disclosure of any direct payments your firm will receive from the participants' plan.
- A disclosure of any indirect payments your firm will receive as a service provider to the participants' plan.
- Is your firm an ERISA fiduciary or a Registered Investment Advisor?

These questions are hardly sufficient and comprehensive for complying with the new regulations. However, the ques-

tions will lead you down the path of gathering the information necessary to fulfill your role as a plan fiduciary. In addition, as a plan sponsor the Department of Labor has regulated that all service providers must respond to your requests within 30 days.

If you have approached your service providers with these questions and their response are less than forthcoming you may file a report with the DOL. In addition, it may be necessary to consult with an independent and objective firm that can help you review your current retirement plan design and structure. One final note of importance, in past regulations, small companies have often been excluded from complying with certain regulations due to the onerous costs of compliance. It's important to note that this is NOT the case for the new retirement plan regulations. All plans regardless of size in terms of participants and assets are required to fulfill the regulations as stated. For small and medium sized businesses it is important to remain compliant with the newly passed legislation. Please contact MLFA to discuss your company's retirement plans. ☐

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OPPORTUNITY IN ARCHITECTURE

(Continued from page 21)

the bank. Asbestos was removed to provide a more healthful environment. They also installed new lighting, heating and cooling systems, and insulated glass to provide greater comfort and energy efficiency. The exterior was also rehabilitated to present a fresh look. This included the construction of a new entrance foyer, which leads to the newly configured lobby. The existing third, fourth, and fifth floors are available for adaptive reuse.

In an effort to help revitalize downtown Pottstown, Pottstown Area Industrial Development, Inc. (PAID) purchased a building that was first an automobile agency, then a local tavern. Karen and Chris Foster soon offered to buy the facility for their business, Positively Pasta. The Fosters gutted the interior and created a charming space for their restaurant and pasta manufacturing business. They exposed the existing brick walls and maintained the existing wood roof trusses and the clerestory “monitor” to enhance the building’s character.

152 High Street (the old Security Trust Building) is a five story high historic land-

mark at the corner of High and Hanover Streets. For many years it housed one of the Borough’s prominent banks. There were offices on the upper floors. Over time, the businesses left the building and it stood vacant for many years. John Wolfington and his partners purchased the property and restored the exterior façade. They maintained the essence of the bank lobby, which now houses the Brickhouse Restaurant. They reconfigured the office spaces on the upper floors. The TriCounty Area Chamber of Commerce and the Pottstown Area Health and Wellness Foundation are two of the major occupants. There are several smaller businesses, including the Route 422 Business Advisor, that occupy the remaining portions.

There are several other High Street properties that have been adaptively reused. Some of these include The Gallery on High, 254 E. High St., Main Line Financial Advisors, 211 E. High St., First Niagara Bank (the old Reading Railroad Station), and the TriCounty Performing Arts Center, 245 E High Street. ■

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ON LEADERSHIP

Kenneth D. Richardson, PhD, CEO, Redwood Enterprises

"Leadership is the art of getting someone else to do something you want done because he wants to do it."

— DWIGHT D. EISENHOWER

I was recently perusing books related to organizations and workplace issues, and was struck by the number of titles that alluded to problems with people in leadership roles. Anyone who has lunched at a busy restaurant or attended a post-work happy hour has overheard employees complain about their bosses, and I've probably contributed to that banter myself at times over the course of my rather long work history. I usually take such "shop talk" with a few grains of salt, since disgruntled employees are frequently victims of their own bad attitudes and lack of desire to work.

Lazy and thoughtless people however, do not write books. While the sheer number of titles is noteworthy, even more striking is the intensity with which dissatisfaction with "bosses" is often expressed. Try this one on for size: *How to Work for an Idiot: Survive & Thrive — without Killing Your Boss*. Another title was: *Nasty Bosses: How to Deal with Them without Stooping to Their Level*. Yet another: *A Survival Guide for Dealing with Bad Bosses: Dealing with Idiots, Bullies, Backstabbers, & Other Managers from Hell*. Those of you with a penchant for brevity may appreciate this title: *My Boss Sucks*.

The Ghost of Frederick Taylor

Such references to bosses with little concern for their subordinates' feelings reminded me of days gone by. Anyone who has ever studied business in earnest has run across Frederick Taylor's classic work, *Principles of Scientific Management*. Published in 1911, it was the foundation of the "command and control" approach to running organizations that was in vogue for a substantial part of the 20th Century. Taylor's motivational psychology was simple — "all the worker wants is money," a theory clearly applicable in his day. The

employer made the rules and that was that. Apparently Mr. Taylor's ghost still haunts many modern workplaces, driving those leaders with insensitive, authoritarian, and in some cases, sadistic dispositions.

One reason why these approaches to management are still in evidence is because they do create a sense of order, albeit a somewhat perverted one. The proliferation of bosses who favor this style can draw on the rationalization that attempts to get beyond the "command and control" approach have bred their own disasters in the form of permissiveness and disorder. To the convenience of such bosses, the history of management has provided them with excuses that support their needs to throw their weight around.

The other extreme: Abraham Maslow's "feel good" model

Most noteworthy in this regard was the popularity of the work of Abraham Maslow, who emphasized that people are driven by a host of higher order needs, including those for freedom, esteem, and unfettered personal growth. Carried to excess by during the 1960s by "progressive" theorists, this outlook led to chaos in both educational and organizational settings. "Individualized programs of instruction" and "open classrooms" clouded the purposes of education, while "sensitivity training" wreaked havoc in business organizations, which were subsequently forced to regroup and focus on their bottom lines. Education still bears the scars of those years in the form of preoccupations with fostering self-esteem rather than making sure that kids can read, think, and do math.

(See "On Leadership" on page 27)

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ON LEADERSHIP

(Continued from page 25)

The reality: People are motivated by both freedom and order

The problem with theory-based approaches to just about anything is that they often function in a pendulum-like fashion, leading people to swing from one extreme to another. "Tayloresque" approaches to management legitimized tyranny, while "Maslowesque" approaches celebrated feelings at the expense of results. The truth is that people are motivated by the predictability associated with the proper degree of order, but also by the appropriate level of freedom as to how best to utilize their talents. Believe it or not, effortful success also spurs people on further action—there is nothing more exhilarating than a job well done.

Rather than some set formula, the mix needs adjusted to the needs of the organization, the tasks to be accomplished, and the individuals involved. This is probably why truly stellar leaders are in such short supply—the talent and insight necessary for implementing the optimal approach at the right time is rare indeed. Many of us have fond memories of someone who was concerned enough to push us to perform well, no matter

how much we resented the pressure while it was being applied.

The best of both: Transformational leadership and emotional intelligence

There is no question that truly effective leaders need to be strong personalities that convey a clear sense of authority and direction. To get the best results however, they must combine this with an ability to create an emotional connection with those that they lead. Rather than controlling others, they need to "transform them"—influencing them at deeper levels that result in genuine commitment to their goals. Perhaps one of the best expressions of this type of effective leadership is found in Daniel Goleman's work on "emotional intelligence."

Individuals high in emotional intelligence, or "EI," have a good understanding of both themselves and others and can communicate with subordinates on their own terms. They also tend to be realistic goal setters with good self-regulatory capacities that allow them to achieve incredible results. They embody the authoritative qualities emphasized by Taylor tempered by the capacity for

(See "On Leadership" on page 28)



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ON LEADERSHIP

(Continued from page 27)

empathy suggested by Maslow. In the proper balance, these two become a formidable combination.

A little humility can go a long way

In addition to the above, the ability to “do the right thing” requires a level of humility that allows one to accept one’s own potential for error, seek the counsel of others, and then make the wisest decision possible. Many effective leaders in American history, including Abraham Lincoln, Dwight D. Eisenhower, and Ronald Reagan among others_ exemplified a willingness to listen to the opinions of others, even when those opinions were different from their initial inclinations. By the way, all three of these men were known to take the additional step of praying—seeking the counsel of God prior to committing to a course of action.

Final note: A knowledge of history characterizes exemplary leadership

One additional element seems to be common among individuals who make effective leaders that produce positive results that endure over long periods of time: A passion for history. This may be one of the keys to their ability to produce the results that so many of them do. A keen awareness and understanding of the past gives one access to a simple, yet important principle— actions have consequences that are not always immediately apparent.

A good understanding of history requires discipline, but it also fosters its further development. A fascination with the past, coupled with a studious and thorough approach to developing a genuine understanding of its implications can be an invaluable asset. Technical expertise will always be essential to success, but that type of knowledge changes rapidly and is subject to obsolescence. In contrast, a mastery of history conveys perspectives that are enriching and in many ways timeless. Anyone aspiring to success as a leader ought not to take its potentials lightly.

Although I don’t have the scientific evidence to back up such an assertion, my guess would be that many of the bosses referred to in the books cited at the beginning of this commentary would be less avid consumers of history than their more successful counterparts. Anyone wanna bet? 🗳

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

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Peter K. Hoover Marks 30th Year as an Independent Financial Planner

When Peter K. (Pete) Hoover, CFP® began his career as a financial planner, he was one of a handful of professionals in the field. It was 1981 and the nation was on the cusp of a recession that began that summer. Several industries, including housing, steel manufacturing and automobile production, were in the midst of digging out from a mild decline the previous year.

Hoover graduated that year with a degree in finance from Shippensburg University and continued to polish his skills at Ostrom & Associates, a small King-of-Prussia-based consulting company. He helped launch the local Institute of Certified Financial Planners chapter where he served as president and chairman of the board over the years of his membership. Early on, he was singled out as Certified Financial Planner of the Year by his chapter and also worked on a national level with ICFP.

The financial advisor, who has been independent since day one, next spent 17

years with American Financial Group (AFG) before founding Hoover Financial Advisors, PC in 2005. During his tenure at AFG, he was named among the best financial planners in the U.S. three times by *Worth* magazine. Since opening his own firm, honors have accumulated. Last year, he was named by Goldline Research and seen in *Forbes* magazine as one of the 2010 Leading Providers Wealth Managers of the Northeast.



Peter K. Hoover, CFP

Hoover admits that there were challenges as he grew his practice. "Financial planning is a very difficult business to get started," he admits. "People don't want to deal with an advisor with little experience, so crafting a client list was not easy. I was fortunate to learn from people who exhibited a strong work ethic and were reliable."

Despite stumbling blocks, Hoover persevered and built up a solid base. Many of his clients have been with him for more than 20 years and he reports that

his average tenure of service is 11. Since its inception, HFA has doubled in assets and continues to thrive. Even in 2008, his most daunting year, he lost only three accounts. "I talked to clients constantly," he recalls. "We had more meetings, more phone calls, and more correspondence than ever before. In bad economic times, increased advice is critical. We got through the turbulence because a safe cushion of assets had been established in prior years. By withdrawing profits in past healthier times from stocks to CDs and bonds, we were able to keep our clients' cash flows steady."

Hoover attributes his success, in part, to a set of core values of honesty and integrity he learned as a child and instills in his staff of eight. The fact that he is an independent advisor also comes into play. "I have no proprietary allegiance to any product or person," he says. "HFA fees are primarily calculated on assets being managed, not by transactions."

(See "Peter K. Hoover, CFP" on page 30)

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PETER K. HOOVER, CFP

(Continued from page 29)

As the Chester County native looks ahead, he notes that he chose fitness as the theme for this milestone anniversary. "Financial fitness, of course, is a top priority," he insists, "but people need to be more aware of health, physical, cultural, environmental and philanthropic fitness, as well. We plan to address these issues in the coming months."

As for financial fitness, Hoover says his clients are most concerned with whether they can afford to retire, if they will outlive their money and what is the best way to ensure that they can pass along their wealth. Transferring inheritance is a growing and prickly problem. The recent Perelman versus Perelman battle is prime example. A simple omission in a 20-year-old will led to current court battles pitting father against son.

Hoover points out that financial plans and estate plans should be an evolving process with changes made to meet fluctuating goals and conditions. In addition to multigenerational estate planning, HFA services include fee-based investment management, college and retirement planning, tax and cash flow planning, risk management and insurance planning.

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Phoenixville Federal Celebrates Giving

The Board of Directors of Phoenixville Federal Bank & Trust is pleased to continue its annual tradition of giving back to the community. On Wednesday evening, January 19th, over fifty representatives from local non-profit and community organizations were in attendance at the First Annual Celebration of Giving Reception.

The event was held at the bank's Conference Center located on Nutt Road in Phoenixville and was catered by Robert Ryan Catering.

Richard A. Kunsch, CEO/Vice Chairman of the Board of Directors, spoke briefly about the role of a community bank. "Phoenixville Federal is an institution committed to the economic health and quality of life in Phoenixville and the surrounding communities in which we serve." Kunsch went on to explain that, "Financial decisions and community investments for the Phoenixville and surrounding communities are made by local decision-makers.

Local deposits become local loans; it is hometown money recycling at its finest."

According to P. Douglas Darlington, President/COO, more than sixty-five local non-profit organizations received checks in 2010, totaling in excess of \$124,000. Since the tithing program was implemented nearly twelve years ago, Phoenixville Federal has donated over \$1.5 million.

Expressing his appreciation to those gathered, Darlington said, "Over the years I've had the opportunity to get to know many of you in this room. I've seen first-hand how important each organization is to the success of our community." He continued, "Many of our employees volunteer right along side of you, helping to make a difference in our neighborhoods."

Major recipients for 2010 included \$15,000 to the Freedom Valley YMCA, \$10,000 to the Phoenixville Public Library, \$7,900 to Valley Forge Christian



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College, \$7,500 each to the Association for the Colonial Theatre and Camphill Village Kimberton Hills, \$5,400 to the Phoenixville Community Education Foundation, \$5,000 to The Clinic, Owen J. Roberts School District Education Foundation, Spring Ford School District Education Foundation, Perkiomen Valley School District, and \$3,000 to the Good Samaritan Shelter.

In addition, contributions were also made to area libraries, historical soci-

eties, youth athletic leagues, educational organizations, civic groups, art and music associations, nature centers, student college scholarships and several area fire, ambulance and police departments.

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Local Law Firm Announces Addition of New Associate

Kristen Doleva-Lecher will develop practice in firm's Reading Office

Wolf, Baldwin & Associates, P.C. recently announced the addition of Kristen Doleva-Lecher to their firm as an associate attorney. Ms. Doleva-Lecher will practice at the firm's Reading office at 606 Court Street. She will also be available for appointments in the firm's Pottstown office two days per week. She will focus on general litigation, family, and business and corporate matters, as well as alternative dispute resolution and mediation.



Kristen Doleva-Lecher

Ms. Doleva-Lecher earned her undergraduate degree from University of Pittsburgh. She obtained a Juris Doctor from Nova Southeastern University – Shepard Broad Law Center in Ft. Lauderdale, FL.

As a life-long resident of Berks County, Mrs. Doleva-Lecher is proud to be joining a firm with such a strong commitment to community. "Practicing law in a county

in which I spent approximately 30 years of my life is very important to me. One of the aspects of practicing law that I enjoy most is assisting local business owners with their legal issues while leading them to success with their company. The success of local business owners is ultimately the success of our community."

Ms. Doleva-Lecher was most recently associated with Ryan, Russell, Ogden & Seltzer in Wyomissing. She had a solo practice, also in Wyomissing, from 2005 to 2007, and has also practiced with Mette, Evans, Woodside in Harrisburg, PA and Golden, Masano, Bradley in Wyomissing, PA.

"After practicing law in Pennsylvania for approximately seven years on my return to the legal arena, I carefully targeted the type of firm with which I wanted

(See "Wolf, Baldwin & Associates, P.C." on page 34)



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Former Blockbuster store located on Route 100 in the Suburbia Shopping Center with 5,000 square feet.

Will sub-divide out for the right tenant.



#904 - Motel Income Producer!

consisting of 15 units/cottages/effic. apartments located on Rte 422 in Douglassville sitting on approx. 2 acres w/room to expand. All units recently rehabbed and excellently maintained. Public sewer. **\$875,000**



#906 - In Pottstown Across from The Hill School on High Street

with off-street parking, commercial building with fully equipped kitchen and dining area plus two-bedroom apartment. Very popular Italian restaurant. **\$124,900**



5-R-In North Coventry

500 feet from Rte 724 and 1,000 feet from Rte 422 bypass, 19.7 acres with pond, open fields, sewer and water available. Great location for retirement community or townhouse development, Township will permit 45 units. Great setting and tremendous location.



Glocker & Co.
Commercial and Residential Real Estate

Pottstown
(610) 326-0181

Boyertown
(610) 367-2058

WOLF, BALDWIN & ASSOCIATES, P.C.

(Continued from page 33)

to associate. My criteria included a firm where the attorneys are very experienced, ethical and who truly care about their clients. I also sought out a firm where there is a sense of internal loyalty. In Wolf, Baldwin, I found all of this."

"I met Jack Wolf while we were both completing a mediation certification course. It is not often that I have met the caliber of an attorney like Mr. Wolf who didn't come off as unapproachable. Within a few days I was bending his ear for legal advice. I am humbled to be able to say I work for him now. It is a rarity to have not only an extremely intelligent and successful mentor but one that is also business savvy."

"We are excited about Kristen joining the firm," said Jack Wolf, founder of Wolf, Baldwin & Associates. "Our firm has had a presence in Berks County for a long time, and we are looking forward to being

able to grow in that region. Kristen's roots in that community will be an asset to developing our offerings there."

Mr. Wolf and Ms. Doleva-Lecher have both completed 50 hours of training as certified mediators, Mr. Wolf in Montgomery County and Ms. Doleva-Lecher in Berks & Montgomery counties.

"Mediation is an attractive alternative to litigation in many kinds of cases," said Mr. Wolf. "It offers clients a cost-effective, speedy, and private alternative to resolving disputes through the courts." ■

Wolf, Baldwin & Associates, P.C. is a general practice law firm in Pottstown, PA, founded by Jack F. Wolf in 1972. The firm's areas of practice include Workers' Compensation matters, Business and Corporate Law, Family Law, Estate Planning, Estate Administration and Probate, Real Estate, and General Civil Litigation. For more information, call 610.323.7436 or visit the firm's website at www.wolfbaldwin.com.

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TRICOUNTY AREA CHAMBER OF COMMERCE

2010-2011 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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Baran Schultz,

Schultz Technology Solutions, LLC

PRESIDENT'S MESSAGE –

Some days it just feels like a roll of the dice. The economy, customers, vendors, employees all play into the odds. Nothing's better than being the odds on favorite, and it feels pretty lousy to be the 250 to 1 long shot. Don't worry, there's no reason to get to know a bookie. **Don't gamble with the future...** Bet on the TriCounty Area Chamber and our Annual Dinner Event.

This year, the Chamber is helping you become a sure thing with an afternoon of workshops before the dinner to develop leadership skills, develop your business, and bring you new resources and information vital to the success of your business. With expert speakers on key topics we'll bring professional development to business leaders and their staff that they won't find elsewhere.



As we transition from day to evening, we'll spend time networking with fellow members. Making connections is what being a chamber member is about, and the annual event will deliver! The dinner will bring us all together to enjoy good company, good food, and a great speaker. Growing our businesses, as the economy turns around, is why we are all here. We'll hear how it's done, and done right!

We'll wrap up the evening with some excitement! With our new knowledge we no longer need to gamble on our business so we'll play some table games at

a Chamber casino night to win some awesome prizes. You will get free chips with your dinner ticket, you can't lose! The prizes and the fun will be plentiful.

You can register to attend The Annual Event on the Chamber Website. It's going to be talked about among businesses for miles around and you don't want to be left out. If you aren't yet a Chamber member, there's still time to join so you can

attend The Event on April 12.

Won't you join me and a few hundred of your closest business associates, colleagues, vendors, customers, and neighbors on April 12 to learn, network, and play?

Always Buy Chamber!

Heather Chandler, President of Sealstrip Corporation,
Member of the Chamber Board of Directors, and Annual
Dinner Committee Member

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

CORRECTION:

Please note the following correction on page 40 of the February issue of the Route 422 Business Advisor - the new staff person for the Pottstown Area Health and Wellness Foundation is Program Officer for Schools, Recreation & Active Living - Ms. Anna Brendle. We apologize - the headline states Panna instead of Anna. **Our apologies Anna!**

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President,
eileen@tricityareachamber.com

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

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

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

THE POWER OF THE NETWORK JOIN TODAY!

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

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



*"TriCounty is wonderful.
I have grown personally by
being part of this Chamber."*

— KATRINA BELCHER, SUSQUEHANNA BANK

FREE EVENTS: CHAMBER 101

Thursday, March 3, 3:30PM AND Tuesday, March 15, 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.

WELCOME NEW MEMBERS!

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

AdminService, Inc.
317 Church Street
Phoenixville, PA 19460 (610.917.9101)

Accounting/Bookkeeping Services;
Administrative/Secretarial Services; Business
Consultants; Financial Consultants/Services;
Management Consultants
www.adminservice.com

AdminService provides bookkeeping, administrative support, business development, mentoring and training, web sites, graphic design, financial management and marketing services. They work on-site or off-site, providing just the level of support that each client needs. They are economical and efficient.

Graber Letterin', Inc.
58 Schoolhouse Road
Boyetown, PA 19512 (610.369.1112)

Advertising Specialties; Screen Printing; Signs/Banners/Flags
www.graberletterin.com

Graber Letterin' Inc./Alpine Tees is a full service custom sign company specializing in a variety of services for business, industry, and the general public. Commercial truck and vehicle lettering, banners, signs, digital graphics, screen printing, and imprinted apparel are services they offer.

Keystone Tees
1200 Roosevelt Street
Reading, PA 19606 (610.779.7210)

Advertising Specialties; Apparel & Accessories;
Embroidery Services; Screen Printing; Uniforms
www.keystonetees.com
Wholesale apparel and promotional products company that does custom screen printing and embroidery.

Phoenix Disposal, Inc.
1108 Lincoln Avenue
Phoenixville, PA 19460 (610.933.4100)
Trash and recycling services.
Front load commercial trash hauling.

CHAMBER MEMBER UPDATES

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

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



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

*HAPPY ANNIVERSARY to
the following Members:*

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

33 Years:
AAA East Penn

30 Years:
Wyndcroft School

20 Years:
Fred Beans Ford of
Boyetown, Inc.

15 Years:
MACnificent Pages /
Route 422
Business Advisor

5 Years:
Penn Foundation, Inc.
Reynolds, Pittner &
Associates, LLC
RiverCrest Golf Club
& Preserve

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

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

Celebrating 1 Year of Membership:

Addison
Technologies, Inc.

Chestnut Knoll
At Home Services

Edwards
Business Systems
High Street Rentals

John Middleton,
an Altria Company

Prince Law
Offices, P.C.

Solar by Weller
Translogistics, Inc.
Wellington Place

Member Renewals

Associated Builders
and Contractors, Inc.

Atlantic
Communications
Group, Inc.

Bause-Landry
Catering

Boyetown Oil Co., Inc

The Brick House

Cappelletti Pinter &
Company, P.C.

Chuck's Auto
Salvage, Inc.

Clothes to Home Dry
Cleaning

Columbia Boiler Co.

East Coventry
Township

A. Jackson Ecker, Inc.

First Niagara Bank

Fulton Bank

Gateway Employment
Resources, Inc.

The Hill School

Houck & Gofus
Funeral Home, Inc.

Independence
Blue Cross

JL Machine &
Tool, Inc.

MackKissic, Inc.

D. G. March and
Associates /
Enviromat Comp.

The Mercury

Moyer's Catering

Pottsgrove Metal
Finishers, Inc.

Pottstown
Memorial
Medical Center

Pottstown
Roller Mills, Inc.

Preservation
Pottstown, Inc.

Reading Foundry &
Supply Co.

The Seltzer Group

Sher Properties, Inc.

Spring Valley
YMCA

Twin County
Construction Co.

Valley Forge
Convention and
Visitors Bureau

A. Weitzenkorn's
Sons, Inc

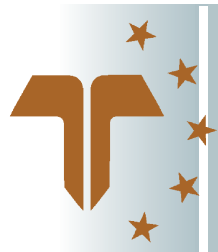
West Pottsgrove
Township



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

CALENDAR OF EVENTS



BE SEEN. BE HEARD. BELONG.

EVENTS

Thurs., March 3 3:30 PM	CHAMBER 101 <i>Chamber's Conference Center*, 152 E. High St., Suite 360, Pottstown PA, 19464</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservation required.
Tues., March 15 8 AM	CHAMBER 101 <i>Chamber's Conference Center*, 152 E. High St., Suite 360, Pottstown PA 19464</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservation required.

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



PRIORITIES

If it matters to your community, it better matter to you.

The Chamber of Commerce focuses the time and talents of its members on the important business and civic issues of the community – helping to create a climate of growth and success for all.

A prosperous community means prosperous business.



NETWORKING

Tues. March 8 12-1:30 PM	NETWORK AT NOON <i>Western Montgomery Career and Technology Center, 77 Gratersford Road, Limerick, PA 19468</i> 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 even and have attendees' attention and interest for one minute. \$20 per Member. Members only.
Thurs., March 10 7- 7:30 AM 7:30 AM	MEMBERSHIP BREAKFAST – State of the Chamber 2011 Outlook <i>Brookside Country Club, Prospect and Adams Streets, Pottstown, PA 19464</i> Networking Program Join us to hear what the Chamber has planned for 2011. As the business climate everywhere continues to change, the Chamber continues to change in an effort to meet the needs of our members. Attend the "State of the Chamber Breakfast" to hear a review of the results from a recent membership survey, and how those items tie into our 2011 programming and initiatives. Sponsors: Main Line Financial Advisors, LLC and Occupational Health at CarePlex \$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member
Thurs. March 17 11:30 AM – 1:30 PM	WOW LUNCHEON <i>La Massaria at Bella Vista Golf Course, 2901 Fagleysville Road, Gilbertsville, PA 19525</i> Betty Kutner, N.H.A., Administrator, ManorCare Health Services – Pottstown will discuss Insurance Options – Medicare, Medicare Replacements, and Medicaid when looking ahead for yourself or when thinking of Skilled Nursing Services for a loved one so you can be better prepared financially. She will also discuss how co-pays / co-insurances are paid when there are not enough assets. Sponsors: Schultz Technology Solutions, LLC and Visiting Nurse Association of Pottstown and Vicinity \$28 per Member prepaid or at the door; \$36 per Member invoiced. Members only.
Tues., March 22 4:30 – 6:30 PM	MEMBERSHIP MIXER No charge. Members only. Reservations appreciated.

SAVE THE DATES

Tues., April 12	ANNUAL DINNER – "Don't Gamble with the Future of Your Business!" <i>RiverCrest Golf Club and Preserve, 100 Golf Club Drive, Phoenixville, PA 19460</i> Enjoy an afternoon of educational opportunities and networking and evening of recognition and entertainment. Please refer to the event listing on the online Chamber Events Calendar for additional details including the details of the educational afternoon workshops.
Fri., May 13 7:05 PM	CHAMBER NIGHT AT THE READING PHILLIES <i>First Energy Stadium</i>
Mon., June 13 10:30 AM 11 AM 12 PM 5:30 PM	GOLF OUTING <i>Spring Hollow Golf Club, 3350 Schuylkill Road, Spring City, PA 19475</i> Registration Buffet Lunch Shotgun Start Dinner

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



Visit tricountyareachamber.com for Chamber Events and Community Events

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:

COFFEE SPONSORSHIP

FEATURED MEMBER BENEFIT OF THE MONTH



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.

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, **tricityareachamber.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.**

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@tricityareachamber.com or call 610.326.2900.



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.

WINTER SKI CONSIGNMENT TICKETS

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**.



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.



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 **tricityareachamber.com!** Share the Business Directory at **tricityareachamber.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.

ROOM RENTALS

Have you ever wanted to hold a seminar or meeting but just didn't have the space you needed in your office? Well the TriCounty Area Chamber of Commerce has the solution! The TriCounty Area Chamber of Commerce has conference space that is available for member use at low cost rates. Conveniently located in the Chamber Office, this space can be transformed into the conference room you need it to be. Just a few of the features that are available with any room rental include an LCD projector, easels, whiteboards, coffee/water/soda, as well as phone and internet access. Whether you need a room for one hour or an entire day, the Chamber will be able to provide you with what you need. Room rentals start as low as \$25. For more information about room rentals and availability, please contact Eileen Dautrich at eileen@tricityareachamber.com or call the Chamber Office at 610.326.2900.

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

KING'S PREDICTIONS HEARD AT TRICOUNTY CHAMBER MEMBERSHIP BREAKFAST

On Thursday, January 13, 2011 the TriCounty Area Chamber of Commerce started off their 2011 year of programming with the annual Economic Forecast Breakfast. Asked to return again for the 2011 event was James D. King, a familiar presenter to the chamber audience.

James D. King is President & Chief Investment Officer of National Penn Investors Trust Company. Jim is a graduate of The Pennsylvania State University and the Central Atlantic School of Trust.

Active in the community, he is a director of the Inter-Faith Housing Alliance. Professionally, Jim is a member of both the CFA Institute and Bond Club of Philadelphia, as well as an affiliate member of the Financial Analysts of Philadelphia.

The audience, having their own sense of how the 2010 economy had impacted them, witnessed the impact on paper with Jim's PowerPoint presentation including various statistics and graphical representations of items including 2010 housing activity, unemployment, and oil and gas prices.

Jim's predictions for 2011, again included a glance at the future of the housing industry, and unemployment, as well as consumer confidence, and consumer credit. Jim's entire PowerPoint presentation is available on the



Mr. Tom Gugerty receives the new member plaque for Citadel Federal Credit Union.



James D. King, President & Chief Investment Officer of National Penn Investors Trust Company.

TriCounty Chamber website – tricountyareachamber.com. (Click on "Your Chamber," "News and Media," "Media Center," "Chamber Rewind.")

One of the most important messages that Jim wanted to leave Breakfast attendees with was to remember to be patient. As he provided the National Penn Investors Trust outlook for 2011, he predicted that the economy is expected "to grow at about the current pace, increasing towards

year-end." Also, "consumer spending will slowly thaw, with better strength more likely in the second half of the year." Jim reminded everyone it will "take us a long time to recover, but we are making progress."

The TriCounty Chamber would like to thank the breakfast sponsors National Penn and National Penn Investors Trust Company. The January Breakfast was held at Copperfield Inn at Lakeside. 📺

SOLD OUT BOYERTOWN AREA PROGRESS DINNER

PART I

An evening of celebrations focused on community and business contributions in the Boyertown area was the agenda for the annual Boyertown Area Progress Dinner held on Wednesday, January 19.

Presentation highlights from the evening included impressive statistics from Cabot Supermetals including: 130 – the number of people they employ; 117 – the number of their employees that live within 20 miles of Boyertown; 65 – the average number of their employees that volunteer in the community; \$28,000 – the amount their employees pledged to the United Way of Boyertown in 2010. Tim Knapp, Safety, Health and Environmental Manager of Cabot Supermetals, spoke on behalf of Cabot. The Dinner presentation was scheduled as part of the program to educate attendees on the products and services of local companies operating internationally and the impact

those companies have on the Boyertown area. Additional Cabot statistics included: 6 – the average number of community tours that are given at the facility every year; \$100,000 – the average annual direct financial contributions to the community by Cabot to various civic and non-profit organizations; and \$250,000 – Cabot's contribution to local taxes. Finally – 1 – the number of facilities that do what Cabot does in the Americas.

Heather Chandler, President of Sealstrip Corporation, distributed samples of their product line throughout the crowd at the Progress Dinner as she explained the product that their company manufactures in Gilbertsville. Sealstrip Corporation bases all of its business decisions on Values – Excellence, Family, Individual Development, Innovation, Integrity and Teamwork. She describes their business culture as "not just talking the talk, but we walk the walk." This



is evidenced by their placement for three consecutive years in the Best in Berks awards of Berks County's top 50 businesses. They have also been named in the Top 100 Places to Work in PA. They are a fun place to work as you would expect with a company that was named one of the top 100 Places to Work – "during a heatwave last August, employees were encouraged to bring jars of peanut butter and jelly for the Boyertown Area Multi-Service Food Pantry and in exchange for their contribution, they could wear their favorite t-

shirt and shorts to work!" shared Heather. Heather is proud to state that Sealstrip employees work hard, not just for their Fortune 100 customers but also for the benefit of their co-workers and their community.

Please look for the continuation of this article in the April issue of the Route 422 Business Advisor. The April article will provide a special thank you to our sponsors from this event and will provide more detail on the James K. Boyer Quality of Life award recipient – Rotary Club of Boyertown (pictured above). 📺

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

POTTSTOWN MEMORIAL MEDICAL CENTER'S OCCUPATIONAL HEALTH PROGRAM SPECIALIZES IN WORKER INJURIES

When a worker is injured on the job, their supervisor must make a fast decision: Where can I get great healthcare for my employee so they can get back to work quickly? Many Pottstown-area companies already know the answer.

They call Occupational Health of Pottstown Memorial Medical Center at CarePlex for a simple reason: For 20 years, the program has specialized in treating worker injuries.

"We have specific expertise in these types of injuries and many other providers in our area don't," says Robin McMonagle, the program's Director of Rehabilitation and Occupational Health. "We value effective communication between the company, the patient and our staff when we treat a patient with a work-related injury. That keeps everyone on the same page and helps the patient recover quickly."

Located in Tri-County Business Campus at 81 Robinson Street in Pottstown, the Occupational Health facility contains a state-of-the-art treatment center and a well-equipped physical and occupational therapy facility.



Occupational Health facility in the Tri-County Business Campus at 81 Robinson Street in Pottstown.

The 30-person staff at CarePlex, which is supported by Pottstown Memorial Medical Center, cares for patients 24 hours a day, 365 days a year.

The program's physicians are truly specialists. Medical director Carl Burnett, D.O. served as a medical director in occupational medicine for ten years. James Stephenson, M.D. became Board Certified in occupational medicine in December 2010. These doctors and the program's nurse practitioners, therapists and staff serve more than 3,000 employers in the region.

Having medical specialists and a complete facility in one location makes Occupational Health a full-service care center. "The fact that all our services are provided in one location makes a big difference," adds McMonagle. "If we treat an injured worker and our physicians want him to have therapy, the patient can usually start therapy here right away or with minimal delay between visits. This means that the worker is back on the job as soon as possible."

In addition to treating worker injuries, Occupational Health provides other employee services including drug and alcohol testing, physical exams, DOT driver medical exams, diagnostic testing, CPR and first aid training, hearing and vision testing, and pre-travel education, immunization and medications for individuals going overseas.

"Most other healthcare providers in the Pottstown area focus on family practice or urgent care," says McMonagle. "We're not treating colds and the flu. Our primary focus is the employer and the employee and getting that injured patient back to work. That's important for a worker's well-being as well as a company's bottom line."

To contact Occupational Health of Pottstown Memorial Medical Center at CarePlex, call 610.326.2300. ■

Does Your Child Have a Safe Route to School?



Shayne Trimbell,
Project Coordinator,
GVF Transportation



There has been a dramatic shift in the way our children travel to school. Just forty years ago, nearly half of all school children walked to school, compared to about one in ten in 2009. Conversely, in the same period of time almost one third of school children are identified as overweight or obese. It is

not a difficult connection to make that less physical activity leads to being overweight. The challenge before us is how to get children more active. One great program that is funded by the U.S. Department of Transportation and administered by PennDOT is the Safe Routes to School.

Safe Routes to School is a program that takes a holistic approach to encourage student mobility. It is available for schools that cater to kindergarten through fifth grade. The program focuses on what they call the "Five E's": Engineering, Education, Enforcement, Encouragement, and Evaluation. In short, there is more to getting children to walk than simply providing sidewalks, and that is what Safe Routes to School addresses. Any school can implement a Safe Route to School program, and if funding is required, the school can apply for grant funding through PennDOT to implement the program.

Safe Routes to School approach to changing the trend of decreasing student activity is to involve as many people as possible to create success. The program is often championed by a group such a Parent Teachers Association but will involve many parties including: teachers, principles, superintend-

ents, municipal managers, public works managers, local police departments, county transportation planners, PennDOT, but most importantly, the parents. For the programs to be successful, the parents must be involved, and must allow their child to walk to school. Involving the parents in the entire process ensures that the program is suitable for the children, and acceptable by the parents.

What are some of the ways to encourage children to walk to school? Some examples of programs that have been successful are walking school buses, classroom walking competitions, safe bicycle training, increased police enforcement and crossing guards, just to name a few. The programs are catered to the needs of the school, and what works in one school may not be useful or successful in another. What are the benefits of Safe Routes to School? The physical activity the students receive by walking or biking daily helps curb the chances of those students becoming over-

weight. Student test scores have been noticed to increase in schools that have implemented a Safe Routes to School program as a result of the increased activity. Children are given more freedom and independence yet are still in a safe and protected environment. Lastly, children are developing habits that they will hopefully keep their entire life, and are learning that transportation decision process does not have to involve getting in a car.

Safe Routes to School is a great program, and a great way to address this epidemic of childhood obesity plaguing the United States. If you are interested in exploring Safe Routes to School, GVF is able to work with your school to get the ball rolling. Please reach out to us, and we will gladly help! ■

Shayne Trimbell works as the manager of projects and development with GVF. To reach Shayne by email: stimbell@gvftma.com, or by phone: (610) 354-8899.

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RIBBON CUTTING



Chestnut Knoll Ribbon Cutting

Chamber Ambassadors – Tim Forrester of The Hill School (far left), Adele Klein of Klein Transportation (second from left), and Janet Flack, Keller Williams Realty Group (far right), joined Linda Detwiler, Director of Chestnut Knoll at Home Services, as she cut the ribbon and celebrated the opening of the Chestnut Knoll at Home Services new office location at 1041 East Philadelphia Avenue, Gilbertsville. Linda is surrounded by Chestnut Knoll staff. 📷

JANUARY MEMBERSHIP MIXER

Thank you to the
host of the January
Membership Mixer –
Walnut Woods



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ANNUAL 5 CHAMBER MIXER

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On Thursday, January 13 over 200 Chamber Members from the Perkiomen Valley, Phoenixville Regional, Spring-Ford, TriCounty Area and Upper Perkiomen Valley Chambers came together for a powerful evening of networking. The event was hosted at the Copperfield Inn at Lakeside and featured a Verizon display and Verizon donated doorprize; the winner walked away with a new flip camera.



PA's Sustainable Energy Use & Development and the Marcellus Shale Gas Opportunity

This country and Commonwealth runs on energy; and until recently this meant that we were dependent on foreign supplies and worldwide market influences. In the past 10-years businesses, public institutions and the private sector have been driven to look at sustainable, creative and efficient uses of energy to protect their finances from the volatility in the world energy market. Research, development and accessibility to renewable energy technology and efficient energy management strategies have grown exponentially over recent years to provide viable alternatives. The design and implementation of sustainable energy practices represent a significant emerging market for business development.

In addition to the application of renewal and efficient energy, within the past 3-years we have witnessed a change in the foreign energy dependence paradigm as a result of the discovery and development of the Marcellus Shale Gas deposit underlying West Virginia, Pennsylvania and New York, among other major shale gas deposits in the US. Some researchers estimate that the US natural gas deposits equal the amount Saudi Arabia's oil deposits. Billions of dollars are being invested into the Commonwealth's economy to develop the Marcellus Shale gas field resources; undoubtedly this will create many new business opportunities within the energy sector and more broadly for the entire PA economy.

The key will be to identify the most relevant alternatives for our tri-county area and take advantage of them to ensure our businesses and residents benefit from these opportunities now and into the future.

Energy independence is achievable, how will we respond?

Renewable and / or Sustainable Alternative Energy – This involves low carbon footprint energy alternatives including solar, wind, geothermal, biofuels, biomass fuels, as well as energy conservation and efficiency initiatives. Sustainable energy alternatives are not “one-size-fits-all” solutions so careful evaluation, planning, engineering and application of the technologies are the keys to their success. In many cases

sustainable energy approaches can provide tangible benefits for the entity implementing the plan and for the surrounding community. The tri-county area offers a broad supply of expertise, as well as, the commercial, industrial and public sector opportunities that make it ideal for successful application of these new approaches.

Marcellus Shale Gas Play – Natural gas from the Marcellus Shale deposit is a domestic energy resource that offers a lower carbon footprint than coal and oil that can reduce dependency on foreign supplies and bridge the gap between traditional high carbon emission fuels and more sustainable energy alternatives. Current research literature suggests that the Marcellus Shale Gas reserves may be one of the largest natural gas reserves in the world. Research suggests that extensive exploration and production will occur in Pennsylvania for years to come. Industry actions to develop this resource are very dependent on supply and demand in the market. Market demand is largely based on establishing and maintaining public support for continued development of the resource and calls for its widespread use. There are several business opportunities for the tri-county area to assist with recognition and dutiful management of the environmental & safety concerns associated with the Marcellus Shale and also for assistance with proper adaptation of commercial and public markets for this energy supply. These business sectors will be essential for Pennsylvania to reap the rewards of this game changing opportunity. Some of the key benefits that should be considered when forming an opinion about Marcellus Shale development include:

National Security

Economic Strength and Job Growth

Public Health

Climate Protection

Domestically Produced Gas 📷

Advanced GeoServices has been providing service to our clients in the evaluation and application of renewable and sustainable energy initiatives for several years. We have also been engaged in the Marcellus Gas industry to provide engineering support for environmentally sustainable development and water treatment alternatives.

*Submitted by Mr. Bernie Beegle PG, CPG - Principal 610.840.9125 bbeegle@advancedgeoservices.com
610.840.9157 mdemarco@advancedgeoservices.com 1055 Andrew Drive, Suite A, West Chester, PA, 19380*

ARE YOU CURRENTLY HIRING?

Let us know or stop by the Chamber Office to look through the RESUMES collected this month. They include: MARKETING – 1; GLOBAL/STRATEGIC SOURCING AND SUPPLY CHAIN EXECUTIVE – 1; FINANCIAL CLIENT SERVICE ANALYST - 1

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PROFILE

THE GOOD SAMARITAN SHELTER

By Nate Hoffer, Executive Director, Good Samaritan Shelter, Inc.



The past couple of years have been a tumultuous time for many non-profit organizations across the country. Thousands of organizations were forced to close their doors as a result of the worst economic climate since the Great Depression. It is said that the organizations that survived will be even stronger and more poised for success.

The Good Samaritan Shelter is one of those organizations.

Despite the struggling economy, we achieved remarkable growth last year. In May 2010 we were able to purchase our fourth property — located at 104-106 E. High Street in Phoenixville. This expansion allowed us to increase our capacity from 13 residents to 21 residents and marks the second time in five years the organization has grown by purchasing additional property.

As a result of this expansion, we launched our first capital campaign, named the Good News capital campaign. This initiative will secure the organization's future by paying off our mortgages and establishing an endowment fund.

Our growth indicates that our friends and supporters see the value of the work we do and are willing to make significant investments to enable hundreds of homeless men to realize hope and dignity in their lives. People enjoy supporting the Good Samaritan Shelter because they know the tremendous impact it has in the Phoenixville community. One of the greatest joys of my job is to share with people the success stories that happen all the time at the Good Samaritan Shelter.

Here are some comments from some residents we were privileged to serve:

"I definitely would help and support this organization for what they have established here... I had great ambitions and was motivated from my first day at the shelter. I found a job a few days after being at the shelter! So if you really want to apply yourself, doors will definitely open up for you. I loved it here and in my opinion they're the best around!"

"I found that over time I needed a lot of time to get myself to the place of having some sense of purpose... my time in Phoenixville has allowed me to see that my life isn't over and perhaps worth living..."

Our residents appreciate their time at the Good Samaritan Shelter because we work tirelessly at improving their lives. During their stay, our residents receive the basics of shelter, food, and clothing. We help them deal directly with

the reasons they came to us— providing counseling for substance abuse and encouraging participation in support groups and communities of faith. We help our residents become gainfully employed and productive members of society.

We were thrilled to be recognized by the Phoenixville Regional Chamber of Commerce for our work in the community. On March 13, 2010 we were honored as the Chamber Charity Ball recipient, an award given to an organization that provides a valuable service to the community.

Our growth and success would not be possible without the support of our friends. My vision for the Good Samaritan Shelter is that we are an organization that the community supports and can be proud of. Our volunteers have donated well over 1,000 hours of time this past year, and our donors have sacrificed their finances for a cause they believe in.

Let's continue pressing forward in our quest to restore hope and dignity in the lives of homeless men. We're moving forward with more passion and determination than ever before. We've improved our marketing strategy by renovating our logo and website (www.goodsamshelter.org). We're increasing our case management services to our residents by partnering with local universities to provide social work interns. We're performing renovations on our properties to make sure our residents have a safe and comfortable place to call home.

A little over 10 years ago a few people cared enough to make a difference for homeless men in the greater Phoenixville area. Today, the Good Samaritan Shelter continues to offer hope and compassion to those that need it the most. As we continue to work very hard towards our mission, please continue your interest and involvement in our work. Please help us be Good Samaritans.

For additional information, please call 610.933.9305 and visit www.goodsamshelter.org. 

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REVITALIZATION AND GOVERNMENT BUDGETS



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Many remember the days when main street projects were plentiful and many boroughs in the region were participants in the state sponsored Main Street Program. In the past couple of years there have been issues with governmental budgets and there has been considerable belt tightening. Many of the programs were terminated as cities and boroughs tried to balance their budgets and still keep essential services.

It would seem to me that, since increasing assessed value has to be one of the revitalization results in a borough, economic development would be a priority. You can only cut so much from a budget before you will have to cut essential services. Increased assessed value and growth has to be part of any budget solution.

I know of a couple of towns have discontinued their main street effort during the latest budget crunch. Some boroughs laid off long-term economic development personnel because things got tight. I know Ruth Shaw got laid off in Cheltenham Township, and Phoenixville did not renew their program.

Many times governments think that the existing staff can work on economic development and somehow fill the bill. I have seen that work and not work, and it really depends on the people. It is important that the private sector be involved in the economic development and perhaps pick up some of the slack. Existing organizations could look to pick up some of the slack by picking up

some programs and following through with a public private partnership to help carry through on the effort.

Just as the local governments are finding it hard to justify economic development personnel, it may be equally hard for the state to fund some of the public partnerships they have funded in the past. A new executive administration usually means a new way of looking at things. On the state level, things can change pretty quickly and many times programs get re-named and combined or eliminated.

The state has been making changes in the Main Street program for the past few years. They have eliminated the so-called "exit" year (6th year) from the Main Street programs exiting the funding cycle. They have not added any new communities to the program in a few years, preferring to fund the existing programs and not take on too much more of a burden to the Department of Community and Economic Development (DCED) budget.

(See "Downtown Marketing & Development" on page 44)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 43)

When the state added the Elm Street program to the economic development mix, there was a strain on resources as the community groups worked independently from the Main Street Program, and thus there was a drain on political subdivisions seeking to provide the match on both programs. The Elm Street program carried a 10 percent match requirement, whereas the Main Street program carried at 50 percent match, making the Elm Street program a more favorable program of which to apply.

There are different grants that logically go with the Elm Street and Main Street Program. The Elm Street program has a residential reinvestment grant attached with it for project-related items, and the Main Street program has commercial reinvestment dollars associated with the program that is used for main street kinds of projects. Two years ago when there were state budget difficulties, all of the programs were on the chopping block. I worked with my fellow Main Street managers to lobby the legislators to keep the administrative programs without cuts, and to cut back on the "bricks and sticks money." This was

done to enable the communities to maintain current staffing levels.

There is now talk about cutting back some of the programs on the state level... whether or not these programs are phased out will be an issue for the legislature, and I am sure there will be a lot of debate on program cuts. The United States Congress has briefly talked about stopping community development block grant dollars (CDBG), which is what municipalities use for low to moderate income projects. Usually the CDBG dollars do not require a match, and are the most desirable dollars to get, because you can do an entire project from one funding source and you do not have to match the dollars.

A squeeze from the federal level concerning programs would certainly put the state in an awkward position when it came to further reducing programs to help economic development. An elimination of the Main Street program administrative funding would cause problems for many of the small communities throughout the state that do not

(See "Downtown Marketing & Development" on page 46)

PROFILE

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 44)

have a mechanism to fund commercial development programs centering on the downtown. The problem with cutting administrative funding is that all of the projects will come to a halt and many times there is no picking up the pieces that remain.

In these days of tight budgets, underperforming investment portfolios and the calls for smaller government, many governments are looking at significantly curbing or ending economic development funding. Many of the programs can be curtailed and under-funded but programs that place economic development personnel in the small towns and boroughs across the commonwealth need to be maintained. If you stop them now there will not be adequate staff to carry through on programs that are not cut. Sometimes you will be able to add administrative dollars as part of a grant... program delivery, administration, whatever you want to call it, needs to be performed in order to do the projects. Without the personnel, there would be no one charged with doing those things necessary for a small town to compete with

the larger retailers for a portion of the regional market share.

The tax base is grown is by creating ratables (tax producing entities), which is economic development. It should be a blend of creating new ratables and budget cuts that balance the budget. Can you create ratables without economic development? I suppose so, but it will be a much more encumbered process because the people working to make it happen have other jobs.

I think it is going to be interesting how the cuts come down when the budget is looked at again on the state level. In California Jerry Brown has asked that taxes be raised, in order to handle the budget shortfalls. I am not sure that there is a will to raise taxes in Pennsylvania based on the recent outcomes of the elections. I would hope that there is not a significant cut in economic development. Who knows, there could be a switch to growth-based tax relief in the form of Tax Increment Financing (TIF) or some other kind of innovative program, which will save the day. You never know... after all it is just politics. ■



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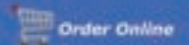
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In order to identify where changes are most needed, you'll have to dig for details about various aspects of your business. Remember to focus not just on the individual elements, but also how they all fit together.

For example, has your customer base changed since you first started? Is it broader or narrower? Older or younger? More upscale or less? You may need a new image, revved-up branding or perhaps just a rewrite of your marketing materials to address the needs of this changing customer base.

Take a hard look at whether your products or services are performing to customer expectations. Remember that your goal should be to exceed expectations, not simply meet them. Perhaps competitors are doing a better job, or maybe they've created add-on products and services that you haven't. Your own customers can help with your makeover if you ask them for feedback.

If your marketing message has never changed, perhaps it's time to reevaluate

and devise a new one. Try revisiting your original business plan. You might be able to recapture some of the insight and enthusiasm you originally had from that document. Think back to your most successful promotions, presentations or sales efforts. Rather than reinventing the wheel, you might be able to update and expand an approach that has already worked for your business.

Don't be afraid to seek out other perspectives. After all, you may be "too close" to the issues to understand the sources and solutions. Meet and brainstorm with your trusted advisors, mentors, friends, partners, employees, and outside consultants. Ask customers to give you a frank assessment of what you're doing, how you're doing it, and what you can do to better serve their needs. The more ideas you receive, the more options you'll have for getting your business back on the fast-track.

For more business makeover ideas, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 12,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office, or visit on the web at www.pottstownscore.org.

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Is Your Web Site Mobilized?



YOUR DIGITAL WORLD

By Rose Rossello, rossellosolutions.com

Chances are you already have a Web site for your business. But if it was created more than a year ago, it might not be mobile friendly. Why should you be concerned about mobile devices? Because 45.4 million people in the U.S. use smartphones (according to comScore), more than 1 million bought an iPad, and more people are accessing the Web from mobile devices than traditional means.

If you don't currently own a Blackberry, iPhone or iPad, you probably know someone who does. See how your Web site displays on various devices. Depending on your business and how frequently your customers access your Web site, you'll want to give visitors the best user experience on all devices.

Some things to look out for:

1) FLASH. If you utilize Adobe Flash on your site, particularly for navigational elements, note that Flash is not fully supported on the majority of mobile devices and is not supported at all on the leading smartphone—the iPhone, nor the iPad. If the content of your Web site relies heavily on Flash to get your message across, you'll want to consider other options.

2) IMAGES. Most mobile devices have limited processors and memory. The size of the images on your Web site can greatly slow down its performance. Since most smartphones operate on the relatively slow 3G wireless network, the user's ability to display your Web site can be greatly hampered. Take a look at the images on your site to determine if they can be more optimized for displaying on slower devices.

3) FONT SIZE. While viewing your Web site on a typical 15" or larger computer monitor, the size of your text is probably very legible. But what about on a 3" monitor? Mobile users can zoom in on Web pages, but are forced to scroll sideways as well as lengthwise in order to read your content.

(See "Your Digital World" on page 54)



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JonBenet Ramsey Investigator Brings National Seminar Series to Chester County with “Stop Bullying Today” Program

Dale Yeager a criminal analyst, who worked for the Boulder District Attorney's office in 1997 on the original murder investigation of JonBenet Ramsey, is bringing his national seminar series to Chester County.

The PROFILING YOUR LIFE series, which began in New York City, provides various seminars for adults and children focusing on bullying, school/college student safety and personal safety for adults.

“We are excited that Mr. Yeager will be coming to Franklin Commons with his STOP BULLYING TODAY — A child and parent seminar for children ages 4-12,” says Director of Events and Public Relations Teri Eide. “This is a serious issue and Mr. Yeager is the definitive national expert on this subject.”

The 90-minute seminar will be held for parents and their children on March 2, 2011 7- 8:30 pm at Franklin Commons located at 400 Franklin Ave., Phoenixville. The seminar is free of charge, but parents must pre register their children by calling or emailing Laura Collins at 866.468.7962 ext 802 or info@seraph.net.



Dale Yeager

The Instructor: Criminal Analyst, Dale Yeager

Mr. Yeager began his education as a criminal analyst in 1988. He has extensive training in criminal psychology, forensic psychology, sex crimes investigation, and crime scene forensics/procedures and domestic terrorism analysis, including advanced training at the Federal Law Enforcement Training Center from 2005 to 2008.

As a criminal analyst, Mr. Yeager has consulted on numerous criminal cases, including the first murder investigation of JonBenet Ramsey.

Mr. Yeager's research work on child violence has been published in the FBI *Law Enforcement Bulletin* and the book *Profiling Violent Crimes* by Dr. Ronald Holmes.

In 2002, Mr. Yeager was given a presidential appointment to the U.S. Selective Service System, and in 2004, he became a member of the FBI's InfraGard counterterrorism program.

In 2005, Mr. Yeager was appointed to the development

committee for the Fairleigh Dickinson University, School Security & Safety Administration Masters program. Mr. Yeager is a lecturer at many higher education institutions throughout the U.S. such as Drexel and Howard universities. Mr. Yeager is an instructor for the Neumann University Criminal Justice Program.

Mr. Yeager is a frequent expert with media outlets including a featured episode of Forensic Files. Mr. Yeager is also a Federal law enforcement trainer for the HIDTA and MAGLOCLEN programs.



Mr. Yeager's firm, SERAPH, provides training and consulting to over 26,000 schools in the U.S. and various overseas countries. SERAPH is partnered with several state departments of education, and educational administrator organizations. In 2000, SERAPH was asked to provide a report on the “STATE OF SCHOOL SAFETY IN AMERICAN SCHOOLS” to members of Congress, specifically the U.S. SENATE JUDICIARY COMMITTEE. To date SERAPH has provided three reports to Congress. ■

YOUR DIGITAL WORLD

(Continued from page 52)

Solutions:

There are essentially three approaches available to creating a mobile-friendly Web Site.

1) Custom stylesheets designed for specific screen sizes.

2) Separate mobile-only versions for each specific mobile device.

3) Redesigning your current Web site with a fluid design coupled with custom screen-size-specific style sheets.

All three methods do involve additional design investment for your Web Site, but it may be worthwhile if your site draws a lot of current and potential customers who regularly access your Web Site from mobile devices. If you have an online storefront, it's even more important to provide a great user experience, otherwise it will cost you sales. Unfortunately, redesigning shopping carts for mobile devices can be a very costly and difficult proposition. Another

option is to develop OS specific apps. Blackberry, Android (Google) and Apple each have their own App stores. If you want to add a coolness factor to your business, creating a custom app for the iOS (Apple's system) is your best bet.

Gone are the days of set-it-and-forget-it Web sites. Technologies and standards are changing daily, and your business should be prepared to invest in this change else be left behind. In our current ultra competitive market, companies must use every method possible to market themselves to the ever-increasing number of tech-savvy users, who, by the way, are your customers.

I hope you enjoyed this. If you'd like to be placed on my Quick Tips mailing list, visit my website: www.rossellosolutions.com/contact.htm 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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Joseph Scott McArdle Named to Prudential Real Estate and Relocation Services Leading Edge Society

Joseph Scott McArdle of Prudential Fox & Roach Realtors has been named to prestigious Leading Edge Society for 2010 by Prudential Real Estate and Relocation Services a Prudential Financial, Inc. [NYSE:PRU] company. The award recognizes residential sales professionals who exemplified great sales measures in closed residential GCI, commercial GCI or closed 35 residential units for the year.

As a Leading Edge Society recipient, McArdle ranks among the top six percent of the Prudential Real Estate Network, which includes real estate professionals from the United States, Mexico and Canada. This achievement attests to McArdle's dedication to his profession. He is knowledgeable, has a strong work ethic, and is a sales leader. McArdle strives to provide the best real estate experience for all of his clients.



Joseph Scott McArdle

Joseph Scott McArdle has twenty five successful years in the real estate field and has been recognized numerous times for agent of the month at the sales office in the headquarters building of Prudential Fox Roach Realtors in an office of over 130 licensed agents. He attributes his continued success over twenty-five years in the business to his teamwork. As a commitment to his continued success, McArdle has recently expanded his business to include Amanda Keeney who, having worked in the background of real estate for the past eight years, has recently become fully licensed. They each care about what they do, their community, and the environment. McArdle has already received his Green designation and Keeney is studying for hers.

(See "Joseph Scott McArdle" on page 57)

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YOUR BEST EMPLOYEES ARE PROBABLY LOOKING FOR NEW JOBS



EFFECTIVE MANAGEMENT

By Kathy Muscarella, SPHR, MEA Director, HR Services

In a recent survey conducted by Manpower Inc., 84 percent of employees polled said they're looking for a new job this year. That number is up from 60 percent a year ago. How are you protecting your best assets?

Your most valuable employees sat tight through the recession. They didn't even consider another job because so few firms were hiring. But after years of increased work and frozen compensation, many workers are disappointed with their current jobs.

During the recession, many employers stopped hiring, reduced staff or realigned employee pay and benefits in order to reduce expenses. Even companies that are known as the best places to work implemented these strategies to remain profitable and competitive.

Employees shouldered the impact of these "do more with less" initiatives, as evidenced by the highest productivity rates in many years. Most of these workers did not want to risk the uncertainties of a new job in such a volatile business climate.

But as the economy recovers, employees who helped their companies survive, quietly toiling while feeling overworked and under-appreciated, may begin to look for new jobs. These high performers are the most marketable, and will be the first ones to leave your organization.

So, what are you doing to retain your organization's most valuable assets? There's a talent war returning, causing

higher turnover rates, especially in positions requiring specialized skills. Your cost-cutting measures during the recession may have won the battle, but if you're not closely attuned to the sentiment of the workforce, you may lose the talent war.

Retain Employees Who are Thinking of Looking for New Jobs

The news is not all bad. Employers have many opportunities to retain good workers before they start looking for

(See "Effective Management" on page 58)



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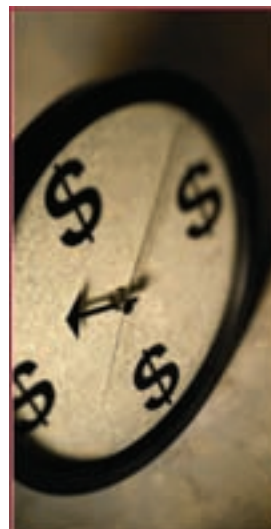
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Serving Our Local Community



JOSEPH SCOTT McARDLE

(Continued from page 55)

McArdle has received numerous awards over the years, most notably for his extensive charity work where he has been recognized by being recipient of a "Hometown Hero" award and on another occasion a "Community Champion" award within the building industry. McArdle says, "We live in what I characterize as the 'Post Mortgage Meltdown World' where not just matching a buyer with a seller but maneuvering through financing and appraisal issues are of utmost importance to complete a transaction." He continues with, "I have not over my twenty five successful years nor has anyone I know in the industry experienced what we are now, and I characterize it not as 'Deja Vu', but 'Vu-ja De'". With my continued success in the industry, it proves not just my education and experience, but my teamwork, and most importantly determination and open mindedness produces results even during, if not especially, in these uncertain times."

McArdle is a designated Fine Homes specialist, is e-certified by Prudential Real Estate, holds a

Certified Sales Professional (CSP), Certified Commercial Investment Member (CCIM), and GREEN Designations from the National Association of Realtors (NAR), is a member of the Institute of Residential Marketing, and a member of the sales and marketing member of the home builders association. He has an outstanding sales track record consistently in the multimillion-dollar range since 1984, and has been recognized with numerous awards including salesperson of the year and office sales leader of the month. He is a distinguished graduate of the University of Pennsylvania's Wharton School of Business and attended Harvard University for graduate studies in economics, forecasting, and management. A member of the Suburban West Board of Realtors, he has an in-depth knowledge of the Delaware Valley and serves homebuyers and sellers along the Main Line area as well as those in Delaware, Berks, Montgomery, Chester, Bucks, Philadelphia counties, as well as New Jersey. 🏠

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EFFECTIVE MANAGEMENT

(Continued from page 56)

new jobs. Now is the time to start implementing these measures to have a positive impact on your workforce.

- Review your compensation program. When was the last time you took a hard look at your salary structure as compared to the market? If you're not paying competitive wages, bonuses, and incentives, you're at a distinct disadvantage in trying to retain your most talented employees.

- Conduct an employee opinion survey. Polling employees can pinpoint opportunities for improvement and demonstrates that employee opinions are valued. Findings and action plans should be quickly shared with staff.

- Encourage supervisors to connect with staff. The supervisor may be the first to become aware of an employee's discontent and desire to seek a new job. Regular dialogue between employees and supervisors is important.

- Improve supervisor quality. Many employees seek new jobs simply because of poor treatment by the immediate supervisor. Investment in supervi-

sory training may pay off through reduced attrition.

Happy Employees Won't Look for New Jobs

An economic recovery is welcomed by businesses. But as the business climate improves, employees who feel devalued will have more opportunities to seek new jobs. You can avert this unwanted turnover by taking steps to understand employee issues, address the needs of staff and improve supervisor quality.

If you're wondering where and how to start, MEA can help. Our comprehensive HR Services include Compensation Consulting — plan development, review, update and support management — as well as Employee Opinion Survey development, administration, analysis and action plan development and review, market pricing, analysis of current pay rates. Call Kathy Muscarella, SPHR, Director, HR Services at 610.994.7634, or email kmuscarella@meainfo.org to discuss your specific needs. ■

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Meridian Names Crossett to Senior Lending Position; DeFalco to Commercial Lending Post

Devon-based Meridian Bank has announced the appointment of Amy Crossett of Elverson, PA, as Senior Vice President, Commercial Lending. Crossett earned an MBA from the University of Tennessee and has more than 25 years experience as a commercial lender specializing in C&I and real estate financing. She previously served as First Vice-President, Commercial Lending for Fox Chase Bank.



Amy Crossett



William M. DeFalco

Joseph Cafarchio, Meridian's Chief Lending Officer, said, "Amy's experience corresponds closely with all of Meridian's lending specialties. Her breadth of knowledge and keen market insight will increase both our commercial lending capacity and the effectiveness of our response to an expanding list of business customers."

Amy Crossett can be contacted at ACrossett@meridianbanker.com or by phone at 484.586.3530.

Meridian Bank also announced the appointment of William M. DeFalco of Birdsboro, PA, as Vice President, Commercial and SBA Lending. A graduate of the University of Scranton, DeFalco has more than 27 years experience in banking with the bulk of it spent as a commercial lender in the Delaware Valley. He previously

served as First VP for Fox Chase Bank, heading up the Chester County Commercial and Industrial Lending group.

Chris Annas, Meridian CEO, said, "We're delighted to have someone with Bill's experience and breadth of commercial lending knowledge join our growing corps of business bankers. We're counting on Bill to accelerate the growth of our active Small Business Lending specialty."

Bill DeFalco can be contacted at WDeFalco@meridianbanker.com or by phone at 484.235.0490.

ABOUT MERIDIAN BANK: Meridian Bank is a full service commercial bank serving Southeastern Pennsylvania. Its primary focus is business banking, offering its customers a complete line of technology-based financial products and services. 🏦

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