

422business.com



Business Advisor

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

phoenixville • pottstown • reading • royersford • spring city • collegeville • limerick



FINANCIAL INDEPENDENCE PLANNING, LLC

wyomissing • west reading • douglassville • king of prussia • oaks • valley forge

Visit 422business.com for...

- **Our Current Issue Online**
- **Archives with Hundreds of Useful Articles**
- **Video Interviews**
- **Federal, State, County & Local Resource Links**
- **Advertiser Links**

Presorted
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334
Pottstown, PA
19464-0334

1988
2011

Caring for your employees for over twenty years.

Our comprehensive health programs protect, promote and restore employee health. Our expertise in Occupational Health insures quality medical services, minimal treatment time for work injuries and proactive return to work strategies. Our team of specialists can meet all of your occupational health needs.

- Work Injury Medical Care
X-ray, Lab Services & Suturing
as needed
- Occupational & Physical
Therapy
- Physical Capability Screenings
- Ergonomic Services
- Employment Physicals
- DOT Driver Medical
Certification Exams
- OSHA Required Medical
Surveillance Exams
- Drug & Alcohol Screening &
MRO Services
- Immunizations
- TB Skin Testing
- Respirator Clearances &
Fit Testing
- Hearing & Vision Testing
- Training
CPR, First Aid, AED, BBP
- OSHA & DOT Regulatory
Compliance Assistance
- Travel Medicine Clinic
- Onsite Health Services
Available



Occupational Health
of Pottstown Memorial Medical Center
at CarePlex

610-326-2300 • www.pottstownmemorial.com

Tri-County Area Business Campus • 81 Robinson Street, Pottstown
Convenient Hours Monday-Friday

WORK INJURY CARE AVAILABLE 24 HOURS A DAY, 7 DAYS A WEEK

Work injuries (non-life threatening) should be treated at CarePlex. After-hour injury care provided by PMMC's Emergency Dept. Employee will be referred to CarePlex for follow-up medical care.

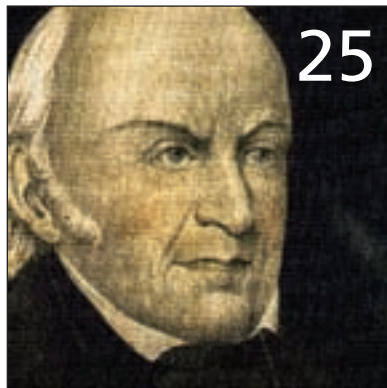
Business Advisor

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

In This Issue | APRIL 2011

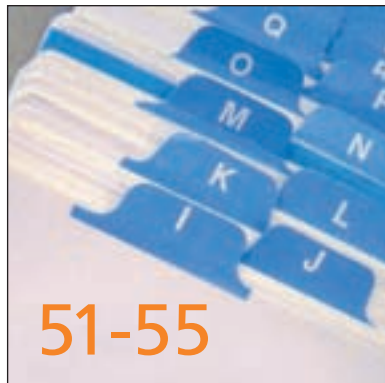


Financial Independence Planning, LLC delivers a financial process for clients in retirement and pre-retirement, to help them retain and optimize their retirement assets.



*Browse the **Business Marketplace** to grow your business, network, and keep your money local.*

"If your actions inspire others... you are a leader."
— JOHN QUINCY ADAMS



Contents

- 4 | Cover Story**
Financial Independence Planning, LLC
- 11 | Buzz Around The Block**
Alternative Energy and Energy Conservation
- 12 | Legal Perspectives**
Time For A Legal Checkup?
- 20 | Financial Success**
Retirement Plan Sponsors Must Gather and Disseminate Fee Disclosures
- 25 | On Leadership**
Persuasiveness Is Not Leadership
- 28 | Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 33 | Ask SCORE**
"Green" Business: The Shade of Things to Come
- 35 | TriCounty Area Chamber of Commerce**
News and Events
- 45 | Downtown Marketing & Development**
Main Street Manager and Business Recruitment
- 56 | Your Digital World**
Quick Tips to Improve Your Digital Life
- 59 | Effective Management**
Reasonable Break Time for Nursing Mothers – Are You Compliant?

... AND MORE!

To contact the Route 422 Business Advisor:
phone: 610.323.6253 fax: 610.970.6194
email: 422business@comcast.net
Subscribe online! www.422business.com



Published by: MACnificent Pages,
P.O. Box 334, Pottstown PA 19464-0334
Editor & Publisher – Bill Haley
Advertising Manager – Patti Seigel

www.422business.com



Adam Peltzman, CFP



Harriet Litz, Esq.



Fred Shocket, CFP



Keith Hooper CPA, MS



Laraine Beckman,
Client Services Manager



Harry Keller CPA, CFP®,
ChFC, CLU, MBA

FINANCIAL INDEPENDENCE PLANNING, LLC

By Bill Haley

**“A sound Planning Process should
free up your time from worrying about
money to enjoying all the things in life
that are important to you.”**

Harry Keller wants his clients to have fun. It's their job. That's why the quote leading off this article is printed boldly on the cover of his Firm's brochure.

“Our client's job is to go out, have fun, be happy and send us postcards and pictures of their travels and hobbies every quarter,” says **Harry Keller, CPA, CFP®, ChFC, CLU, MBA**, President of **Financial Independence Planning, LLC** (www.myFIPadvisor.com). Keller looks through an impressive collection of client postcards and photos and a broad smile crosses his face. “We design and monitor a plan to help our clients reach their goals in the safest way possible,” he said. “In a lot of cases, people are taking more risk than they need to. Our objective is to keep them in the middle of the road, and help them become financially independent, which means they can enjoy what's important to them, and not have to worry about the day-to-day activity of maintaining and growing their wealth.”



Financial Independence Planning is a financial services firm serving clients primarily in Montgomery, Bucks, and Philadelphia Counties through its main offices at 33 Jenkins Avenue in Lansdale and 454 Germantown Pike in Lafayette Hill, and through additional locations in Conshohocken, Dresher, Feasterville and Southampton, PA. The organization delivers a financial process for clients in retirement and pre-retirement, to help them retain and optimize their retirement assets. Financial Independence Planning leverages its proprietary 8-step process to identify objectives and potential roadblocks early by using a Financial Road Map®. FIP's 8-step system is thoughtful and methodical in understanding clients' needs. Also, it is arranged to make sure that the components of clients' assets, income, and expenses are organized in a structured, logical plan. The Financial Independence Planning Process® includes regular

monitoring to help clients stay on track to their goals.

“The big thing with us is we work together,” said Keller, who founded FIP in 1982. “We have a good team that works by the system and through investment models that we develop and monitor on a regular basis.

Keller's team includes **Laraine Beckman**, Client Services Manager, who has worked in the financial services industry since 1979. Laraine has held her FINRA Securities registrations since 1999 and has an extensive background in the investment field. **Bruce Musselman**, manager of the company's Lansdale office, has 27 years of prior experience as a corporate Human Resources Manager with extensive knowledge of employer retirement and welfare plans. **Keith Hooper**, CPA, MS, has been in financial services since 1986 and focuses on retirement planning. **Adam Peltzman**, CFP® has been working in the financial services industry since 2000 and focuses on retirement, insurance planning, and small group and individual health insurance. **Fred Shocket**, CFP®, MA has been involved in financial services since 1993 and focuses on personalized financial planning for both individuals and small businesses. **Ken Souder**, CFP®, with over ten years of prior experience as a corporate benefits manager, since 1995 has worked as a financial planner and has extensive experience with taxation, retirement plans, including 401(K)s, pensions and IRAs. **Thomas Morgan**, Operations Director Tom manages the daily processing, assists on client account services, and

(See “Cover Story” on page 6)

THE 8-STEP FIP FINANCIAL PLANNING PROCESS

The Financial Independence Invitation®

An invitation or referral to meet with a Financial Independence Planner® for a short complementary informational INFO® discussion of your goals and concerns and of the Financial Independence Planning Process®.

The Financial Independence INFO Meeting®

The objective of the Financial Independence INFO® Meeting is to get answers to your general questions on retirement planning, investments, taxes and insurances; learn the differences between investing and financial planning, and determine if the Financial Independence Planning Process® can benefit you.

The Financial Road Map®

The Financial Road Map® is a consultation with a Financial Independence Planner® to clarify your values, goals, current financial positions and to identify ideas to improve your current plan. Also, you will have the opportunity to experience a time tested financial planning process that can help you make smart choices with your money and stay on track to your goals.

The Financial Independence Plan®

The objective of having a Financial Independence Plan® is to give you the confidence to make the right choices to reach your goals. This Plan is an active illustration using current financial tools and the Financial Independence Planners® experience that maps out what has to happen to bridge the gap from where you are now to where you need to be in each of the areas of cash reserves, investments, debt and insurances. The Financial Independence Plan® includes the Financial Independence Recommendations® and implementation of steps you need to take to achieve your goals.

The Financial Independence Alignment Review ®

The objective of the Financial Independence Alignment Review® is to make sure all your assets are properly positioned to be on track to meet your goals. Furthermore, we take the time to familiarize you on how to access your on-line performance reports, update your active Financial Independence Plan® for any changes and review open action steps.

The Financial Independence Quarterly Check-Up®

The objective of the Financial Independence Quarterly Check-Up® is to give you confidence that you are on track towards your goals. In addition, we update records for new information, answer any financial questions, review investment allocation, taxes, performance, discuss additions and withdrawals, follow-up on open action steps and make any other necessary adjustments.

The Financial Independence Annual Update ®

The Financial Independence Annual Update® is an annual meeting to review the progress toward your goals, update your Financial Independence Plan®, answer questions, review investments, allocations, review taxes and performance, discuss additions and withdrawals, follow-up on open action items and to determine if any other adjustments need to be made.

The Financial Independence Success Celebration®

The Financial Independence Success Celebration® is the culmination of the Financial Independence Planning Experience. We host annual client events to celebrate our clients' achievements, share experiences and ideas about their goals.



FROM THE COVER: Seated (L to R): Laraine Beckman; Bruce Musselman; Fred Shocket; Harry Keller; Keith Hooper; Glenn Kopensky; Adam Peltzman. Standing (L to R): Harriet Litz; Jon Wanczyk; Jared Keller; Michael N. Grossman; Thomas Morgan; Ken Souder; Randy Nead; Steve Dudek; Steven Brown. Not shown: Tom Malkoch, Barry Blatt

Learn more about our qualifications
at **myFIPadvisor.com**

SERVING YOUR COMMERCIAL REAL ESTATE NEEDS

**BOYERTOWN/
POTTSTOWN AREA**
5,400 SF OFFICE, LAB/ R&D BLDG
SALE AT \$487,500 OR LEASE AT
\$7.50 SF PER YEAR "NET"



**OTHER INDUSTRIAL –
SALE OR LEASE**

4,200 SF – JEFFERSONVILLE
10,000 SF - NEW HANOVER TWP
12,340 SF – PALMER TWP, RT I-78
18,350 SF – MILFORD TWP



215-679-4200

**INDUSTRIAL LAND
FROM LOTS OF 2 ACRES
TO LARGE TRACTS OF 30
ACRES. CALL FOR PRICING**

**OFFICE BUILDINGS
LEASE / SALE
FROM 1,100 SF TO 5,400 SF
JEFFERSONVILLE TO BOYERTOWN
CALL ED BROOKS**



**MEDICAL OR PROFESSIONAL
OFFICE SPACE FOR LEASE**

**ZIEGLERSVILLE WITH GOOD
FRONTAGE ON ROUTE 73 WITH
14,000 DAILY CAR COUNT !**

LOOK AT ALL OF
OUR LISTINGS AT
www.BrodeAndBrooks.com

A PROVEN LEADER. in patient outcomes



Look at the Evidence
96.0%
of patients achieving community
discharge goals

Center data gathered for time period 2nd Quarter 2009
through 2nd Quarter 2010 based on patients discharged
from ManorCare Health Services – King of Prussia.

Focus on success!

- Selecting a post-hospital rehabilitation provider is a critically important decision.
- The clinical team can significantly impact the success of your treatment.
- Choose a clinical team with a demonstrated track record of success – and a proven commitment to clinical excellence.

www.hcr-manorcare.com

ManorCare Health Services –
King of Prussia
610.337.1775

ManorCare
Health Services

CARING FOR THE CARDIAC PATIENT

Through Golden Rehab's cardiac care, we provide a plan of recovery that will help patients achieve better health, increase independence and enjoy an enhanced quality of life.

Contact us today for more information.

golden
living centers®

Enhancing lives through innovative healthcare™

Golden LivingCenter – Phoenixville

833 South Main • Phoenixville PA 19460

(610) 933-5867



www.GoldenLivingCenters.com

Equal opportunity provider of healthcare services race, color, national origin, ancestry, religion, gender, sexual orientation, source of payment, or their ability to pay GLS-07335-11-GT

LODGEWORKS®
WELCOME TO HOSPITALITY™

KINSLEY... REDEFINING CONCIERGE SERVICE



HOTEL SIERRA
OPENING FALL 2011
KING OF PUSSIA, PA

For the latest construction progress photos, visit:

www.kinsleyconstruction.com/hotelsierra

KINSLEY
CONSTRUCTION

Wyomissing, PA Office 610.378.5380 | **www.kinsleyconstruction.com**

Looking for...
**A Quality, Customized
Answering Service with
Low Pricing?**

**Allendale
Answering
Service, Inc.**

**24/7/365
Live Operators!**

We will create a service that meets your needs!

Contact: Jeff Strano at 610-992-9308

www.kingofprussiamedical.com

COVER STORY

(Continued from page 4)

coordinates functions associated with the Branch Office for Financial Independence Planning, LLC. FIP also works with numerous other CPAs and Investment Adviser Representatives through its network of locations.

"We're a resource," Harry Keller, explains. "We help clients with a sound process, and that should free up their time from worrying. We help them gain clarity, confidence, and capability, move from products to process, and use our 8-step system," he said. "All of our reps use this step-by-step system, with our procedures, schedules and confirmations. After 20 years we made it systematized so we could train our associates."

In terms of "clarity", Financial Independence Planning utilizes a Financial Road Map® to help clients outline their goals, their values, and all their assets. "Confidence" is provided with a Financial Independence Plan® to help clients make smart choices with specific recommendations on what they need to do in each of those areas. "Capability" refers to the collective expertise of FIP's team of Financial Advisers, CPAs, life and

health insurance professionals and estate-planning attorneys who monitor the plan, to make sure clients stay on track.

"We start off with a planning process and not with a product pitch" Keller explains. "It starts with finding out what's important to people about their money. It includes a review of their values and goals and all of their assets. We offer a complimentary one-hour consultation and we use a Financial Road Map® to gather the information in one location. Then we do a financial plan and we work with fee-based investments. Our compensation is clearly disclosed and it's very competitive," he said.

"The most important thing is that we help our clients with an overall plan to consolidate all their financial relationships," Keller said. "We make it easier for them to make smart choices with their money by providing a customized plan. We focus on the plan and the process. We monitor the plan, as well as the products. It's not just the clubs, it's the swing," Keller said, using a familiar golf metaphor.

(See "Cover Story" on page 8)

HOFFMAN & WEST P.C.

Certified Public Accountants

Robert A. Hoffman, CPA • Mark C. West, CPA • Jacqueline M. Gleason, CPA

Old Fashioned Integrity

Expertise in Ongoing Tax Code Changes



- Personal Income Taxes
- Business Taxes
- Estate and Trust Returns
- Tax Planning
- Payroll
- Bookkeeping
- Accounting Software Maintenance
- New Business Set Up
- Certified QuickBooks ProAdvisors

1810 Swamp Pike, Suite 200
Gilbertsville, PA 19525

Phone: 610-718-1700
www.hoffman-west.com

We Work For You!



Call Toll Free 1-866-948-2255

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

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

FOR SALE- (#ZC2073) Chester County- E. VINCENT TWP. — 5.72 ACRES with C2 Zoning. (3) rental units, house and garage. Reduced \$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, WalWa, 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 (SOLD); Lot #2-5.70 acres (SOLD); 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- (#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- (#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 Road, Knaustown- High visibility. room for 10 cars inside. Auto repair shop, plumbing, elec., business, etc. 1,296SF office space, 3,186SF 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.

FOR SALE- (#ZC2138) 1014 Gravel Pike, Palm- Former Bennett Auto Dealership-zoned multi use w/many possibilities. 3 buildings, including showroom, maintenance & repair building. Large home on property which can be used for residence or other uses. Possible owner financing. Whole parcel also for lease at \$17,500 per month, Triple NNW w/5 year lease. \$1,600,000.

FOR SALE- (#ZC2139) 1233 Main Street, Linfield- "Serendipity Cafe & Pizzeria" A Limerick Township Deli and Sandwich Shop. Real Estate, Business and Equipment included in sale price. Call for information and showings. \$335,000.

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

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

PENDING- (#ZC2128) 386 Laurel Wood Road, Pottstown- \$229,900.

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

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

(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. Gilbertsville- 5,900SF retail/office COMMERCIAL SPACE for lease. Non conforming use. Reduced \$2,200/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, Pennsburg- 3 Bay garage/repair shop with office. \$1,500/Month + utilities

(ZC1110) 850 West High Street, Pottstown- 850SF zoned commercial. Many possibilities. Additional 850SF on lower level with garage also included in lease. \$900/Month NNW 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- 306 W. Ridge Pike

LEASED- 2007 East High Street, Pottstown-

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

(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. \$333/Month

LEASED- 32 Wells Road, Parkersburg

LEASED- 2003 East High Street, Pottstown-

Call Toll Free 1-866-948-2255

A DIVISION OF RICHARD A. ZUBER REALTY— Extending our services to meet your needs

DIAKON

A TRADITION OF CARE

Manatawny Manor has been providing retirement services and care for over 35 years.

- **Personal Care**
- **Nursing Care & Rehabilitative Therapies**
- **Memory Support (Alzheimer's/Dementia Care)**
- **Adult Day Services**



Call **610-705-3700**
to arrange a visit or
for more information.

MANATAWNY MANOR
A DIAKON LUTHERAN SENIOR LIVING COMMUNITY

30 Old Schuylkill Road • Pottstown, PA 19465
WWW.DIAKON.ORG/MANATAWNY

Many Hands. One Heart.

Diakon offers services and housing without regard to race, color, religion, disability, marital status, ancestry, national origin, sexual orientation or gender.



KLEIN
transportation

Corporate Entertainment Made Easy!
We plan the perfect event for those you care about!

Special Corporate Offer: New York City - \$34 per person

Deluxe Motorcoach Transportation with Broadway Show Tickets option
*You pick the show...we get you the tickets!

Call us now at 800-451-6700 or visit www.kleintransportation.com

PLUS MANY MORE TO CHOOSE FROM!

COVER STORY

(Continued from page 6)

"It's important to have a planning process and to stay on track," he continued. "Our planners are multi-disciplined so they can offer tax-efficient strategies and risk management advice as well as investment advice using the models that we've developed. We're very unique in the sense that, even though we have seven locations, we have one process that we use for all of our clients. We have several investment models that we use for our clients. We're very systematized to provide very consistent planning advice."

Keller has conducted a multitude of financial planning seminars for clients and representative training. In addition, he has extensive tax and financial services training. He has been a CPA since 1979 and received the Chartered Financial Consultant and Chartered Life Underwriter designations from the American College. He has a Masters degree in finance and management, with honors, from Drexel University and a Bachelor of Science, with high distinction and honors in accounting, from Penn State University. Keller is a member of the

Financial Planning Association, the Philadelphia and Montgomery County Estate Planning Councils.

"We don't monitor the markets, we monitor the investment managers," Keller said, explaining there is a difference between financial planning and investment planning. "Most people have investment planning where they have lots of different investments and lots of relationships but they don't have confidence that they'll have enough to retire and have fun and not worry. The idea is to move to financial planning, where they have clarity," he said. "The top money managers, whatever source you use, have at least 10 years of history of making smart choices. They manage it. We use multiple managers and we try to keep moderately conservative," he said. "Many of our clients are either retiring or approaching retirement. We want to get the return they need with the lowest risk. All of our clients have their quarterly update phone calls and annual financial roadmap update meeting."

Asked about his approach to meeting

MAYER POLLOCK STEEL
Voted Best Scrap Metal Recycler in PA

Highest \$ Paid For All Metal Scrap:
Cars, Appliances, Cast, Structural,
Copper, Brass, Stainless, Aluminum, Etc.

Recycling America's Resources Since 1888

Servicing Industrial Accounts is Our Specialty!
Free Container Service Provided
Industrial Demolition
www.mayerpollock.com

Three Locations in PA:
Temple 610-926-1387 • Pottstown 610-323-5500 • Phoenixville 610-935-9363

OWNER - OPERATED **39 YEARS' EXPERIENCE**

SUNOCO

EMBODY'S SUNOCO SERVICE STATION
 1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132

- **STATE INSPECTION**
- **AIR-CONDITIONING SERVICE**
- **GENERAL REPAIRS**
- **PA EMISSIONS TESTING**

with clients, Keller said, "When I sit down, the first thing I ask is 'Are you enjoying what's important to you?' It's not just about goals, because goals change and get accomplished. Are you able to support your lifestyle without working? Are you going places and doing things? Did you relocate? Are you keeping up with your friends? Whatever it is that's important to them, that's what we focus on. The goals are one thing and the assets are the second. So each meeting we have a structure. Clients get printouts of whatever they need. Each quarterly call, we ask "What's new, what are you doing for fun?" We monitor their fun activities so we know they are doing what is important to them. Our job is to take care of the money. Their job is to take care of the fun," he said, pointing out that many of his clients are successful executives who are capable of managing their own money but choose to have FIP do it for them for a simple reason. "Managing money is a full time job," Keller said. "If they can delegate that, it frees them up to take long vacations where they can relax and not have to check on their computers."

On September 28, 2011, about 350 peo-

ple will attend Financial Independence Planning's annual "Success Celebration" event at Presidential Caterers in Norristown, where they will share stories of the fun they've had over the past year. "We sponsor that event as well as periodic client update educational events," Keller said. "We just did one on college planning and we had one on wills and trusts. In February 140 clients and guests attended another on the new health insurance and tax laws. We sponsor about six client update events a year, and they bring their family and friends," he said. ■

For additional information on Financial Independence Planning, LLC, please call 610.825.5521; email: info@myfipadvisor.com; and visit www.myfipadvisor.com. FIP's online client collaboration tools enable clients 24/7 secure access to their portfolio. Please contact Laraine Beckman at 610.825.5521 or Laraine@myFIPadvisor.com to schedule a complimentary Financial Independence INFO Meeting®. Securities and Investment Advisory Services offered through ING Financial Partners, Inc. Member SIPC. Financial Independence Planning is not a subsidiary of nor controlled by ING Financial Partners, Inc. ING Financial Partners does not offer tax or legal advice. Please consult with your tax and/or legal professional concerning your specific situation.

Sign and Graphic Solutions Made Simple.®

Signs help get your message out and connect with customers. From banners to building signs... from posters to displays, FASTSIGNS® works with you from idea to installation. We take your input, then design and produce whatever you need - whenever you need it. Best of all, we streamline the sign buying process to make it simple for you.

- Point of Purchase Displays
- Large Format Digital Graphics
- Trade Show Displays and Graphics
- Menu Boards
- Safety and LTL Signage
- Vehicle Graphics
- And more!

(484) 624-4874
 180 Shoemaker Rd Unit B
 Pottstown, Pennsylvania 19464
www.fastsigns.com/566

FASTSIGNS

Independently owned and operated. ©2010 FASTSIGNS International, Inc.

Limerick Generating Station

Powering the community for the future



Exelon Nuclear will submit a license renewal application to the U.S. Nuclear Regulatory Commission asking for the agency's approval to operate Limerick for an additional 20 years. It is important for Limerick to receive license renewal and remain in the community.

Good for Our Power Supply

License renewal is good for the regional power supply. Limerick is a safe, reliable energy source. The nuclear industry's average capacity factor is higher than all other generation sources average capacity factors.

Good for Our Community

License renewal is good for our community. Limerick employs hundreds of local people in well-paying jobs and contributes approximately \$600,000 to community organizations each year.

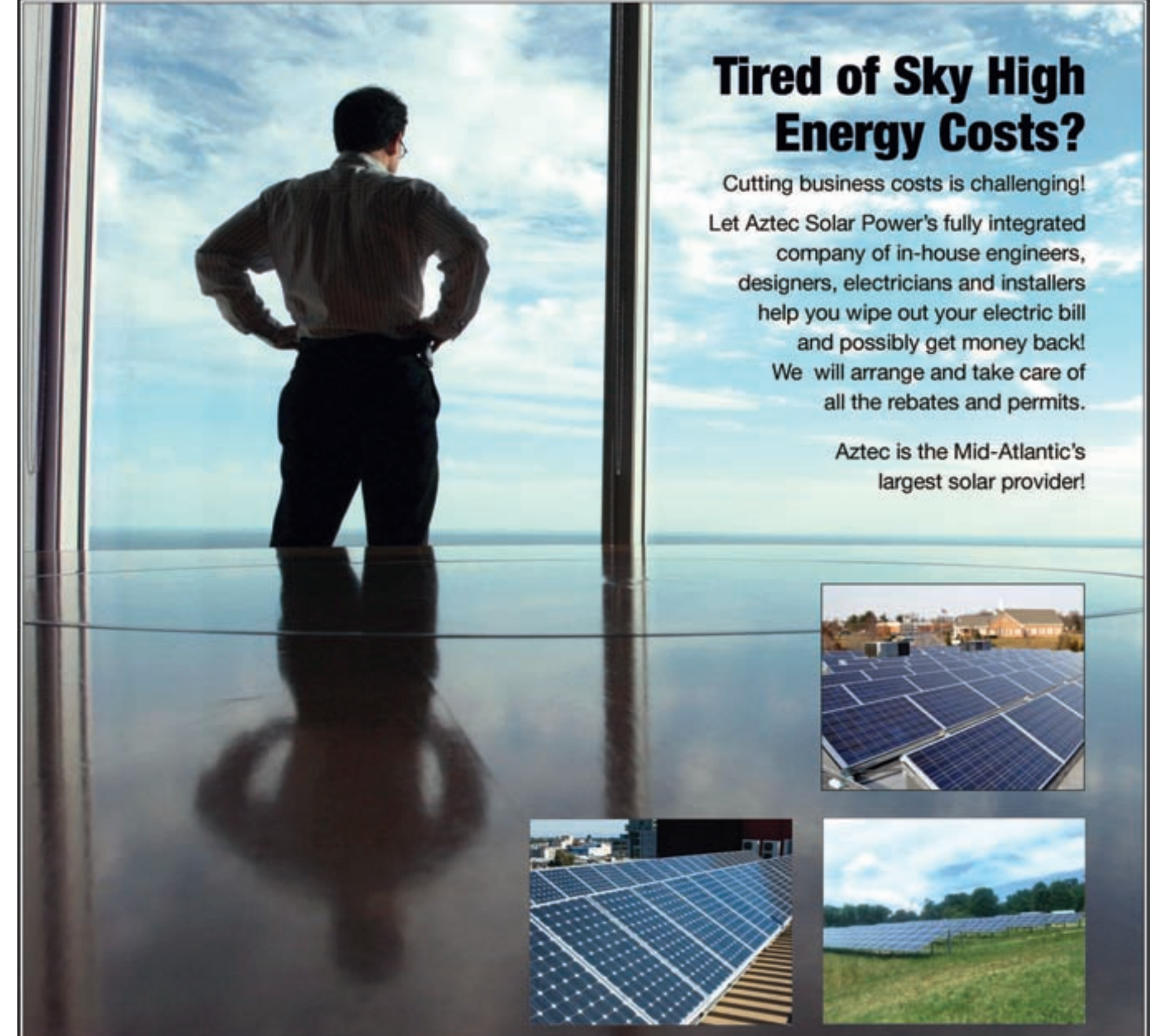
Good for Our Environment

License renewal is good for our environment. Limerick generates enough carbon-free electricity to power two million homes.

To learn more about Limerick Generating Station visit www.exeloncorp.com/limerick

©Exelon Corporation, 2010

Exelon
Nuclear



Tired of Sky High Energy Costs?

Cutting business costs is challenging!
Let Aztec Solar Power's fully integrated company of in-house engineers, designers, electricians and installers help you wipe out your electric bill and possibly get money back! We will arrange and take care of all the rebates and permits.

Aztec is the Mid-Atlantic's largest solar provider!



**AZTEC**TM
SOLAR POWER

Call Today for your FREE Solar Assessment!

610-540-1400

AztecSolarPower.com

701 Lee Road, Suite 200 • Wayne, PA 19087

Offices and warehouses in NJ, MD, DC, VA, NC, SC, FL, OH and AZ
PA License #046234

FOCUS ON ALTERNATIVE ENERGY AND ENERGY CONSERVATION

"BUZZ AROUND THE BLOCK"

With the electric rate-cap deregulation now a reality in Pennsylvania, and growing awareness of conservation efforts and advances in energy production technologies, this month's Buzz column focuses on companies providing or taking advantage of energy solutions, including: alternative energy providers, application of "green" technologies, energy efficiency, and environmental issues related to energy consumption.

Aztec Solar Power

Today, the best action any homeowner or business can make to help their bottom line, the country, and our entire planet, is to provide a significant amount of the power they consume every day from non-polluting, renewable technologies. Aztec Solar Power provides customers with the ability to "go green" using solar electric systems to reduce their reliance on traditional electric utility companies. Solar systems are ready to take a place in Pennsylvania's energy revolution.

With offices in Pennsylvania, New Jersey and Florida, Aztec Solar Power serves residential, commercial, and industrial clients, and covers the full spectrum of solar services, including evaluation, engineering, installation and monitoring. President/CEO Sharon Altman and the 54 employees, including engineers, electricians, and finance professionals, at Aztec Solar Power believe strongly in what they do. They offer the home or business owner a FREE assessment of whether Solar makes sense for them.

After contracting, they create a complete system design. This includes shading analysis, panel placement, racking, and interconnection to the electrical grid. They aim to eliminate as much of your utility cost as your property will allow, and pride themselves on offering a full turnkey solution to your energy production needs. Aztec Solar Power's accredited installers ensure your system will be properly designed and constructed, and can help arrange financing and aid you in obtaining the many generous incentives that often return the entire cost of a system in as little as five-six years for home systems, and for businesses as little as four years with accelerated depreciation.

All of Aztec Solar Power's installations are equipped with remote monitoring capability so that you can observe the efficiency of your array, and they can respond quickly should any maintenance be required during their five-year parts and labor warranty period.

Specializing in solar heating system installation, Aztec Solar Power is the

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



PA Lic. PA011705

(610) 754-0008

Referrals Available • Free Estimates

"Green" lighting upgrades for shop and office lighting from engineered lighting lay-outs, cost and rate of return calculations, to installation and maintenance!

Licensed and Insured • 17 Years experience

Family owned and operated • Our good reputation depends on every job!

Robert J. Mitchell, Jr. / Owner • Email: robjelectric@gmail.com

- Industrial / Commercial / Residential
- 3 Phase power and control wiring
- 24 Hour emergency service
- Bucket truck service
- Phone and data wiring
- Troubleshooting
- Service upgrades
- Wiring for new construction / additions or rewiring of older homes
- Kitchen lighting
- Outdoor accent lighting
- Generator installation
- Pool and spa wiring

it's new

www.skadv.com

f t in

SK ADVERTISING+DESIGN
Creating Value Through Design™

800 High Street, Pottstown, PA
610.326.8177

Proud supporter of the Pottstown Cluster of Religious Communities
PCRC Golf Outing. For more info visit www.pottstowncluster.org

**+ Innovative Businesses
Need Innovative Bankers.**



Erwin Wenner is a familiar figure in Tri-County business circles. For more than 30 years, his commitment to delivering "Main Street" banking to local businesses has been helping area companies and owners to grow.

Meridian is a strong, community bank which has continued to increase its lending to solid local companies. These customers have found that Meridian means banking efficiency through user-friendly technology and banking satisfaction through high-touch, personal service.

Erwin, and Meridian, want to help your business grow. Call him today at 484-568-5020 or email him at Erwin.Wenner@MeridianBanker.com.

MeridianBanker.com

MB MeridianBank
INNOVATIVE. LIKE YOU.

Member FDIC
Equal Housing Lender

Woodward Landscape Supply

COMMITMENT, EXPERIENCE, AND EXPERTISE
IN THE LANDSCAPE SUPPLY INDUSTRY

661 Schuylkill Rd. (rte 724), Phoenixville, PA 19460
Phone: 610.983.9810 • Fax: 610.983.0139

*Visit us year 'round to see beautiful sample patios
and our extensive selection of manufactured pavers
and walls and natural stone products.*

Our experienced staff will gladly help you select
the shapes, colors and textures to realize your vision
for a new outdoor living environment.

*We can supply all the materials that you or your
contractor need to complete your project.*

Pick up or delivery available.

EP HENRY
EXCELLENCE SINCE 1983

LS
SINCE 1984

Techo-Bloc
Pavement Systems

www.woodwardls.com

Grow your business here.

Whether you have an existing business or an idea for a new one,
our Center for Entrepreneurial Studies can support your bottom line.

Services include a new, low-cost business incubator, and an accelerated
Certificate in Entrepreneurship with courses in accounting and finance,
marketing and the development of a business plan.

The College also offers degree programs in business and management,
a women-owned business network, professional certifications and
workshops on a variety of topics of interest to small business owners.



Montgomery County
Community College

For information about how we can help you be more successful,
call 215.461.1140, email CES@mc3.edu or visit mc3.edu.

TIME FOR A LEGAL CHECKUP?



LEGAL PERSPECTIVES

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

When spring comes, so too comes spring cleaning. What better time to throw open the windows, beat the carpets, and clean out the cobwebs? It is a good season, too, for a medical checkup, to ensure that all of our body's parts are working harmoniously. Have you considered that it might also be time for a legal checkup? Now may be a good time to air out issues that had been previously swept under the rug.

The landscape of our legal system is ever-changing, but certain concepts are pervasive and require frequent, if not constant, attention. On the business side, it is important to conduct annual shareholder and director meetings, reviews of valuations, leases and contracts. Such matters are essential for corporate entities, and are certainly recommended for LLCs and LLPs. Annual corporate requirements are a necessity to maintaining limited liability status — a corporation that fails to keep annual minutes, hold elections, and ratify contracts can be at risk for a piercing of the corporate veil. All too often small businesses, especially those corporations with few shareholders, neglect their obligations to comply with the Pennsylvania Business Corporation Law, and these businesses are the ones most at risk for a creditor to attempt to pierce the corporate veil to attach the assets of individual shareholders.

Likewise, small businesses are the ones most likely to require business succession

planning. A closely-held corporation, whether or not it is a family business, will have to pass on to another person at some point. Buy-sell agreements, asset purchase agreements, and succession tax planning are all key points to consider on the legal checkup.

In addition to passing on business assets, owners of small businesses will undoubtedly want to pass on other assets to their spouses, children, loved ones, and charities. General estate planning, especially in light of the many changes to the tax laws, is a mandatory consideration for the legal checkup. Wills, Trusts, Powers of Attorney, Advance Healthcare Directives/Living Wills, and other more sophisticated estate planning techniques, when properly drafted and executed, can bring peace of mind and significant long-term savings to those smart enough to plan ahead. Well thought out estate planning, like effective business succession

(See "Legal Perspectives" on page 14)

MISHOCK "Providing Hope, Encouragement & Healing"
PHYSICAL THERAPY
& Associates, LLC.

Got Pain? Try Physical Therapy.

- Low Back, Hip, & Neck Pain
- Shoulder, Elbow, & Hand Pain
- Knee, Ankle, & Foot Pain
- Pregnancy Related Back Pain
- Pre-Post-surgical Rehab
- Chiropractic
- Aqua Therapy

We Are a Direct Access Provider.
No Prescription Needed!
(some restrictions may apply)

Gilbertsville • Barto • Skippack • Phoenixville
610-327-2600 www.mishockpt.com



GREEN IS ALWAYS IN STYLE.



The Hankin Group has applied its expertise to the development of vibrant work communities. These award-winning environments are situated within a mixed-use community including corporate, retail and residential components. From concept to community, The Hankin Group offers new perspectives and possibilities. Contact Jack Purcell or Stacy Martin for information.



THE HANKIN GROUP™

610.458.1900
HankinGroup.com

**what do you
expect?**

expect performance!

DID YOU KNOW that internally processing your payroll involves labor, assets and technology costs that are much less expensive to outsource?

Additionally, in-house payroll managers may find it difficult to keep UP-TO-DATE with frequent regulatory CHANGES and payroll TAXES.

- Our central function is providing accurate PAYROLL services to companies just like yours.
- Prepared to handle all of the time consuming details— PROTECTING you from IRS penalties.
- We have succeeded in this business, in this region for more than TWENTY YEARS. It's easier than you'd think to switch!

express
DATA SYSTEMS, INC.
COMPREHENSIVE PAYROLL PROCESSING

610.495.7166 | WWW.EXPRESSDATASYS.COM



Cavalier Accounting Services

Cathy Schaeffer, MBA
Accountant/Owner

Accounting, Bookkeeping & Payroll

Financial Analysis, Accounts Payable,
Accounts Receivable & Collections

Phone: 610-323-8494

Cell: 484-256-1261

20+ Years Accounting Experience

SchaefferC1@verizon.net

1200 E. High St. Pottstown, PA

www.cavalieraccounting.com

"BUZZ AROUND THE BLOCK"

(Continued from page 11)

one-stop resource for all your solar energy needs. Installing a solar heating system is a wise investment that can save you money on bills by providing up to 80 percent on your home heating needs! In addition, solar heat is the best option for people with allergy problems or chemical sensitivities because it doesn't require any fuel tanks or flammable materials that can cause numerous problems, from odors to safety hazards.

Aztec supervises every phase of the process from start to finish, and their services include obtaining permits, purchasing, installation, repair, and maintenance and safety inspections. Their licensed and insured technicians are highly experienced in all matters of solar heating system installation and provide free consultations to help you pick the right system for your needs and budget.

For information and a free estimate on how Aztec Solar Power can help your business achieve energy independence, please call 610.540.1400, and visit www.aztecsolarpower.com.

The Hankin Group

The Hankin Group is a dynamic real estate development company located in Chester County whose main focus is to design, construct and maintain multi-functional, new urbanist communities consisting of commercial, residential and retail properties. Originally founded in 1958, The Hankin Group is headquartered in Eagleview, its 800-acre master planned, mixed-use community located at the intersection of the Pennsylvania Turnpike and Route 100, Exton, PA. As a privately owned, multi-faceted, full service development company, The Hankin Group has completed over 7,000 residences, shopping centers, apartments, and over 3,000,000 square feet of commercial space including retail, office, laboratory, civic and industrial space. The organization is comprised of professionals with

expertise in planning, design, engineering, approvals, finance, construction, leasing, marketing and property management. With this full range of capability, The Hankin Group guides every aspect of project from conception to completion.

Within the last 3 years the Hankin Group has been working closely with the U.S. Green Building Council to obtain LEED certification on several commercial projects. In 2007 the USGBC awarded the Hankin Group with LEED Silver certification on their building at 747 Constitution Drive. In 2009 the USGBC awarded them with a LEED Gold certification for their building at 505 Eagleview Boulevard. Solar Energy projects have been completed at the Hankin Group headquarters at 707 Eagleview Boulevard and on several other Hankin properties: 505 Eagleview Boulevard, 717 Constitution Drive and within Haywood Business Park. Additional Solar projects are planned for a building in Morgantown, PA as well as a 6 MW Solar Farm also in Morgantown. Sustainability and Environmental Impact are key components to the Hankin Group's philosophy. They are also dedicated to

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



HOURS:
M,T,Th,F 10-6
Wed. 10-1
Sat. 10-1

North End Vision Center

**Eye Exams
Contact Lenses • Eye Glasses
Industrial Safety Glasses
Sports Goggles**

Keith Reitnauer, Optician
1401 E. High Street
Pottstown, PA 19464

(610) 323-4225

Approach Your Future With



www.myFIPadvisor.com™

610.825.5521
Lafayette Hill, PA 19444

215.361.2028
Lansdale, PA 19446

Clarity

with a Financial Road Map® to your goals,

Confidence

in a customized Financial Independence Plan®
to help you make smart choices today, and

Capability

with an experienced Financial Independence Planning Team®
to help you make smart choices tomorrow.



**Please contact us to schedule your complimentary Financial Road Map®
to determine if you are on track to your goals and to identify ideas to improve your current plan.**

Securities and Investment Advisory Services offered through ING Financial Partners, Inc. Member SIPC. Financial Independence Planning is not a subsidiary of nor controlled by ING Financial Partners, Inc.

™ 2010 Financial Independence Planning, LLC

LEGAL PERSPECTIVES

(Continued from page 12)

planning, will also bring peace of mind to partners, shareholders, family members, and employees who rely upon the principals of their small businesses to ensure that transitions, whether expected or unexpected, happen as smoothly as possible.

A comprehensive consultation with a lawyer for a legal checkup can also be used as a tool to head off potential legal entanglements, which can be hiding just around the corner. An experienced business lawyer can identify issues such as a failure to be adequately insured, potential human resources risks, wage and hour compliance, or problems with proposed contracts, which simply would not be identified by laypersons. Counsel regarding non-compete agreements, trade secret protection, and confidentiality agreements requires specialized knowledge and real-world experience. Management can typically benefit from an outside perspective, and good management will always welcome an experienced, critical

external eye; self-evaluation is useful, but will typically lack the legal knowledge and understanding which a business attorney can bring to the table.

For small and medium-sized businesses that do not have the size to justify in-house counsel, it is advisable to seek the services of a business attorney, at least once a year, to check under the rug. Sweeping the dust out today will allow your cleaned-up business to move forward, ready to take on the challenges, and to grasp the opportunities, of a new year. ■

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, and West Chester. He is the firm's managing attorney, and focuses his practice on workers' compensation law and family law. The firm is experienced in small business representation, business succession planning, contracts and civil litigation, and estate planning. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lwolf@wolfbaldwin.com.

We make it EASY to talk with a lawyer.



Workers' Compensation
Estate Planning and Administration
Family Law • Business Law • Civil Litigation
Real Estate • Business & Family Mediation Services

Serving Montgomery, Berks and
Chester Counties Since 1973

3 Locations to Serve You!

Pottstown
610-323-7436
158 North Hanover Street
Pottstown, PA 19464

West Chester
610-436-8300
17 Wilmont Mews, Suite 305
West Chester, PA 19380

Reading
610-374-2400
606 Court Street, Suite 203
Reading, PA 19601

www.wolfbaldwin.com

**PLACE YOUR AD
IN OUR NEXT
ISSUE! CALL
(610) 323-6253**

- 1. Improve your company's name recognition.**
- 2. Generate activity during slow times.**
- 3. Expand your business with new prospects.**
- 4. Win back former customers.**

"BUZZ AROUND THE BLOCK"

(Continued from page 13)

giving back by supporting community institutions, non-profit organizations and other selective charitable efforts. A portion of their profits each year flows back through the work of The Hankin Foundation.

Trotter Industries

Trotter Industries is an owner operated electrical firm focused on providing customers with quality craftsmanship in all aspects of the electrical industry. Electrical maintenance has become a specialty of the times. Today, with new construction remaining at low levels companies still fear the recession is not quite over. Renovation projects are setting the standard as companies consider the value of renovating versus the cost of building new. Additional value can be added by also looking into affordable ways to operate a company by means of lowering energy consumption; lighting retrofits have become increasingly popular because of newer technologies and government rebates. For current information regarding government energy incentives, please visit www.energy.gov.

The electrical industry is an industry that has always been moving forward, and undertaken new directions into the world of the unknown. This world of the unknown has resulted in new technologies that must

be taught in timely fashion to industrial and commercial facilities personnel. At Trotter Industries, education is extremely valued and prioritized. Consequently, Trotter Industries requires that all employees undergo annual training in the latest technological advancements. In addition, Trotter Industries understands the importance of safety compliance and requires all employees to follow a company designed safety policy and procedure manual.

Trotter Industries is a local firm dedicated to providing the latest, safest, and most cost effective electrical support to industrial, commercial, and residential customers in the 422 community. The foundation and success of the company is based on a goal of establishing and maintaining long-term customer relationships. Whether your need is industrial, commercial, or residential, they welcome you to become one of those satisfied customers.

Lacey Total Solutions

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



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

Proof of the company's commitment to solar power can be found on the roof of Lacey Total Solutions' headquarters in Leesport, where a 34.0 kW, 208Volt, 3 Phase photo-voltaic (PV) solar system was

installed last year. "Like every other business, we're conscious of rising electricity costs due to power company deregulation and expiring rate caps. The 180 solar panels on our roof generate sufficient power to meet 80 percent of our electric requirements," Lacey explains.

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

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

Solar Power Solutions



Counter rising energy costs

Federal grants available

Our extensive experience in electrical contracting is the primary factor that sets us apart from other solar companies. Solar Technology Solutions is a division of Lacey Electric, Inc., and is backed by more than 40 years of experience in the electrical engineering, design and construction industry. We have a solid reputation for quality work and responsive, customer-focused service.

- PV Solar Power Engineering
- Design
- Installation
- Operation
- Maintenance

Call Andrew Lacey: 610-926-7100
alacey@laceyelectric.com



SOLAR TECHNOLOGY SOLUTIONS

Technology Solutions



At Data Technology Solutions, we specialize in horizontal cabling, fiber optic, CATV and paging systems. Our comprehensive service includes design, installation, testing, certification and documentation. As a contracting partner for several industry leading manufacturers, we can warrant installations for up to 25 years. Providing cost effective cabling solutions is our goal.

- Structured Cabling Systems
- CAT5e/CAT6/Fiber Optic
- CATV/Paging
- Design
- Installation
- Project Management

Call Jeff Boyer: 610-926-7100
jboyer@lacey-dts.com



DATA TECHNOLOGY SOLUTIONS
A Division of Lacey Electric, Inc.

Divisions of Lacey Total Solutions | 2670 Leisch's Bridge Road | Leesport, PA 19533 | LaceyTotalSolutions.com



Cadillac

The Savings are Bloomin'

2011 Chevrolet CRUZE LS

MSRP\$18,035.00

- ONSTAR WITH TURN BY TURN NAVIGATION
- 10 STANDARD AIR BAGS
- XM SATELLITE RADIO
- 6 SPEED AUTOMATIC TRANSMISSION



STK# 31436

LEASE FOR ONLY:

\$99

39 Month Lease!

**36
MPG HWY!**

2011 Cadillac CTS Coupe AWD

- TURN BY TURN NAVIGATION
- ALL WHEEL DRIVE
- REMOTE START

PREMIUM CARE
MAINTENANCE
INCLUDED



LEASE FOR ONLY:

\$289

**ONLY
24
MONTHS!**

Order Yours Today!

- ALUMINUM WHEELS
- POWER DRIVER SEAT
- AUTOMATIC TRANSMISSION
- UPLEVEL AUDIO WITH CD/XM
- LEATHERETTE INTERIOR SEATING

2011 Chevrolet MALIBU LS

MSRP\$23,005.00

- ONSTAR WITH TURN BY TURN NAVIGATION
- BLUE TOOTH OPTION PACKAGE
- POWER SEAT HEIGHT ADJUSTER
- FRONT, SIDE, AND HEAD AIR BAGS



STK #31150

LEASE FOR ONLY:

\$129

39 Month Lease!

**33
MPG HWY!**



2011 Cadillac SRX

- TURN BY TURN NAVIGATION
 - SPORT ALLOY WHEELS
 - XM/CD PREMIUM AUDIO
- PREMIUM CARE
MAINTENANCE
INCLUDED

LEASE FOR ONLY:

\$299

**ONLY
24
MONTHS!**

- FRONT WHEEL DRIVE
- POWER DRIVER SEAT
- LEATHERETTE INTERIOR SEATING



Closer than you think!

125 E. Lancaster Ave., Ardmore, PA 19003

610-649-0300

1441 Ridge Pike, Plymouth Meeting, PA 19462

610-272-5545

*Tax and tags are additional. All lease examples are 39 months with 12,000 mi per year, excess mileage .18¢ per mile, and require \$2995 cash or trade-in down payment, first payment, and \$695 bank acquisition fee due at signing. Lease examples require Tier one approval from lender. Lease prices include target in market incentive. Tax and tags additional. Offers expire 3/31/11.

Lease amounts based on 24 months and include \$1000 Owner Loyalty Rebate. Tax and tags addl. **CTS Coupe based on 12,000 mi/yr. \$1999 cap reduction, bank fee waived. MSRP \$40,940. Subject to credit approval through GM Financial. **SRX lease amount based on 10,000mi/yr. \$1999 cap cost reduction. MSRP \$35,305. \$795 bank fee due at delivery. Subject to credit approval through Ally Financial. *CTS Sedan based on 10,000 mi/yr. \$999 cap reduction. MSRP \$37,415. \$795 bank fee due at delivery. Subject to credit approval through Ally Financial. See your sales associate for qualifications on all advertised vehicles. Tax and tags additional. Offers expire 3/31/11.

SHOPARMEN.COM

MILLER'S GREENHOUSE

"Quality Plants At Reasonable Prices"

Since 1922

83 Level Road
Collegeville, PA 19426

610-489-4293

Owner Bob Miller

"BUZZ AROUND THE BLOCK"

(Continued from page 15)

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

For additional information, call Lacey Total Solutions at 610.926.7100 or visit www.LaceyTotalSolutions.com.

Solar By Weller

Solar By Weller specializes in solar panel installation for solar electricity, solar hot water and solar pool heating for commercial and residential customers. We provide a complete solar panel installation package from design and installation, to service and assistance with your rebates and incentives. We will start with a free site evaluation to determine if solar is right for your business and/or home. Then we will recommend the right type of system to best meet your needs.

Solar By Weller is a family-owned company and a division of Scott A. Weller Carpentry & Cabinets, Inc. We help businesses and residential customers advance the ever-important solar-energy needs in Pennsylvania. Solar By Weller is a

licensed solar contractor and approved PA Sunshine Rebate and Keystone HELP contractor serving the local area.

The installation of solar can greatly reduce your monthly utility bills, produce free hot water, heat your swimming pool, extend your pool season, and reduce your carbon footprint, low maintenance on the systems required and many more benefits from Solar.

Do you want to reduce those utility bills, take advantage of those rebates and incentives while they are still available? We invite you to visit our website www.solarbyweller.com or call us at 610.845.0412 for a free estimate or to obtain more information.

Fromm Energy Solutions

Fromm Electric Supply was founded in 1958 by Louis D. Fromm with four employees in a converted row home with a garage serving as a warehouse in downtown Reading, PA. Today, it is owned by the founder's grandsons, Michael and Lou Fromm. It is still headquartered in Reading and employs more than 120. The company operates 10 supply locations

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



FROMM
ENERGY SOLUTIONS

800.360.4441 x4447 | frommelectric.com

energysolutions@frommelectric.com

You Can Still Save Money!

Act 128 Rebate offers are starting to expire!
Don't miss your chance to save. Contact Fromm today!

PPL

Incentives expire May 31, 2011

Offer applies to qualifying products purchased after July 1, 2009

As of today, there are no plans to extend this program.

PECO

Phase 1 incentives expire May 31, 2011

FIRST ENERGY

Program Year 2 ends May 31, 2011

ATTENTION: First Energy's Retroactive Incentive Program expires May 15, 2011! If you performed a retrofit between Oct. 28, 2009 and Dec. 31, 2010, You may have already qualified for rebates without knowing it. Not only will we look into this for you but, if we find something, we'll handle all the paperwork to get you "found" money!

Our expert team at Fromm is Eastern PA's leading resource for energy-management. Regardless of your electrical utility provider, there's money to be saved and Fromm can help you save it. Contact us today!

800.360.4441 x4447 | energysolutions@frommelectric.com

Featuring

**PHILIPS
ADVANCE**

SYLVANIA

LUTRON

Fromm Energy Solutions is committed to helping facility owners and managers reduce utility costs through the adoption of energy-efficient technologies.

Lower or Eliminate Your Electric Bill - Let Us Show You How

Residential & Commercial Solar Products



- Photovoltaic Electricity
- Hot Water
- Pool Heating
- Lighting
- Attics Fans

**IF YOU ARE THINKING ABOUT SOLAR ENERGY
DO NOT WAIT...NOW IS THE TIME!**

Take advantage of:

- State & Federal Rebate
- Start Earning REC Income

Let us show you how!

CALL TODAY FOR A FREE ESTIMATE

Scott A. Weller

Barto, PA • 610.845.0412 / Fax: 610.845.6066

SolarByWeller.com



BALLY SAVINGS BANK

323 Main Street (Route 100), Bally PA 19503
PROUD TO BE INVESTING IN OUR LOCAL
COMMUNITIES FOR 85 YEARS

MORTGAGES, HOME EQUITY LOANS and LINES,
CONSTRUCTION LOANS

CERTIFICATES OF DEPOSITS and SAVINGS ACCOUNTS

Call for competitive rates or check out our website:

610-845-3353 www.ballysavingsbank.com

Member FDIC

Equal Housing Lender



Certified Public Accountants and Counselors to Municipal Governments, Authorities
and School Districts

MAILLIE, FALCONIERO & COMPANY, LLP

Counselors to the Closely Held Business Since 1946



**"PROVIDING INNOVATIVE
SOLUTIONS TO COMPLEX BUSINESS
PROBLEMS"**

Maillie, Falconiero & Company, LLP

and its Affiliated Companies

National Management Associates, Ltd.

Oak Financial Services Group, Ltd.

D. Scott Detar, Managing Partner

Offices in Oaks, Pottstown and
West Chester, PA

Phone: 610-935-1420

Fax: 610-935-1632

E-mail: firm@maillie.com



"BUZZ AROUND THE BLOCK"

(Continued from page 17)

and three lighting & appliance design centers in northern, central and eastern Pennsylvania. Fromm is one of the largest privately-owned electrical distributors in the state and has been recognized as a leader in its industry for many years. In addition to the Reading headquarters, Fromm's branches are found in Allentown, Bloomsburg, Honesdale, Lebanon, Mt. Pocono, Pottstown, Schuylkill Haven, Scranton and Souderton. The design centers are located in Allentown, Harrisburg and Sinking Spring.

The company celebrated its 50th anniversary in 2008. That year, Michael Fromm named John Hanna as president and chief operating officer, making him the highest-ranking non-family member in the firm's history. This move was aimed at ensuring that the company's continued expansion would be implemented by a professional management team.

In 2010, Fromm launched its Energy Solutions Division, committed to helping facility owners and managers reduce utility costs through the adoption of energy-efficient technologies. From simple lighting retrofits to complex electrical and HVAC upgrades, Fromm possesses the expertise to recommend and implement

solutions that maximize savings, increase workplace productivity and improve system performance. In addition, the company has done everything it can to help customers take advantage of the generous rebates offered by the state under Act 129, which promotes energy-efficient products, alternative energy resources and conservation programs.

Fromm Energy Solutions Services Include:

- **Turn-key" Project Management & Coordination**
- **Lighting & Energy Efficiency Audits => Savings Analysis**
- **Utility Rebate Program Consultation**
- **Energy Efficient Lighting Design Assistance**
- **Power Factor Correction (Motor Consumption Savings)**
- **Recycling**

Below, you'll find some common examples of how small changes in energy efficiency can result in big savings across a variety of applications!

Banks— An average branch office is 2,500 sq. ft. with 30 fluorescent fixtures and (25) 75W downlights. If you retrofit those fixtures with energy efficient fluorescent lighting, your annual energy savings could be over \$1,000.

Municipalities (townships, etc.)— The

WYNDCROFT

Are you looking for something different for your child's education?
Look at what Wyndcroft offers:

- A program of academic excellence in a nurturing setting for EC to 8th grade
- Small class size—where every child is seen and heard
- Well-rounded Lower School curriculum; French, math, language arts, science, music, art, computers
- Strong Middle School curriculum; French, Latin, math, language arts, American and ancient history, music, art, computers, drama, chorus and competitive sports
- Half and full day programs for 3 and 4 year olds
- A community where lifelong memories and friendships are developed

We have been in Pottstown since 1918 providing a place where children come to learn and have fun every step of the way. Our graduates go on to the leading secondary schools, locally, nationally and internationally.

Open House

Sunday,

April 10, 2011 1:00 PM

RSVP 610-326-0544

The Wyndcroft School



Spirit. Achievement. Pride.



- Superior Curriculum
- Small Classes
- Traditional yet creative way of teaching
- Independent Day School for Boys & Girls Nursery through Eighth Grade
- Established 1918



1395 Wilson Street • Pottstown, PA 19464

For more information call 610-326-0544 or visit our website at www.wyndcroft.org

average main street is 10 blocks long with 50 streetlights using 175W each. If you retrofit those streetlights with the LED equivalent, your annual energy savings could be \$3,000 for that street alone!

Warehouses/Distribution Centers— An average warehouse is 100,000 sq. ft. with 200 HID fixtures. If you retrofit those fixtures with fluorescent Hi-Bay lighting, your annual energy savings could be more than \$24,000.

Schools— The average classroom has 16 fluorescent fixtures. Assuming the existing fixtures are T12 Fluorescent type lighting, your annual energy savings could be \$241 per classroom if you retrofit those fixtures with T8 type fixtures.

With on-site lighting efficiency designers and energy consultants, Fromm's expert team is Eastern PA's leading resource for energy management. Regardless of your electrical utility provider, there's money to be saved... and Fromm can help you save it!

Fromm is the only electric supply company in the region that offers a full range of residential lighting, dimming controls and appliances. The company has extensive experience working with builders to specify electrical packages for new home construction as well as designing high-end custom projects. Fromm's Commercial Construction Division specializes in design and sales of lighting and switchgear for large scale construction projects. Fromm's tagline, "Supplying Solutions," reflects the company's fervent commitment to helping its customers achieve their own business objectives. The mission of Fromm is to be the most valued supplier of products and services to its customers.

Offerings—

Products: Electrical supplies; Industrial control and automation; Power distribution; Lighting and controls; Appliances; Data-communications; Energy management; Safety supplies.

Services: Lighting system design and specifications; Factory automation engineering services; Energy audits and analysis; Product training and application assistance; Daily delivery/24-hour emergency service; Consignment and job-site trailers.

The types of customers Fromm serves include: Lighting and interior designers; Architects; Electrical, HVAC, and home theater/A-V contractors; Builders and remodelers; OEM (original equipment manufacturers); Industrial plants, contractors and panel builders; Property management companies; Systems integrators; Utilities and municipalities; Commercial and institutional facilities.

Please contact Fromm Energy Solutions at 800.360.4441 x4447; energysolutions@frommelectric.com; frommelectric.com.

Rapid Recycling, Inc.

Rapid Recycling, Inc. has been helping the environment and businesses of all types for over 20 years. The multi-faceted company specializes in the collection, sorting and shredding of all paper and cardboard waste products, and services more than 2,000 customers including the printing industry, financial and banking institutions, hospitals, pharmaceutical and mail fulfillment centers, universities, government facilities and general commercial businesses of all types. Their main service coverage is Eastern Pennsylvania, Southern New Jersey, Delaware and the Philadelphia metropolitan area.

With 80 full-time employees operating from its 85,000 square-foot gated facility in Oaks, PA, Rapid Recycling, Inc. houses a 100 h/p commercial paper shredder machine and two "on-site" mobile shredding vehicles for all grades of paper/cardboard recyclables. Their capability covers worldwide distribution to paper mill manufacturers.

(See "Buzz Around the Block" on page 21)

ON-SITE MOBILE SHREDDING

Professional service provided at your Homes, Business Offices, Hospitals and Institutions!

- Security containers available for your use.
- Weekly-monthly-annual scheduling.
- Priced by container, box, weight or by the hour.
- Certificate of destruction issued with your invoice.
- Free consultation by our sales experts.



Rapid Recycling, Inc.
"Nature's Best Friend"

Call Toll Free
1-866-71-RAPID
www.rapidrecycling.com



P.O. Box 907, 5 Brower Avenue, Oaks PA 19456-0907
Office: 610-650-0737 • Fax: 610-650-9608



Finding the Right Path

with Diamond Business Services

43,134

At Diamond Credit Union, we combine local spirit and values with the products that small- and medium-sized businesses need, in order to succeed every step of the way. From basic financial needs through long-term plans, Diamond has proven to be an integral component of local businesses.

Contact our dedicated Business Services Professionals for more information.

- **Commercial Loans**
Flexible Terms, Competitive Rates
- **Checking Accounts**
Easy Account Management, No Fees
- **Investment Accounts**
High Returns, Flexible Terms



Earning Your Trust One Dollar at a Time™

GILMORE & ASSOCIATES, INC.

ENGINEERING & CONSULTING SERVICES



- Site/Civil Design
- Municipal Engineering Services
- Landscape Architecture
- Transportation Engineering & Planning
- Water Services & System Design
- Wastewater Services & Systems Design
- Land Surveying
- Geoscience Services
- Geotechnical Services
- Geographic Information Systems
- Construction Observation
- Geologic Services
- Construction Administration

WWW.GILMORE-ASSOC.COM

Making Memories
to Save Memories

BEEF & BEER FUNDRAISER

to benefit the Berks County
Alzheimer's Association



Saturday, April 30 • 6 - 11 pm • \$25 per person
at the Keystone Fire Company • 240 Walnut St., Boyertown

BEEF, BEER, SODA AND SNACKS • DOOR PRIZES AND RAFFLE ITEMS
DANCING/D.J. • SILENT AUCTION

Purchase tickets at Chestnut Knoll

For more information, contact Kara Dobson at 610-473-8066
or email kdobson@chestnutknoll.com



**CHESTNUT
KNOLL**
Residential Care and Memory Care



120 W. 5th St. Boyertown, PA 19512 • www.chestnutknoll.com • 610-473-8066



profitable

With Competitive Edge Checking™ you'll
receive quality products and services that
save you time and money.

It's not revolutionary.

It's the way business checking should be.



**NATIONAL
PENN**

1.800.822.3321

www.nationalpenn.com/edge

BANKING

INSURANCE

INVESTMENTS

TRUST

Member FDIC

RETIREMENT PLAN SPONSORS MUST GATHER AND DISSEMINATE FEE DISCLOSURES



FINANCIAL SUCCESS

By Al Matarazzo, President, Main Line Financial Advisors

If 2010 was the year of discussion and debate surrounding the reform of our nation's retirement plan marketplace, 2011 may 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.

Of paramount importance to the plan sponsor is the gathering of these fee disclosures and their dissemination to plan

(See "Financial Success" on page 22)



www.drivenautoplex.com

Your Pre-Owned Car Sales and Service Center

Discover The Driven Experience

All Our Vehicles Are:

- Detailed Inside and Out
- Free Life Time Inspection & Emissions
- Fully Serviced with Current Inspection
- No Haggle Prices
- 3 Mo/5,000 Mile Powertrain Warranty

2148 E High St. - Pottstown PA 19464 - 484-624-4142



Your future is approaching.
You're prepared.

Welcome to the big picture approach from Main Line Financial Advisors.

There are a lot of **retirement plan consultants** out there, but you only have one chance to do it right. One independent and objective planning partner provides all of the resources to help you reach your objectives because...

Your Future is Worth it.

- Retirement Plans
- Employee Benefits
- Insurance Solutions
- Investment Management
- Financial Planning
- Estate Planning
- Tax Preparation

JOIN US: 04/26/2011 - 401K ROUNDTABLE SESSION
For full details and to RSVP for this exclusive event, visit www.MLFA.com.

12:00 PM - 1:00 PM
The Desmond Hotel, Malvern



211 East High Street, Pottstown, PA 19464 F: 610.323.5860 F: 610.323.5861 www.mlfa.com

Securities and investment advisory services offered through FSC Securities Corporation, Member FINRA/SIPC and a registered investment adviser. Additional investment advisory services offered through Main Line Financial Advisors, an SEC registered investment adviser not affiliated with FSC Securities Corporation.

© MLFA
4/2011

Your complete propane solutions partner.



For years, thousands of homes, farms and businesses in central PA have trusted Patriot Propane to provide all of their propane needs locally, with:

- Full service installation
- Maintenance, fuel delivery, automatic delivery
- 24/7 emergency service and support

Call now – join our family today!
866.305.7237



Terms and conditions apply. PA Lic. No. PA029620. ©2011 Patriot Propane, Z_11000

"BUZZ AROUND THE BLOCK"

(Continued from page 19)

Rapid Recycling provides recycling programs for varied programs, including: Office Paper Recycling; Printers Mix; Cardboard; Confidential Destruction; and Office File Clean-Outs. Rapid Recycling also provides a large and varied selection of rental and lease equipment for storage and handling of waste paper and cardboard and may be included as part of service program. Rapid Recycling, Inc. is located at 5 Brower Avenue, Oaks, PA 19456; 610.650.0737.

Gilmore & Associates, Inc.

No longer merely a fashion trend, reducing our environmental impact has become a necessity. Gilmore & Associates, Inc. is committed to a professional practice that embraces "Green" planning and engineering designs that utilize or emulate natural systems to provide the essential services demanded by society while protecting or enhancing environmental quality. Whether serving public or private sector clients, the consulting professionals at Gilmore & Associates, Inc. understand the challenges and complexity of providing environmentally and economically sustainable infrastructure and building solutions. Gilmore & Associates, Inc.'s

"Green" services palette includes site analysis documentation and environmental resource inventories; Low Impact Development (LID) planning and design; LID and Green Building ordinance development; conservation planning and design; LEED® documentation including preliminary scoring and feasibility, project registration, value engineering and Green design audits; and stormwater Best Management Practice (BMP) designs and system retrofits including basin naturalization and restoration.

As the civil engineering consultant for a unique turnkey design-build project for the School District of Philadelphia, Gilmore & Associates provided professional surveying and civil engineering design services, including assistance with U.S. Green Building Council (USGBC) submittals, for the new Kensington Creative and Performing Arts (CAPA) High School in the City's Kensington section. Pursuant to the City of Philadelphia's Green Infrastructure Initiative, the new school was designed with numerous sustainable features including recycled materials in retaining

(See "Buzz Around the Block" on page 23)

The retirement you deserve.

THE LUTHERAN HOME AT TOPTON is tucked in the tranquil, rolling hills of Berks County, and offers a continuum of retirement services – and an array of attractive amenities – in a vibrant and friendly neighborhood atmosphere...

RESIDENTIAL LIVING

Choose from an individual home in Luther Haven, or a Tower Court garden-style apartment. No matter your choice, indoor and outdoor maintenance are included.

PERSONAL CARE

An ideal balance of the independence you want, and help, when you need it, with the tasks of daily life.

HEALTH CARE & REHABILITATION SERVICES

Comprehensive health care, plus in- and out-patient rehab. Programs include physical and occupational therapies.

Memory Enhancement services offered in a tranquil, secure environment.

Call **610-682-1400** today to learn how you can experience the comfortable, secure and enriching retirement you're entitled to.



**THE LUTHERAN
HOME AT TOPTON**
A DIAKON SENIOR LIVING COMMUNITY

One South Home Avenue | Tpton, PA 19362

WWW.DIAKON.ORG/TOPTON

Many Hands. One Heart.



Diakon offers services and housing without regard to race, color, religion, disability, marital status, ancestry, national origin, sexual orientation or gender.

**GREAT GOLF ...
FRIENDLY PEOPLE ...
FINE DINING ...**



On Valley Forge Mountain.

Phoenixville Country Club

355 Country Club
Road
Phoenixville, PA
19460

Phone: 610-933-3727
Email:
matt@phoenixvillecc.com



- Hugh Wilson Design (same as Merion)
- Rated 6th Best 9 Hole Course in the World!
- No Tee Times
- World Class Food

FINANCIAL SUCCESS

(Continued from page 20)

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..."

1. A description of the services your firm provides to our plan and the participants.

2. A disclosure of any direct payments your firm will receive from the participants' plan.

3. A disclosure of any indirect payments your firm will receive as a service provider to the participants' plan.

4. Is your firm and ERISA fiduciary or a Registered Investment Advisor?

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

1,000 Store
Buying Power
Saves You
More.



Carpet • Hardwood
Vinyl • Tile • Laminate
and more

CHES-MONT  **CARPET ONE** FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422
610-495-6211
www.ches-montcarpetoneparkerford.com



"BUZZ AROUND THE BLOCK"

(Continued from page 21)

walls and landscaping, underground rainwater cisterns for water re-use, a geothermal heating system, vegetated rooftop areas, minimization of impervious surfaces with the use of grass-turf pavers, porous paving infiltration beds, rain gardens and underground detention facilities. These sustainable features helped the Kensington CAPA High School earn LEED® Platinum Certification from the USGBC.

Gilmore & Associates, Inc. provided sustainable site design services for the new Molly Dodd Anderson Library at the George School in Middletown Township, Bucks County. The new library building, which will be certified under the USGBC (LEED®) gold certification program for environmentally-enhanced construction, includes capture of storm runoff from impervious surfaces, including the new building roof, in rain gardens that promote groundwater recharge.

In partnership with Cabot-Kjellerup Realty Trust and Bernardon Haber

Holloway Architects, Gilmore & Associates, Inc. provided civil engineering consulting services for the first LEED®-certified building in southern Chester County. The 80,000 square foot new corporate headquarters for Dansko Corporation in Penn Township was awarded a LEED® gold rating by the USGBC. Vegetated roofs provide insulation from heat gain in the summer, attenuate stormwater runoff, and provide a pleasant setting for employees to enjoy lunch. Driveways and parking lots are sloped to direct storm runoff into two central rain gardens with infiltration beds beneath that filter and recharge runoff. Rainwater that runs off of the non-vegetated roof areas flows down 4 "rain chains" into a 10,000-gallon underground cistern. The filtered water is then used for flushing toilets in the building and for garden irrigation.

For more information on Gilmore & Associates, Inc.'s "Green" planning and engineering design services, please contact John P. Sartor, P.E. at jsartor@gilmore-assoc.com. 



Save time and money without ever leaving your office.

Our **Remote Deposit Services** enable your business to scan paper checks and have them electronically deposited into your Victory Bank business account without ever leaving your office.

Save time – Eliminate daily trips to the bank and securely **deposit checks 24 hours a day, 7 days a week.**

Save money – Accelerate your businesses cash flow and reduce your banking costs.*

View our RDCapture video for more information at www.thevictorybank.com/rdc or contact us at 610.948.9000 to see which Deposits...Done Right service solution is right for you.

*Contact us for more information and pricing.

RDCapture RDScan

	RDCapture	RDScan
No per-item fees	✓	✓
Unlimited checks deposited	✓	
Next-day deposit availability	✓	✓
Scan checks at your desk	✓	✓
Free bank supplied scanner	✓	
Deposit into multiple accounts	✓	✓
Receive an email confirmation	✓	✓
Transmit images through a secure server with the latest security protocols	✓	✓
Scans front and back of the check at the same time	✓	
Retain check images online	✓	
Generate reports online	✓	



The Business of Banking...Done Right.

548 North Lewis Road, Limerick PA 19468 | 610.948.9000 | www.thevictorybank.com



Member FDIC



Route 422 Business Advisor Dining Guide



The Columbia Bar & Grille

148 Bridge Street
Phoenixville, PA 19460

610.983.0300

www.columbiabarandgrille.com



blacklabbistro.net

BLACK LAB BISTRO

American Casual Contemporary



248 Bridge Street
Phoenixville, PA 19460

610.935.5988



Delicious History in the Hills of Berks County...

We offer a dynamic menu of culinary delicacies
served with the hospitality of a Country Inn

The Restaurant at

Landis Store Hotel

Est. 1800

4 Baldy Hill Road • Boyertown

610.845.2324

www.landis-store.com



Open Wed., Thurs.,
Fri. & Sat. 4-9 pm

Sunday Brunch
10:00 am - 2:00 pm

Mon. to Wed.

Lunch

11:00 am - 5:00 pm

Thurs. to Sat.

Lunch & Dinner

11:00 am to 10:00 pm



Mon. & Tues. Seniors Days - 20% Off
<http://www.bentnotecafe.com>

Live Music
Thurs. thru Sat.
Friday Night Blues!

Call To Book
Groups up to 40
Corporate Or Private

Free Parking In Municipal Lot
Across The Street

263 Main Street
Royersford, Pa. 19468

Phone: 610-948-8888

French Quarter Bistro

215 Main Street, Royersford, PA 19468
(610) 792-7292 phone • (610) 792-7293 fax
www.frenchquarterbistro.com



Dining Room Open 7 days a week
4 pm - 9 pm

Bar & Kitchen Open til Midnight

Monday - Saturday

Open Saturday and Sunday at noon
with a special lunch menu.

TakeOut Available every day



Juan Carlos

Fine Mexican Cuisine

235 E. High St. Pottstown, PA

484-624-4931

www.JCMexicanFood.com

"Allow us to host your next private event!"
Complimentary margarita with purchase of entrée
Tuesday, Wednesday, and Thursdays
Reservations Highly Recommended

CIVILIZED DINING *in the country*



Gracie's
21ST CENTURY CAFE
& CATERING

20 minutes from Reading and King of Prussia
1534 MANATAWNY ROAD, BOYERTOWN
610.323.4004
GRACIES21STCENTURY.COM
Open evenings Wednesday, Thursday, Friday & Saturday

**To learn more about these
excellent dining establishments,
and view their menus,
click on each ad in the
digital version of this publication
at www.422business.com**

Persuasiveness IS NOT LEADERSHIP



ON LEADERSHIP

Kenneth D. Richardson, PhD, CEO, Redwood Enterprises

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

— JOHN QUINCY ADAMS

One of my favorite business related books is Robert B. Cialdini's *Influence: Science and Practice*. I regard it as a "must read" for people involved in sales, negotiation, and marketing. The book is well researched and includes results of scientific research as well as "real world" examples of factors that lead people to make decisions that they never would have if not persuaded by someone else. Although Cialdini is a psychologist by trade and training, his work has earned him acclaim in areas of business such as marketing and sales, and from business experts such as Tom Peters and Tom Hopkins.

Despite the book's applications to business related activities and the fact that it revolves around persuasion, it is not a book about leadership. In fact, it will not appear in searches associated with that topic. Cialdini himself would be the first to admit that it is not about that subject—negotiation, yes, sales, yes, persuasion, yes, but not leadership.

Tactics and tricks vs. genuine leadership

References to the all-important "L" word are conspicuous in their absence from this book, which raises some interesting questions. After all, isn't leadership all about social influence, persuasion, and "selling" ideas? You'd better believe it is! But it's about a lot more than that, and I think this author is quite responsible in excluding leadership from his discussion of his particular expertise regarding social influence.

While Cialdini identifies various "tactics" of social influence and the psychological mechanisms that make them work, he never suggests that mastering these schemes would make a person an effective leader. In fact, the language he uses at times carries a warning tone, referring to various tactics as "weapons

of influence" that we may want to be ready to resist as we attempt to make decisions that are in our own long-term best interests.

Leadership goes far beyond effective persuasion

While leadership may include persuasion, it is a qualitatively different domain, and so it shall ever be. Effective leaders do need to be persuasive, so that tactical approaches to social influence may be warranted at times. But genuine leadership, meaning the kind that leaves a legacy that will be respected down the road, is of a qualitatively different nature than an ability to influence what others think or do. Let's talk about some aspects of leadership that really set it apart from the ability to persuade others to change their thinking and actions.

Difference # 1: The level at which the influence occurs

Behavioral scientists who study social influence frequently find it useful to distinguish between various "levels" at which influences occurs. Some influences

(See "On Leadership" on page 27)

CHRISTINE MESSMER PC

Christine Messmer, M.S.E., CFP®
Registered Investment Advisor

www.christinemessmer.com

chris@messmerfinancial.com

610-489-7925

101 Oak Street, Collegeville

Since 1994

Mercury Reader's Choice winner (15 years)

All Types of Flooring — carpet, vinyl, hardwood, ceramic tile, laminate, cork flooring, bamboo, area rugs!

Sales Staff with over 100 years of flooring experience!

237 W. High Street, Pottstown, PA 19464
610-323-8881
www.garyscarpetdepot.com

Wealth Management

The people you know... and trust

Jim Fuhrman, Stephanie Bilash, Kurt Kunsch, Tom Brenemen

Phoenixville Federal Bank & Trust
Trust & Asset Management
533 Kimberlon Road
Kimberton, PA 19442

610-935-8304

Download our Free Capabilities Brochure
www.phoenixfed.com

Investments are not FDIC insured. May lose value. No bank guarantee.



Route 422 Business Advisor



Dining Guide

Seven Stars Inn

"The Original Chester County Steak House"

Route 23 and Hofferer Road, Phoenixville, PA



610-495-5205

www.sevenstarsinn.com

Serving Dinners Tuesday through Sunday

Featuring overly generous portions
of the finest beef, veal and seafood



Yellow House Hotel

LUNCHEON Monday-Saturday 11:30am - 2:30pm

DINNER Monday-Thursday 5pm - 9pm
Friday & Saturday 5pm-9:30pm • Sunday 11am-7pm

SUNDAY BRUNCH 11am - 2pm

6743 Boyertown Pike (Routes 562 & 662)
Douglassville : 610-689-9410

www.yellowhousehotel.com

3790 Morgantown Road

(10 minutes south of Reading on Rt. 101)

Mohnton

610-856-7887



EMILY'S

Casual Fine Dining in an
1827 Historic Landmark

Serving Lunch
Tuesday - Friday 11:30am-2pm

Serving Dinner
Tuesday - Saturday 5pm-9pm
Sunday 4-8pm

Sunday Brunch 11am-2pm

Award-Winning Dining known for
Steaks, Seafood, Pasta and more...

www.emilysrt10.com

Visit one of our restaurants on Route 73 between Oley and Boyertown



www.bridgeinnpleasantville.com

Hours:
11 to 10 Mon. - Thursday
11 to 11 Fri. & Sat.
11 to 8pm Sunday



1636 West Phila. Ave
Boyertown, Pa 19512
www.shanesvillesteakhouseandtavern.com



The Creekside Pleasantville
Diner, 1/4 south of the Bridge
Inn on Rt. 73. 610-689-4300.

Franco Ristorante

Authentic Italian Cuisine

-A Phoenixville Tradition-
226 Bridge St. Phoenixville, PA
610 933 0880
www.franco-ristorante.com



NICK'S PIZZA RESTAURANT DRIVE THRU

Owned and Operated by Raymond and
Vittorio Palumbo Since March 1995.
First in Stowe

DELIVERY Fast, Free, Friendly

Phone 610-326-3501

Fax 610-326-3553

Buy one dinner at regular price and
get a second 1/2 off. Take out only

We accept

850 West High Street
Stowe, PA 19464

CHIC SNYDER'S



RESTAURANT & BAR

Casual Fine Dining

P: 610-792-1930

F: 610-792-1932

PARK TOWN PLAZA
310 N. Lewis Rd, Royersford, PA 19468

Steaks • Veal • Seafood • Pastas

DAILY SPECIALS

Mon: \$1 Hotdogs & PBRs, .35 cent wings
Tue: \$2 Cheesesteaks & Chicken Sandwiches
Wed: \$1 Tacos
Thur: \$2 Cheeseburgers & Coronas
Fri: Drink Specials
Sat: Live Music

Daily Happy Hrs 4-6pm: \$1.50 dom drafts & 1/2 price apps

FREE APPETIZER
w/sandwich or entree purchase of \$7.95 or more

Excludes alcoholic beverages. Not valid with
any other offers. Expires 4/30/11



Now Smoke Free!

RAILROAD ST. BAR & GRILL
36 Railroad St.
Linfield, PA 19468

610-495-7043

Open Daily 11am (Noon Sun) - 2am

ON LEADERSHIP

(Continued from page 25)

occur at very superficial levels, leading to obedience or compliance without much effect at "deeper" levels, such as attitudes or values. All of us have experienced situations in which someone made it difficult for us to say "no," but really didn't win our respect or trust. They simply got us to comply with their demands.

Just about all of us know about bosses or supervisors who "throw their weight around," deriving the bulk of their power from their ability to reward or punish others in some more or less material sense. Consider also those individuals whose nagging styles led you to give them what they wanted only because you were eager to get them to off your back. In such cases, it was the external pressure that produced the compliance, not any sense that they were competent or correct.

This kind of influence is problematical and inefficient, because it requires constant monitoring and maintenance— as has been so often said, "When the cat's away the mice will play." Authority figures who function in this manner illustrate the difference between leadership and bullying, and burden themselves by creating situations that require constant surveillance and

active effort if their bidding is to be done. They also produce resistance, resentment, and other negative "fallout" effects.

In sharp contrast to the above, we can all think of persons who influence others in ways that run deeper than a superficial form of compliance— they get people to "buy into" their vision and goals. This is very different. The influence is not just on behavior. It produces shifts in values and commitments. Those affected at this level do their work much more willingly and diligently, carrying out their duties without constant monitoring or continued pressure.

In these cases, "when the cat's away," the mice don't play— they work, executing their tasks as effectively as possible. Good leadership always gets more than slavish obedience— it generates enthusiasm, commitment, and creative problem solving, all of which translate into improved results.

Difference #2: Subordinates are beneficiaries

While authoritarian styles of managing people abuse them in attempts to make them productive, more constructive approaches get better results by

(See "On Leadership" on page 28)

The Twin Turrets Inn

Marianne Deery,
Innkeeper

BED and Breakfast



11 E. Philadelphia Ave.
Boyertown, PA 19512

610.367.4513

Toll Free 877.877.7879
Fax 610.369.7898

innkeeper@twinturrets.com
www.twinturrets.com



Full service and independent financial planning firm since 1984

You wouldn't pilot a plane by yourself . . .



(L to R) David Wood, Richard Storms, Jennifer Jaronski, Joseph St. Pedro

So, let us help you get to
your retirement destination.

- Legacy/Generation Planning
- Retirement Portfolios
- Life and Health Insurance
- Wealth Accumulation Strategies
- 401K, IRA and Company Pension Planning
- Business Planning



Objective advice tailored to your individual needs and goals.

610-792-2500

460 South Lewis Road, Suite #101, Royersford

www.stpedroassociates.com

Registered Representatives offer securities and advisory services through National Planning Corporation (NPC), Member FINRA/SIPC, a Registered Investment Advisor. St. Pedro & Associates, Inc. and NPC are separate and unrelated companies. NPC of America (NPCOA) in FL and NY

ADVERTISED SERVICES DIRECTORY

ACCOUNTANTS

CAVALIER ACCOUNTING SERVICES	13
HOFFMAN & WEST PC	6
MAILLIE FALCONIERO & CO.	18

ATTORNEYS

WOLF BALDWIN & ASSOC. PC	14
--------------------------	----

AUTOMOTIVE / SERVICE

CLOISTER WASH & LUBE	30
EMBODY'S SUNOCO	9

AUTOMOTIVE / TRANSPORT

KLEIN TRANSPORTATION	8
RHOADS LIMOUSINE SERVICE, INC.	47

AUTOMOTIVE SALES & SERVICE

ARMEN CHEVROLET CADILLAC	16
DRIVEN AUTOPLEX, LLC	20

BANKING / FINANCES

BALLY SAVINGS BANK	17
DIAMOND CREDIT UNION	19
DISCOVERY FEDERAL CREDIT UNION	45
MALVERN FEDERAL SAVINGS BANK	56
MERIDIAN BANK	11
NATIONAL PENN BANK	20
PENN LIBERTY BANK	62
PHOENIXVILLE FEDERAL BANK & TRUST	25
REPUBLIC BANK	33
THE VICTORY BANK	23

BUSINESS SOLUTIONS

AAA EAST PENN	56
ALLENDALE ANSWERING SERVICE	6
BUSINESS MARKETPLACE	51-55
JWM DIRECT	63
MIDATLANTIC EMPLOYERS ASSOCIATION	60
REDWOOD ENTERPRISES	44
ROSSELLO SOLUTIONS	63
SANATOGA WATER CONDITIONING	59
SCORE	46

CEMETARY

LIMERICK GARDEN OF MEMORIES	31
-----------------------------	----

DESIGN/REMODELING

GEHMAN DESIGN REMODELING	49
--------------------------	----

DEVELOPMENT/CONSTRUCTION

KINSLEY CONSTRUCTION	6
----------------------	---

EDUCATION / CONTINUING EDUCATION

MCCC WEST CAMPUS	12
NEUMANN UNIVERSITY PHOENIXVILLE CAMPUS	58
THE WYNDCROFT SCHOOL	18

ELECTRIC SUPPLIES/SERVICE

FROMM ENERGY SOLUTIONS	17
R.J. ELECTRIC	11
TROTTER INDUSTRIES, LLC	15

ENERGY

AZTEC SOLAR POWER	10
EXELON NUCLEAR	9
LACEY TOTAL SOLUTIONS	15
PATRIOT PROPANE	21
SOLAR BY WELLER	17

ENGINEERS

GILMORE AND ASSOCIATES	19
------------------------	----

FINANCIAL SERVICES

CHRISTINE MESSMER, PC	25
FINANCIAL INDEPENDENCE PLANNING, LLC	14
HOOVER FINANCIAL ADVISORS, PC	30
MAIN LINE FINANCIAL ADVISORS	21
ST. PEDRO AND ASSOCIATES	27

FLOORING

CHESMONT CARPET ONE	23
GARY'S CARPET DEPOT	25

FOOD / RESTAURANTS

ROUTE 422 BUSINESS ADVISOR DINING GUIDE	24, 26
YELLOW SPRINGS INN AND CATERING	28

FOOD / RESTAURANTS / BEVERAGE DISTRIBUTOR

AUDUBON ALE HOUSE / COVENTRY BEER STATION	30
---	----

HEALTH / HEALTHCARE

BAUSE'S SUPER DRUG STORE	46
MANOR CARE HEALTH SERVICES	5
MISHOCK PHYSICAL THERAPY	12
NEW LEAF HYPNOSIS	60
NORTH END VISION CENTER	13
PAOLI HOSPITAL/MAIN LINE HEALTH	29
PHYSICIAN'S CARE SURGICAL HOSPITAL	48
POTTSTOWN MEMORIAL MEDICAL CENTER	2
REPRODUCTIVE SCIENCE INSTITUTE	45
SKINHEALTH SOLUTIONS	45

INDUSTRIAL

SUPERIOR TUBE	32
---------------	----

INDUSTRIAL SUPPLY

CLARK INDUSTRIAL SUPPLY	32
-------------------------	----

(Continued on page 30)



610-945-5451

*Secure your
groundskeeping
contract now!*

Fast, Dependable Service

Commercial and Residential Service
Snow Removal • Weed & Vegetation Control
Fence Lines • Parking Lots • Shrub Trim

50 Lubold Road, Pottstown, PA 19465
www.veteranlawncare.net



Sanatoga Court
A Senior Living Community
Genesis HealthCare™

227 Evergreen Road - Pottstown, PA 19464
We understand care, we practice compassion.

610-718-0900
www.genesisihcc.com



Opening Soon!

Yellow Springs Inn

Elegant, romantic dining returns to Chester County this spring!

Enjoy our elegant affairs and spectacular cuisine at your location.

Yellow Springs Catering

610-827-7477
YellowSpringsCatering.com

ON LEADERSHIP

(Continued from page 27)

attempting to meet as many of their needs (besides those for money) as possible. Note that reports about companies identified as the “best workplaces” emphasize good human relations, and invariably include those that are also the most profitable. Meeting human needs may seem like a “soft” or “touchy-feely” concern, but in business it translates into tangible outcomes such as consistent quality and customer loyalty, factors crucial to cash flow.

Success in any business will always require sacrifice on the part of its key players, but the best sacrifices are those that are made willingly. This doesn’t happen when employees feel unappreciated or abused, situations which can be at least as costly as poor technical skills or antiquated hardware. The trick will always be coordinating the needs of employees with those of a larger organization, and there will never be a set formula for accomplishing this. It takes sensitivity, ongoing concern, and the willingness to make adjustments that encourage rather than coerce.

Difference #3: Creating a culture of mutual support

Employees best serve the needs of others when their own needs are met, meaning that the ability of a business to attract and keep “external customers” (those that patronize it) requires a culture that emphasizes service among employees as “internal customers.” This has to start at the top and be encouraged throughout, and not through directives, speeches, pep talks. Superficial forms of prodding will not be sufficient to establish and maintain it. It has to be demonstrated through example, and consistently so.

Many business owners could benefit by noting the strides made by the U.S. military in improving the performance and morale of its personnel in recent decades. The progress has not come because of increased coercion. Improved results have been obtained primarily by devoting greater attention to teamwork by fostering interpersonal trust and respect—improving the “human side” of its operations.

Again, this has to be exemplified by those in leadership positions. As expressed by Retired Army General Colin Powell: “The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help or concluded you do not care.” This kind of compassion expresses a

(See “On Leadership” on page 30)

Want a shortcut to Paoli Hospital?



The benefits of Paoli Hospital right here in Collegeville.

The Main Line Health Center in Collegeville offers top quality radiology, therapy and lab services, the convenience of extended hours, same day appointments, and many of the region's top physicians all under one roof. For the best of all worlds, right in your backyard.

To learn more, visit mainlinehealth.org/collegeville.



Main Line Health Center
Collegeville

Well ahead.™

599 Arcola Road, Collegeville, PA 19426 484.565.8400

ADVERTISED SERVICES DIRECTORY

(Continued from page 28)

LANDSCAPE AND GARDEN SUPPLIES

MILLER'S GREENHOUSE	17
POTTSTOWN ROLLER MILLS	61
WOODWARD LANDSCAPE SUPPLY	12

LANDSCAPE SERVICES

CLEAN CUT LAWN SERVICE	58
SIMON THE PLOWMAN	33
VETERAN LAWN CARE	28

LODGING

COURTYARD BY MARRIOTT COLLEGEVILLE	34
THE TWIN TURRETS INN	27

MANUFACTURER

MAYER POLLOCK STEEL CORPORATION	8
---------------------------------------	---

MARKETING / ADVERTISING

COMCAST SPOTLIGHT	47
EPDS ADVERTISING	34
FASTSIGNS	9
KINETIC WEB SOLUTIONS	48
POTTSTOWN COMMUNITY TV	61
SK ADVERTISING & DESIGN	11
STYLISH IMAGES PHOTOGRAPHY	62

MOVING & STORAGE

BEKINS TRANSFER AND STORAGE	60
-----------------------------------	----

PAYROLL SERVICES/BOOKKEEPING SERVICES

EXPRESS DATA SYSTEMS, INC.	13
---------------------------------	----

REAL ESTATE / FOR SALE/LEASE

BRODE & BROOKS, INC. REALTORS	5
FRANKLIN COMMONS	64
GLOCKER AND CO. INC.	31
THE HANKIN GROUP	13
ZUBER COMMERCIAL REALTORS	7

RECREATION / ENTERTAINMENT

ARROWHEAD GOLF COURSE	50
PHOENIXVILLE COUNTRY CLUB	22
SUNNYBROOK BALLROOM	44

RECYCLING SERVICES

RAPID RECYCLING	19
-----------------------	----

RETAIL / SHOPPING

CHRISTIAN SCIENCE READING ROOM	49
PLAZA & COURT AT KING OF PRUSSIA	34

RETIREMENT COMMUNITY/ INDEPENDENT LIVING

CHESTNUT KNOLL	20
FREDERICK MENNONITE COMMUNITY	60
GOLDEN LIVING CENTER	6
MANATAWNY MANOR	8
SANATOGA COURT SENIOR LIVING	28
THE LUTHERAN HOME AT TOPTON	22
WALNUT WOODS OF BOYERTOWN	49

STORAGE FACILITIES

B&S SELF STORAGE	59
------------------------	----

WASTE REMOVAL

AJ BLOSENKS, INC. TRASH & RECYCLING SERVICE	33
---	----

WASTEWATER TREATMENT

J&T TECHNOLOGIES, INC.	57
-----------------------------	----

WATERPROOFING SERVICE

BASEMENT SERVICES 911	50
-----------------------------	----

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2011 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages.

All ads are non-cancelable. ERRORS—It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.



Audubon Ale House
Fun, Food & Drinks

www.audubonalehouse.com
2812 Egypt Road, Audubon, PA 19403
Happy Hour 5pm Monday-Friday
610-666-1399



Coventry Beer Station

"Best Selection on Route 422"
150 Schuylkill Road,
Pottstown, PA 19465
610-326-6575



cloistercarwash.com

- WASH SERVICES
- FUNDRAISING

- OIL CHANGES
- PA STATE INSPECTIONS

Ephrata • York • Lancaster • Reading

30 YEARS
CELEBRATING

Fee-Based Investment Management

Multigenerational Estate Planning

College and Retirement Planning

Tax and Cash Flow Planning

Risk Management

Insurance Planning

HOOVER
FINANCIAL ADVISORS • PC
Your Bridge to the Future

PETER K. HOOVER, CFP
HOOVER FINANCIAL ADVISORS, PC

Pete Hoover marks his 30th year as an independent financial advisor in 2011. Let him and his team help you achieve your financial goals.



Partnering with Hoover Financial Advisors, PC, Pete will help you reach financial fitness with a customized plan to meet your needs.

112 MOORES ROAD
MALVERN, PA 19355

(610) 651-2777
WWW.PETEHOOVER.COM

Securities are offered through Cambridge Investment Research, Inc., a Broker/Dealer, Member FINRA and SIPC. Investment Advisory services offered through Hoover Financial Advisors, PC, a Registered Investment Advisor. Cambridge Investment Research, Inc. and Hoover Financial Advisors, PC are not affiliated.

ON LEADERSHIP

(Continued from page 28)

spirit of self-sacrifice and makes it the norm for the organization involved. It is much easier to expect commitment to organizational goals from people whose needs are acknowledged and addressed.

Difference #4: Effective leadership reflects wisdom

According to Stephen R. Covey, author of numerous books on success in business and life, "Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall." Persuasiveness *per se* is a tool that can be used to promote the common good or wreak havoc, depending upon the wisdom with which it is deployed. Knowing how to persuade others does not guarantee good judgment in other domains. History has shown that repeatedly.

Variations on a quote originating with Peter Drucker assert that "management is doing things right, leadership is doing the right things." The best leadership is characterized by such qualities as "vision," and acknowledging the "big picture." The ability to factor in the past, present, and possible futures—that is, wisdom—when coming to decisions is perhaps one of the most essential qualities of leadership that distinguishes it from a mere mastery of rhetorical techniques.

This notion of "being right" reflects personal development in areas that are often neglected: Those areas where compassion, intuition, and logic work together in synergistic ways to allow us to make decisions that will ultimately be counted as wise. It is a lack of such wisdom that accounts for the high rates of failure in business that we see. Bad judgment about managing people can be as deadly to business as bad judgment about markets.

In a world in which many of us focus on tangibles, such as identifiable procedures, hardware, and bottom lines, it is too easy to neglect those things that count as much as all of the above. When all else is said and done, it is people who must be served and do the serving. Summarized simply, success in business is the result of serving the needs of all involved, and this includes employees as well as customers. ■

Dr. Richardson is the founder of Redwood Enterprises, a business consulting, training, and coaching firm that specializes in helping business owners 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.

Commercial Properties Offered by

Glocker & Co.

On the WEB at

www.glocker.com



#907 - Pottstown Former Dames Chevrolet

16,000 square foot former auto dealership, building well maintained, high ceilings with lots of parking behind structure. Suitable for any type auto-related use or other type of retail use. **\$425,000**



Route 100 North Coventry

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

BUSINESS PROFILE

MAIN LINE FINANCIAL ADVISORS: *A Relationship of Trust*

By Jim Jannotti

Main Line Financial Advisors, with offices in Narberth and Pottstown, builds relationships, not just portfolios. "We look at ourselves as multi-generational holistic advisors. We're not just dealing with the investor, we're dealing with families, we're dealing with emotions, and we're dealing with relationships," says Al Matarazzo, President.

In today's world, sound financial guidance must involve more than simply giving advice on choosing investments. MLFA takes a more holistic approach: taking time to understand each client's unique situation, lifetime goals, and specific needs. Their professional and personal approach has helped hundreds of families and businesses create individualized plans that grow their assets, preserve their wealth, and achieve specific goals for education, retirement and charitable giving.

A Full Service Financial Advisory Firm

MLFA's roots stretch back to the 1960's when Al's father, Fred Matarazzo began an accounting practice on the Main Line in Narberth. Over time, Fred realized that in addition to tax planning, his clients' required investment and retirement planning services. When Al joined the firm in the early 1990's, he began cultivating MLFA's focus on personalized financial planning to complement the firm's tax work. Three years ago Al moved the company headquarters to its present location in downtown Pottstown.

On the Financial Planning and Wealth Management side of the business, MLFA offers expertise in retirement planning, cash flow planning, educational funding, and the management of assets and liabilities. Estate and trust planning and an insurance brokerage that provides group benefits for small businesses, individual

(See "Main Line Financial Advisors" on page 32)

Limerick Garden of Memories New Chapel Mausoleum Construction is Now Complete!

New construction discount of 1.9% financing and 24 month interest rebate program • Call for details.

- Flexible payment options
- All levels available, both patio & chapel
- Cremation niches available
- 10% down to reserve desired location & level



Watch these ads for date and time of our upcoming dedication service.

For additional information or to setup an appointment call
610-495-6231

and ask for Family Service Director Joe

Limerick
GARDEN of MEMORIES

44 Swamp Pike • Limerick
(across from the Limerick Diner)



Your local Dignity
Memorial provider



SERVING OUR AREA WITH COMPASSION SINCE 1960

**Established and Proudly Headquartered In
Collegeville, PA since 1934, we demonstrate...**

Pride as a manufacturer making a difference in people's lives.

Teamwork – working together with respect for self, fellow employees, customers, and suppliers to achieve goals.

Honesty and Integrity – Fostering trust, inspiring confidence

Continuous Improvement – Committing to our future

**3900 Germantown Pike
Collegeville, PA 19426**

**www.superiortube.com
(610) 489-5200**

MAIN LINE FINANCIAL ADVISORS

(Continued from page 31)

insurance, life insurance and long-term care insurance round out MLFA's umbrella of planning services.

Al notes that in addition to their planning services, "There are the investment advisory relationships, which is the actual money management. That's the buying of individual securities to fund client goals." Their sizable retirement planning and consulting practice includes investment advisory services and education for employees in companies ranging in size from 1 to 4,000.

Since the move to Pottstown, MLFA has brought in another CPA, Drew King. The addition of Drew, who began his accounting career with Fred, has brought a return of corporate tax work to MLFA. "With Drew here we can do all the corporate tax stuff again. We're moving toward building out a whole accounting practice again," says Matarazzo.

Relationships with clients often begin in Mr. King's area of expertise. "Everything we do with any type of wealth management decision has some impact on taxes, so in order to plan you have to understand the tax ramifications in advance," Al explains.

"Over the years we've built lots of wealth management clients that came in strictly for

taxes and we've built the relationship by doing the return for a couple of years. We didn't jump in and ask them to give us their money to manage. We just let the relationship grow and eventually they see what their previous managers are doing versus what we're doing and make the transition."

One Stop Shop

"When we first started off, because it was an outgrowth of the public accounting firm, we handled a lot of the investment advisory aspects of our tax clients. Now we have people who are just investment or insurance clients, and they're a source of referrals," says Mr. King.

Mr. Matarazzo adds, "Most of our clients come in on a referral. I always recommend they interview multiple financial advisors because that will give them very good feel for the landscape. They'll be able to pick out who's trying to sell them a product and whose trying to develop a relationship."

The needs of small businesses, including owners and employees, are at the core of MLFA's work. "Small business hits every one of those things that we do at one point or another: tax work, corporate work,

(See "Main Line Financial Advisors" on page 34)

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP



- Performance Products
- Hydraulic Hose & Fittings
- A/C Hose & Fittings
- Weatherhead/Brass
- Metric & BSP Fittings
- Industrial Rubber Products

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

Ask SCORE

“GREEN” BUSINESS: The Shade of Things to Come

Being environmentally conscious is not just good for the earth; it's good for your business as well. Studies show that consumers are increasingly attracted to businesses that promote their proactive efforts to protect the environment. Many high-profile companies are limiting the product and service contracts to vendors with good “green” track records. Plus, many practices and products that help reduce pollution and conserve natural resources can also help reduce business costs over the long term.

Don't let your small business be left behind. There is a wide range of business-minded information available on the practical, profit-producing aspects of making a business more environmentally friendly. Access to environmentally preferable products and services is also widening—especially for small business. Options include buying office supplies made of recycled or low-impact materials, properly disposing of old electronic gear, and installing energy-saving compact fluorescent bulbs in your facilities.

A great resource for small business is, GreenBiz.com, a service of the Washington, DC-based Green Business Network. GreenBiz offers a full range of hands-on help for small businesses that want to get greener, from how to finance greater manufacturing efficiency to alternative cleaning solvents and processes. The organization's Web site is packed with helpful information and is geared toward helping businesses take an environmental stance that also helps the bottom line.

The GreenBiz site provides descriptions

and links to nearly 100 helpful organizations and Web sites — many of them by state. There are also hundreds of books and reports geared to specific industries. Take time to explore the site for a wealth of news, tools and tips on going green. Select “Small Business” in the “Resource Wizard” pull down menu for topics geared specifically to small business.

Another useful resource is the Small Business Environmental Home Page, www.smallbiz-enviroweb.org, which helps business owners tap into pollution-prevention assistance programs of all types nationwide. It also offers a list of links to State Environmental Agencies and small business programs.

Purchasing environmentally friendly office products has also become easier thanks to the growing awareness of major office products suppliers. Whether you shop in their stores or online, you'll find a wide range of recycled paper products, energy-saving devices and equipment, and even attractive furniture crafted from sustainable resources.

To learn more about operating issues facing your small business, contact SCORE “Counselors to America's Small Business.” SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 620.327.2673 for the Pottstown SCORE chapter, or visit online at www.pottstownscore.org.

Read more from SCORE on page 46

New customers receive
1 Month FREE
residential service or
\$10.00 off
a roll-off
container



A.J. Bloenski Inc.
www.ajbloenski.com
610.942.2707



RESIDENTIAL • COMMERCIAL • INDUSTRIAL

**Four Generations of Quality Service
from the Bloenski Family**

- Residential Carts
- Recycling Bins
- Bulk Item Removal
- Special Cleanups

- Event Boxes
- Referral Program
- Senior Citizen Discounts
- 100% Customer Satisfaction

- Roll-off Dumpsters
- Construction & Demolition
- Commercial Compactors
- Storage Containers

Serving Our Local Community



R

PUBLIC BANK

MEANS BUSINESS

- FREE Business Checking*
- Loans & Lines of Credit
- Cash Management Solutions
- Online Banking with Bill Pay

myrepublicbank.com • 888.875.2265

Locally Headquartered

Pennsylvania: Abington • Ardmore • Center City • Mayfair • Media • Plymouth Meeting • Torresdale
 New Jersey: Haddonfield • Voorhees

*Free for the first year, then a \$1,000 minimum balance will be required to avoid a service charge.







SIMON . . . THE PLOWMAN
DAVID and JEFF SIMON

Gardens Rototilled • Plowing • Field Mowing • Front End/Backhoe
 Drains • Tree Work • Footings • Post Hole Digging • Dump Truck
 Yard Cleanup • New Lawns Raked and Seeded • Oil Tanks Removed

751 Bridge Street
Spring City, PA 19475

610-948-4074



Congratulations on your Engagement!
Let the Courtyard by Marriott in Collegeville make your day even more Special!



- 5 rooms to choose from starting at 300 square feet to over 2,000 square feet.
- Attractive Day Meeting Packages available.
- Great Ballroom for your wedding, receptions, bridal and baby showers, holiday parties and more.
- Host your event in our outdoor Courtyard!
- Great Weekend and Group Rates available.

Our Team will make your next event a success!

Contact: Jennifer at 484-974-2606

**Courtyard by Marriott
Collegeville**

600 Campus Drive Collegeville, PA 19426

484-974-2600

www.marriott.com/phlv

MAIN LINE FINANCIAL ADVISORS

(Continued from page 32)

financial planning for the owner and employees, asset management, the retirement plan for the company and education of the employees, the group insurance and the individual insurance of the owner and employees," says Mr. Matarazzo.

"We provide that one perspective to handle all of these issues."

Partnership Over Product

Just as MLFA's approach to financial planning is unique, so too is the structure of its investment advisory practice. "When individual clients have us manage their money, we're paid advisory fees, not commissions. That relationship is a fiduciary relationship," says Matarazzo. "In advisory relationships, you're being paid throughout the year, so you have, by law, a responsibility to put the client's interests ahead of your own. When you charge that way you're reducing the conflicts of interest inherent in a commission based environment."

Many investment firms have a commission-based structure, which Matarazzo says encourages more of a product-selling approach. "If you're being compensated by the product how can you say to someone that you're sell-

ing them that product because it's in their best interest?"

Drew King, CPA says, "The investment industry is moving in a positive direction," in this regard, "but here at MLFA, we've always maintained the need to be at a higher level of trust than a stock broker or other product sales person. For us, it's process over product."

MLFA emphasizes matching investors with the right products based on a relationship of trust. "I want to provide the product that will help you the most because if your account value grows, our compensation grows," Matarazzo said. "The way we do business puts us on the same side of the table as the client. We're partners in a relationship."

"The actual number crunching is really a small part of that relationship, and that's what comes back to trust. Relationships are built on trust. When you have that and you're getting value from the advice, then you'll realize that we're really putting your interests first."

Learn more about how Main Line Financial Advisors can be in partnership with you at www.mlfa.com or by calling them at 1.800.266.MLFA(6532). ■

On ROI:

"You're a Star!"

says Deb B., Marketing Director
Pottstown Memorial Medical Center



On time & under budget.

Let Tom be a bottom-line star for you!

Call 610.489.6211
eppsadvertising.com



Give Your Employees The World. *In An Envelope.*

Nothing inspires gratitude like the King of Prussia Mall Gift Card.

Because it's the only gift that lets recipients experience the entire world of fashion and taste, with over 400 international retailers and restaurants to choose from. Whatever amount you select — from \$20 to \$1000 — anyone you do business with will have just one thing to say when they open it: Ooh and Aah! (Okay, that's two things.)

Purchase gift cards online at KingofPrussiaMall.com, call 610.265.5727, or visit Guest Services.



KING OF PRUSSIA
Experience The World



TRICOUNTY AREA CHAMBER OF COMMERCE

2010-2011 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Terese Brittingham, Broker/Owner,
Keller Williams Realty Group

CHAIRMAN ELECT

Rod Martin, Vice President,
Martin Stone Quarries, Inc.

TREASURER

Scott Gruber, Group Executive
Vice President, National Penn

IMMEDIATE PAST CHAIRMAN

Brad Okoniewski, North American Safety
Health & Environmental Director,
Cabot Supermetals

SOLICITOR

Richard Linderman, Esq.,
O'Donnell, Weiss & Mattei, P.C.

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Matt Campbell, Cabot Supermetals

Heather Chandler, Sealstrip Corporation

Ross DeSimone,

Corporate Psychological Resource Center

D. Scott Detar, Maillie, Falconiero & Co., LLP

David Dougherty, The Hill School

Joe Dufner,

Windstream Communications, Inc.

John Kirby,

Pottstown Memorial Medical Center

David Kraybill, Pottstown Area Health &
Wellness Foundation

Peggy Lee-Clark,

Montgomery County Community College

David K. Leinbach,

Kaiser Construction Co., Inc.

Reed Lindley, Pottstown School District

Bill Maguire, Exelon Nuclear

Al Matarazzo, Main Line Financial Advisors

Andy Paravis, North Coventry Township

John P. Sartor, P.E.,

Gilmore & Associates, Inc.

Baran Schultz,

Schultz Technology Solutions, LLC

Rick Storms, St. Pedro & Associates

PRESIDENT'S MESSAGE –

So much to talk about – Are you registered for the Annual Dinner? The Annual Dinner is scheduled for Tuesday, April 12 and you do not want to miss this event. It is always the Chamber's biggest networking event of the year and has a new look this year. "Don't Gamble with the Future of Your Business" - attend this event; we have improved an already great networking event by providing an educational component and enjoyable entertainment. Check out the schedule:

1 - 4 PM **Montgomery
County Community
College and
TriCounty Area
Chamber of
Commerce
Leadership Summit**

4 - 5 PM **Network with
Workshop
Speakers and
Other Workshop
Attendees**

5 - 6 PM **Annual Dinner Cocktail & Networking
Reception**

6 PM **Annual Dinner featuring Keynote
Presentation by Fred Beans**

7:30 PM **Casino Night**

For all of the details, check out the Chamber Calendar at tricityareachamber.com. We hope you will be able to join us!

If you joined us at the March 10th Membership Breakfast we are confident that you left our event with a renewed understanding of the Chamber. We shared the results of a recent survey sent to the Membership, in which approximately 10% of Members responded -

thank you for your input if you completed the survey. It was determined, through the survey responses that Members wanted the Chamber to focus on Networking, Business Development/Business Recruitment, and Educational/Professional Development Seminars. We are working on developing each of those areas with the help of our Chamber Board of Directors and additional volunteers. Would you like to assist? Please contact me and we can schedule a time to meet and discuss how you can volunteer.

In addition to reaching out to the Membership to ask what tools you need to be successful, we continue to advocate on your behalf. Keeping true to our "Always Buy Chamber" motto, we recently placed an ad in the Mercury's Progress Edition encouraging readers to check out the business directory on the Chamber's website to review and select from the

over 500 businesses listed that have products and services available to benefit the community. In addition, we provided that same information on a flyer that was distributed to over 2,000 individuals coming into our community for the outage at Limerick Generating Station. While they have the opportunity to support our local businesses, we again, encouraged them to explore the business directory as well as the coupon offers that several members have with their business directory listing.

*Thank you for continuing to support
and participate with the TriCounty Area
Chamber of Commerce.*



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.

FEBRUARY MEMBERSHIP MIXER

Thank you to the host of the February Membership Mixer –
Chestnut Knoll



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 has been the perfect vehicle to connect with other business professionals looking to make long lasting relationships."

— JEFFERY L. OSBORNE, JWM BUSINESS SERVICES

FREE EVENTS: CHAMBER 101

Thursday, April 7, 3:30PM AND Tuesday, April 19, 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.

Berks Fire Water Restorations, Inc.
350 Bern Street
Reading, PA 19601 (610.478.8660)
www.bfwrestorations.com

Fire/Water Restoration; Remodeling / Renovations / Repairs; Carpet / Rugs / Upholstery Cleaners; Hazardous Waste Disposal
Berks Fire Water Restorations, Inc. is a full service restoration company. They handle everything from fire, soot, and smoke removal to water mitigation, mold remediation, bio-hazard/trauma clean-up, duct cleaning, and much more.

FastPro Restoration
1600 Swamp Pike
Gilbertsville, PA 19525 (610.948.5565)
www.fastprorestoration.com

Fire/Water Restoration; Cleaning Contractors; Building Contractors
FastPro Restoration provides emergency services to homes and businesses when they experience fire, water, and/or mold damage. They operate 24/7 to ensure that when a loss occurs that they can minimize the damage.

Herbalife Health & Wellness
2811 South Hill Camp Road
Pottstown, PA 19465 (484.459.4212)
Health & Beauty Aides

Humana
860 Rivendell Lane
Sanatoga, PA 19464 (610.308.2197)
Health Insurance

Humana specializes in insurance, Medicare plans, dental, vision, life insurance, long-term care, insurance annuities, critical illness and cancer policies, individual health plans.

Young's Petroleum
751 Lumber Street, PO Box 247
Green Lane, PA 18054 (215.234.4351)
www.youngspetroleum.com
HVAC Contractor; Solar Energy Contractor
Family owned for 120 years, Young's Petroleum provides fuel oil as well as, service for all types of heating and cooling equipment to the surrounding area. Constantly moving ahead, they now offer solar energy.

Majestic Flooring and Home Designs, Inc.
84 West Ridge Pike
Limerick, PA 19468 (610.831.9744)
www.majesticflooringoflimerick.com
Floor Coverings & Materials; Remodeling/ Renovations/Repairs; Interior Decorators/ Designers; Carpet & Rug Dealers; Property Management
"Majestic" is a family owned business specializing in hardwood flooring. They also offer carpet and a wide range of tile products, including ceramic, porcelain and natural stones. Majestic performs expert kitchen and bathroom remodels, and also offers design consultation.

Moriarty Environmental Solutions, Inc.
271 Bethlehem Pike, Suite 102
PO Box 467
Colmar, PA 18915 (215.997.1745)
www.moriartyenvironmental.com
Environmental Consultants

MES is a team of dedicated professionals who are recognized for their commitment to time-honored values of hard work and responsiveness to client needs. Accessible, professional and innovative, they guide their clients through regulatory requirements with care to find the best and most cost effective solutions.

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:
The Body-Borneman
Companies

20 Years:
Hedwig House

5 Years:
Buch Group Inc.
Embody's Sunoco
Service Center
French &
Pickering Creeks
Conservation Trust
Spring-Ford
Counseling Services
St. Aloysius School

**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:

Health Advocate Superior Tube Company VFP Billboards

Member Renewals

A.D. Moyer Lumber & Hardware, Inc.
Bally Savings Bank
Bergen Polymers, Inc.
Borough of Pottstown
Boyertown Museum of Historic Vehicles
Brookside Country Club
Building a Better Boyertown
Cedar Hollow Recycling
Clark Industrial Supply
Community Health & Dental Care
Exelon Nuclear Flexible Benefits Plans, Inc.
Fred Beans Buick Pontiac GMC Nissan and KIA of Limerick
Herb Real Estate, Inc.
Informed Family Financial Services
Lewis Environmental, Inc.
Limerick Township
Maillie, Falconiero & Co., LLP
Manko, Gold Katcher & Fox, LLP

Montgomery County PA CareerLink
National Penn O'Donnell, Weiss & Mattei, P.C.
PNC Bank
Pottstown Regional Public Library
Quality Degree, Inc.
Reading Site Contractors
RiverWalk at Royersford Townhomes
Rutter Roofing
Sanatoga Court Senior Living Community
Stanley Steemer
Synergy Environmental, Inc.
Transamerican Office Furniture, Inc.
Tri County Toyota
Universal Machine Co.
Upper Pottsgrove Township
Valley Forge Convention and Visitors Bureau, Ltd.
YergeyDaylor.
Allebach.Scheffey.Picardi



TRICOUNTY AREA
CHAMBER OF COMMERCE

CHAMBER MEMBER UPDATES

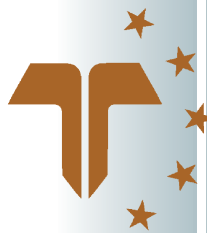
If your business moves to a new location or your contact information changes, update your information with the Chamber by calling 610.326.2900 or email jeff@tricountyareachamber.com.

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



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

CALENDAR OF EVENTS



BE SEEN. BE HEARD. BELONG.

TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING

Tues., April 12
1-9 PM

ANNUAL DINNER

*RiverCrest Golf Club & Preserve, 100 Golf Club Dr.
Phoenixville, PA 19460*

Don't Gamble with the Future of Your Business

Attend afternoon workshops at our Leadership Summit to develop leadership skills and learn new resources and information vital to the success of your business. With expert speakers on key topics we'll bring professional development to you and your staff that you will not find elsewhere.

As you transition from day to evening, you will spend time networking with fellow Members. Making connections is what being a Chamber Member is all about, and the Annual Dinner will deliver. The Dinner will bring us all together to enjoy good company, good food, and a great speaker in Mr. Fred Beans, President of the Fred Beans Family of Dealerships.

We'll wrap up the evening with some excitement! With your new knowledge you no longer need to gamble on your business so we'll play some table games at the Chamber Casino Night to win some awesome prizes. You get free "funny money" with your dinner ticket, so you can't lose!

Annual Dinner & Workshops (includes 3 workshops) - \$110 per Member

Annual Dinner Only - \$95 per Member

Annual Dinner Table of 8 - \$850 per Member

Workshops Only (includes 3 workshops) - \$30 per Member

Thurs., April 21
8-10AM

WOW BREAKFAST

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

Sharon Rossi, Vice President, Advertising for the Greater Philadelphia Tourism Marketing Corporation will point out many of the sites of interest and attractions in the city, and the expanded tourism that our community has to offer.

Sponsors: Keller Williams Realty Group

\$28 per Member prepaid; \$36 per Member invoiced. Members only.

Tues., April 26
4:30 - 6:30 PM

MEMBERSHIP MIXER

Occupational Health - CarePlex, 81 Robinson St., Pottstown, PA 19464

Enjoy a Mini Health Fair (blood pressure screenings, chair massages, etc.), tour the facility, enjoy refreshments by Bause-Landry Catering, and network with fellow Chamber Members.

No charge. Members only. Reservations appreciated.

EVENTS

Thurs., April 7
3:30 PM

CHAMBER 101

Chamber's Conference Center, 152 E. High St., Suite 360,
Pottstown PA, 19464*

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

No Charge. Reservation required.

Tues., April 19
8 AM

CHAMBER 101

Chamber's Conference Center, 152 E. High St., Suite 360,
Pottstown PA 19464*

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

No Charge. Reservation required.

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



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

SAVE THE DATES

Thurs., May 5

MEMBERSHIP BREAKFAST – EXELON PRESENTATION

Spring Hollow Golf Club, 3350 Schuylkill Road, Spring City, PA 19475

Networking

Program

Hear Exelon Nuclear talk about their license renewal for the Limerick Generating Station and what that means for the community.
Sponsors: Exelon Nuclear and Schultz Technology Solutions, LLC
\$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member

Fri., May 13
7:05 PM

CHAMBER NIGHT AT THE READING PHILLIES

First Energy Stadium

Join thousands of fellow TCACC Members at the Reading Phillies game versus the New Hampshire Fisher Cats.

Tickets will be available at the Chamber Office and in this issue of the news-magazine.

Thurs., June 9

MEMBERSHIP BREAKFAST – POTTSTOWN AREA HEALTH AND WELLNESS FOUNDATION UPDATE

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

Networking

Program

Sponsor: Montgomery County Child Care Consortium

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

Mon., June 13

GOLF OUTING

Spring Hollow Golf Club, 3350 Schuylkill Road, Spring City, PA 19475

Registration

Buffet Lunch

Shotgun Start – Scramble Format

Dinner & Program

Presented by Exelon Nuclear.

\$150 per Chamber Member Golfer, includes Lunch, Green fees with cart, and Dinner. \$40 per Member for Dinner Only. Hole Sponsors \$125. Members Only.



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

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

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

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:

Night With The Reading Phillies

FEATURED MEMBER BENEFIT OF THE MONTH

4 Complimentary Tickets Included in this Issue

A "Night With The Reading Phillies" will take place on Friday, May 13, 2011. Come watch the Phillies take on the New Hampshire Fisher Cats!

Chamber Members receive four complimentary tickets thanks to some very generous Chamber Members. For additional tickets, please contact the Chamber for availability.

For more information, visit tricountyareachamber.com. Take Route 422 West to Route 12 East, Exit Route 61 South, stadium is ¼ mile on the right.

For details on both **GROUP OUTINGS**

& **SEASON TICKETS**, contact

Scott Hunsicker at 610.375.8469 ext.

201 or visit readingphillies.com.



BECOME AN INSERT SPONSOR!



Each month Member businesses are sent the Chamber's official newsmagazine, *Route 422 Business Advisor*, reaching nearly 1,000 Chamber Member representatives. As a sponsor, your marketing flyer will be inserted into the Chamber Members' mailings. This Members Only marketing opportunity will get the word out about your business. All you have to do is supply the Chamber with your insert and the Chamber will do the rest of the work for YOU! For more information, please email Eileen Dautrich at eileen@tricountyareachamber.com or call 610.326.2900. **Thank you to our March Newsmagazine Insert Sponsors: AdminService; Keystone Tees; AAA East Penn**



ALWAYS BUY CHAMBER!

The "Shapiro Study" states:

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

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

Visit the Business Directory at tricountyareachamber.com!

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

Check out a Chamber Member that can provide you with goods and services you need.



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.

RESUME SERVICE AND MORE

The Chamber has a resume file service. We collect resumes every month. Employers are invited to come into our office to review complete resume files at any time they are seeking to fill an opening. **This month's resumes include: Machine Operator; Food Service; Business Development**



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.

ROOM RENTALS

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



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.



Be a part of the
TriCounty Area Chamber of Commerce
Leading Businesses. Leading Communities.™

Call 610.326.2900 or log onto tricountyareachamber.com.

Visit tricountyareachamber.com for Chamber Events and Community Events

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

STATE OF THE CHAMBER 2011 GIVEN AT MEMBERSHIP BREAKFAST

On Thursday, March 10, 2011, the TriCounty Area Chamber of Commerce hosted the State of the Chamber Membership Breakfast. The morning was full of conversation, food, and great information about current happenings at the Chamber and what to look forward to in the future. The morning started off with some networking and introductions of those who attended the breakfast. Al Matarazzo, President of Main Line Financial Advisors, LLC, a co-sponsor of this event, was given a chance to talk about his company. Instead of focusing on Main Line Financial, Matarazzo invited President of Pottstown Area Industrial Development, Inc. (PAID, Inc.), Jason Bobst, Pottstown Borough Manager, to tell the crowd a little bit about the history and future of PAID, Inc. Mr. Bobst announced that they will be holding a nationwide search for an Executive Director. He conveyed a level of excitement for the future of Pottstown that put many minds at ease. He also informed the membership that PAID, Inc. is working on their transparency in the community by holding public meetings, and stressed the importance and intent of PAID, Inc. involving businesses in the revitalization efforts in Pottstown, which he said was overlooked in the past.

New members were announced and given their plaque to display in their businesses. Congratulations to Fox Rothschild, LLC; Graber Letterin' Inc.; Moriarty Environmental Solutions, Inc.; St. Pedro & Associates, Inc., and Herbalife Health and Wellness. Welcome to the Chamber community.

Robin McMonagle, Director of Rehabilitation Services and Occupational Health at Pottstown Memorial Medical Center, gave a brief overview of services provided by Occupational Health – CarePlex, a

second sponsor of this event.

The main event, the State of the Chamber 2011, was presented by Chamber Chairman of the Board Terese Brittingham and President Eileen Dautrich. Dautrich reminded members of the Chamber motto, Always Buy Chamber – Members First. She highlighted a few business advocacy strategies the Chamber is currently using. For example, a flyer went out to the individuals in town for the Limerick outage to encourage them to go to the chamber website to find the goods and services they may need during their stay in town, and a similar ad went out in the Pottstown Mercury encouraging people to support their local economy by going to the Chamber website and using Chamber members for the products and services they need.

There were three items from a recent survey taken by Chamber members that Brittingham discussed. Focusing Chamber priorities on education, business development, and networking came up most often as responses to the survey questions. For each of these areas Brittingham informed the membership that the board has appointed someone to head up a committee on each of these topics and additional volunteers from the membership are wel-



New Members introduced included: Gail Fuller, Herbalife Health and Wellness; Rick Storms, St. Pedro & Associates, Inc.; Stephen Kalis, Esq., Fox Rothschild, LLP; Jeff Graber, Graber Letterin', Inc.; David Streetsmith, Moriarty Environmental Solutions, Inc.

come to participate as the Chamber's programs and services are evaluated and modified.

To end the presentation, Dautrich provided an overview of the chamber's involvement in the tri-county area, as well as providing a brief overview of the Chamber's programs and services. This event was hosted by the Brookside Country Club in Pottstown and sponsored by Main Line Financial Advisors, LLC and Occupational Health at CarePlex. ■

SOLD OUT BOYERTOWN AREA PROGRESS DINNER

PART II

The Boyertown Area Progress Dinner took place in January 2011, but so many great things were presented that we just can't stop talking about it. It was an emotional moment when the 2011 James K. Boyer Quality of Life Award was presented to the Rotary Club of Boyertown for their efforts to build a playground with specially designed equipment that is accessible to everyone. This four year



project was inspired by two-year-old Ally Heintz who suffered from gastroschisis. She had to sit in her stroller while her older sister Ashley played at the park. Because of Ally's story, former Rotary Club President, Judy Hunter came up with the idea to create a playground for everyone so physically challenged children don't have to watch from the sidelines. Although Ally did not live to see the park open, it has been completed with overwhelming support from the community.

Thanks to the Boyertown Area Senior High School String Ensemble directed by Chris Cinquini; guests of the dinner were entertained by their ear tingling musical selections. A group of Boyertown Area High School media students provided a wonderful contribution to the event by presenting a video highlighting progress in the Boyertown community. Students recognized Bause's Super Drug Store, Douglass Town Center, Fred Beans Collision Center, and Grace Independent Baptist Church for their supportive efforts in the community.

In the dinner program the 2010 Boyertown Scholarship recipients were noted. Emily Cassel, a Psychology major and Business minor at Chatham University and Kenan Weider, a Penn State Berks student looking forward to a career path in either law enforcement or psychology, are

the 2010 recipients, each receiving \$500.00 toward their education. Each year the TriCounty Area Chamber of Commerce presents a total of \$1,000.00 in scholarships to Boyertown Area High School Seniors entering business, vocational, or professional fields. Congratulations to last year's recipients.

In "Sold Out Boyertown Area Progress Dinner Part I" we mentioned highlights from presenters Cabot Supermetals and Sealstrip Corporations. In Part II we would like to thank Louis Franconi of Bally Ribbon Mills for his remarks. Producing quality narrow woven fabrics since 1923, Bally Ribbon Mills has used innovation in design and manufacturing to become a highly respected leader in the woven narrow fabrics industry. Bally Ribbon, located in Bally, Pennsylvania, specializes in engineered woven narrow fabrics, specialty broadcloth and woven structures for medical, military, safety, industrial, aerospace, and commercial applications. ■

A special thanks to sponsors of this event!

Platinum Sponsors:



Gold Sponsors:

Body-Borneman Insurance, Catagnus Funeral Home & Cremation Center, Inc., Gilmore & Associates, Inc., Maillie, and Falconiero, & Company.

Silver Sponsors:

Bally Block Company, Herb Real Estate, Inc., Moyer's Catering, Potty Queen, and Sealstrip Corporation.

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

BUSINESS OF THE MONTH



THE TYREE FAMILY OF COMPANIES

Founded in 1930, the Tyree family of companies has evolved into a major, multi-dimensional environmental services organization whose focus is on three (3) major businesses: Environmental Consulting & Compliance, Service Station Construction, and Service Station Maintenance. After over 80 years of service, these businesses remain a privately owned venture. Tyree is a northeast provider with Divisions strategically located in major metropolitan cities that include Pottstown, PA (610-327-3202), Cinnaminson, NJ (856-303-2203), Farmingdale, NY (631-249-3150), Latham, NY (518-786-3200), Brookfield, CT (203-740-8200), Webster, MA (508-640-0300), and Cerritos, CA (562-496-4564). Our corporate financial offices are located in Laurel, NJ (856-898-6800).

The Tyree family of businesses is seamlessly blended together, allowing Tyree to function as a vertically integrated organization, offering clients a single source for all their environmental needs. With a broad selection of in-house resources (i.e. services, equipment and personnel) Tyree is less dependent on outside contractors and consultants than other competing organizations. Tyree's assets allow for quick and efficient responses to client needs, while reducing the need for the added costs which accompany the use of subcontractors by less integrated firms.

Tyree's experience in translating advanced technology and concepts into practical working projects is the bridge which spans the gap between cutting edge design and constructability, allowing Tyree to bring even the most advanced environmental project in on time and within budget.

In support of its business ventures, Tyree can deploy significant resources to ensure project success. Tyree has annual sales in excess of \$50 million. Tyree has established banking, bonding and insurance relationships allowing for well financed and well secured ventures. Tyree owns and maintains its own fleet of vehicles, vacuum trucks, waste hauling and earth moving equipment. In addition, Tyree is affiliated with a sister company, an environmental laboratory, and a waste treatment and TSD facility.

Tyree's professional staff includes highly qualified technical employees and project managers, including civil and environmental engineers, chemical and mechanical engineers, professional geologists, hydrologists, licensed environmental professionals as well as environmental scientists. In the field, Tyree employs veteran construction superintendents, foremen, equipment operators, laborers and field engineers. With over 250 employees in nine (9) offices, Tyree can assemble and deploy resources to perform work at many locations simultaneously.

Tyree opened the Pottstown, PA office in October 2008 to service all of eastern Pennsylvania, Delaware and Maryland. Tyree can assist members of the TriCounty Chamber of Commerce and other local business with environmental assessment and remediation services. These include environmental services associated with real estate transactions and refinancing. Tyree is a licensed PA tank installer company for aboveground and underground storage tanks, and can provide maintenance and inspection services for regulated tank systems. 



The management team members of a 2010 PFEW "company" work together to develop their competitive strategy.

YOUTH PROGRAM CELEBRATES BUSINESS

Have you ever wondered how people develop their opinions and impressions about the business world? Did you know that Pennsylvania is one of about a dozen states that still does not require a course in basic economics as a prerequisite for graduation from high school? Is it any wonder that many of our young people, tomorrow's leaders, are woefully unaware of the challenges that face all Pennsylvania companies in our increasingly competitive global marketplace?

Thirty-two years ago the business community in our state decided to take the bull by the horns. In 1979 a marvelously innovative program was born to teach our young people (juniors and seniors in high school) about those issues that face business people every day. *Pennsylvania Free Enterprise Week (PFEW)*, internationally acclaimed for its excellence, now annually graduates more than 1,400 students with a vastly improved understanding about free market economics and how economic opportunity is so integrally tied to personal freedom.

With our country emerging from one of the most difficult recessions since the great depression, teaching young people to understand and cherish our private enterprise system has never been so criti-

cal. Said John Trombetta, president & CEO of the Foundation for Free Enterprise Education that presents PFEW each year, "Young adults today are frequently off-balanced and uncertain about their futures given the huge challenges they hear and read about that are facing American companies. Helping them regain faith in the entrepreneurial spirit in America by understanding the inner workings of companies large and small is a big part of our mission. We know from our graduates that their week at PFEW frequently completely transforms their attitudes about business and business people in an extremely positive way."

Each summer, PFEW holds four, one-week individual sessions in July and August. The focus of the week is to group the participants (strangers at first) into "management teams" of senior executives who have inherited imaginary "companies." These teams, under the guiding hands of "executives-on-loan," called Company Advisors, operate their firms for a computer simulated three-year period of time. To add a sense of reality, they are competing against two other student "companies" manufacturing and distributing the same product. These fledgling corporate executives are

(See "2010 PFEW" on page 42)

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

ASK THE E-XPERTS

THE CHAMBER'S ENVIRONMENTAL EDUCATION COMMITTEE

Easy Actions, Big Impacts!

In a world where so many issues seem unbelievably large and complex, it is difficult to feel like we can take any action that will positively impact our local communities. But if there was one little thing we could all do to improve our community, protect our property values and preserve our local resources, would we be willing to try?

Silly question – of course we would! We are all willing to do those little things that protect the well being of our communities. We support local volunteer fire and ambulance services because it helps protect everyone on our communities even though we hope and pray that we never need their services. We support local schools, churches and sports leagues, buying wrapping paper or candy bars to help improve the quality of the community resources that we value even if we no longer have kids in school or Little League.

The Perkiomen Creek watershed is one of those precious places that is blessed with abundant resources, lovely green communities and scenic and functional open spaces. One characteristic of the area that has an incredible impact on all our communities and is common throughout the Perkiomen is a proliferation of trees!

Trees may seem like a small thing to think about when discussing the protection of community well-being and local resources. But the expansive undisturbed forests found primarily in the Upper Perkiomen Creek watershed are the principle reason that local water resources are clean and abundant.

Here's a short list of the benefits of trees.

Trees:

- Absorb carbon dioxide and produce oxygen.
- Reduce air conditioning bills 15 – 50%.
- Reduce heating costs by as much as 30%.
- Reduce summer air temperatures in paved areas.
- Help soils remain fluffy for greater stormwater infiltration.
- Help filter pollutants from stormwater.
- Add value to homes and communities.
- Protect water quality and stream habitats.
- Reduce workplace stress and improve hospital patient outcomes.

During a 50-year life span, one tree will generate \$30,000 worth of oxygen, recycle \$35,000 worth of water and clean up \$60,000 worth of air pollution!

Not bad for something that we often take completely for granted!

So if you are looking for ways to make an impact, whether on your own property or within your larger community, plant trees – Lots of trees!



The Red Maple (*Acer rubrum*) is perfect for zones 5&6 and has very high wildlife value.

A few additional tree notes:

- Native trees are best because they are already adapted to local conditions. (www.dcnr.state.pa.us/forestry/wildplant/native.aspx – link to native plants of PA.)
- It may be necessary to protect young trees from deer browse and other critters for the first few years.
- Prepare locations by removing invasive plants and vines prior to planting the trees and cut back vines so they do not hamper the growth of young trees.
- It is best to plant trees in the fall, early enough that they can grow some roots before winter but after the long, hot days of summer when watering would be required.
- Many churches, schools and businesses have large properties with lots of grass to mow. Replacing mown grasses with stands of trees can reduce overall maintenance costs while adding scenic beauty and environmental benefits to the community. ■

Submit your environmental question to be answered by a member of the Chamber's Environmental Education Committee! Contact: info@tricountyareachamber.com

TRICOUNTY AREA CHAMBER OF COMMERCE — LEGISLATIVE COFFEE



On February 25, 2011, the TriCounty Area Chamber of Commerce held a Legislative Coffee at its office in Pottstown. These events are held for chamber members to discuss business issues one-on-one with legislators representing the Tri-County Area.



In attendance were U.S. Congressman James Gerlach, Pennsylvania Representatives Marcy Toepel and Tom Quigley, Berks County Commissioner Christian Leinbach, and representatives from the offices of Senator Bob Casey and Congressman Patrick Meehan. ■

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

CALLING ALL STUDENTS!

Looking for Course Credit and Hands-On Business Experience?

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

A current intern at the Chamber says, "You can be taught essential skills in the classroom, but an internship is what really allows you to showcase your talents and use them to help your community."

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

THE POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION AWARDS OVER \$979,000 TO LOCAL SCHOOLS AND COMMUNITY ORGANIZATIONS

February 25, 2011, Pottstown, PA - The Pottstown Area Health & Wellness Foundation has announced that it donated \$979,879 to local organizations and schools during its 2010 fall grant round. "The grant applications submitted are innovative and consistent with our mission to enhance the health and wellness of area residents," comments Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation. "The local schools and organizations continue to excel in their efforts in creating and improving health and wellness programs and services."

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

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

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

In support of the "Reduce Behavioral Risks" goal, the Foundation is investing \$267,075 in 20 community organizations and schools:

- BCS Yes! - Health, Fitness and Nutrition Program (HFNP)
- Blessed Teresa of Calcutta Parish - Physical Education and Health Program
- Boyertown Area Community Wellness Council - Promote Healthy Lifestyles for All
- Boyertown Area YMCA - Save Our Y - Renovations to Gymnasium
- Centro Cultural Latino Unidos, Inc. - Fitness & Social Environment

- Chester County 4-H - After School Program
- Child, Home & Community - Pottstown Adolescent Prenatal, Parenting & Support

Coventry Christian School - Keep 'em Moving - Enhancement of Physical and Education Programs

- Falkner Swamp Nursery School, Inc. - Health & Wellness
- Family Services of Montgomery County - Project HEARTH - Helping Elderly Remain in Their Homes
- Maternal and Child Health Consortium of Chester County - Healthy Start Prenatal Program
- Pottstown Area Seniors' Center - Enhancing Prime Time Health
- Pottstown Family Center - Expanded Food and Nutrition Education Program (EFNEP)
- Pottstown Karate Club - Cross-fit certifications, Level 1
- Pottstown School District - Wellness Campaign with Pottstown Community TV (PCTV)
- Saint Columbkil Parish - Health & Wellness Program
- Schuylkill River Greenway Association - Bike Pottstown
- St. Aloysius School - Steps to a Healthier You - Fitness and Nutrition Program
- The Triskeles Foundation - Food for Thought Nutrition Education for Youth
- West-Mont Christian Academy - Healthy Eating Initiative

In support of the "Improve Access to Medical Services" goal, the Foundation is investing \$527,654 in three community organizations and schools:

- Community Health and Dental Care, Inc. - Community-Based Healthcare Center Sustainability
- Montgomery County Community College - Dental Sealant Day

VNA Community Services, Inc. - Personal Navigator Program with Expanded Legal Support Services

In support of the "Enhance Formal and Informal Supports" goal, the Foundation is

investing \$160,500 in six community organizations and schools:

- Child Advocacy Center of Montgomery County - Mission Kids - Initiative for Research and Development of Infrastructure
- Freedom Valley YMCA - Specialized Aquatic Wheelchairs
- Montgomery County Community College - Service Learning to Build the Capacity of Community-Based Non-profit Organizations Project
- Pottstown Area Police Athletic League - PAL Administrative & Operating Support
- The Pottstown Cluster of Religious Communities - Capacity Building Initiative
- The Pottstown Cluster of Religious Communities - Walk-In Freezer

In support of the "Improve Physical and Social Environment" goal, the Foundation is investing \$24,650 in three community organizations:

- Camphill Village Kimberton Hills - Aging in Community Programs
- Pottstown Area Seniors' Center - Save Our Collaboration
- Township of Upper Pottsgrove - Sprogul's Run Pedestrian Trail



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

2010 PFEW

(Continued from page 40)

faced with decisions that any real-life business person confronts daily. They work with balance sheets, statements of income, market share surveys, etc., and must also react to a variety of external factors as well. Oil embargos, inflation, union strikes, are but a few of the "unknowns" that these young entrepreneurs must deal with as they operate their businesses. Sound familiar?

PFEW is designed to give every participant, in broad brush strokes, an idea of what is germane and pertinent to the business world of today. Each day's activities include four to five presentations from world-class business people from a list that reads like who's who in Pennsylvania. The students hear about: Business and Finance, The Role and Relationship of Business and Government, Taxation, Business Ethics, Labor Relations, and much, much more. Does it work? Consider the following quote from Ms. Valerie Gobao of Peters Township High School in Washington County, "I have learned so much, not only about business, but also crucial life lessons that will stay with me forever. In this short week, I learned more than I ever have in a month of school! Each decision affects everything. I feel like I can take on the world and I am changed forever!"

The Chamber is proud to support PFEW to give our local students an eye-opening experience like Valerie described. We encourage our local companies and civic organizations to provide sponsorships for our students and, if possible, volunteers for the sessions. (PFEW is completely a product of the private sector.) Every student attends PFEW on a fully tax-deductible \$525 scholarship (the actual value of the scholarship exceeds \$1,500) which is provided by a local firm. All scholarship providers are recognized and thanked in a variety of ways for their sponsorship and each student wears the name of their sponsor throughout the week. Each graduate also corresponds with his or her sponsor following graduation to report on the program and what they learned. PFEW is also an approved organization through the PA Educational Improvement Tax Credit (EITC) program through the Department of Community and Economic Development.

If you would like to learn more about this award-winning program and how you can help, you can visit their website at www.pfew.org or contact John Trombetta, president of the Foundation for Free Enterprise Education at (814) 833-9576 ext. 106 or e-mail him at john@pfew.org. **PFEW is open to all current sophomores and juniors in Pennsylvania and information on attendance as well as program applications can also be found on the website.** Thank you for your support! 🙏

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

BEHIND THE SCENES OF THE TRICOUNTY NETWORK

TCACC Capital Campaign Review Board Endorses Pottstown Cluster of Religious Communities RENOVATION PROJECT

The TriCounty Area Chamber of Commerce (TCACC) Capital Campaign Review Board endorsed the Pottstown Cluster of Religious Communities (PCRC) renovations of a new permanent home for the organization.

The PCRC has recently purchased the property formerly known as the George A. Amole American Legion Post #47 at 57 North Franklin Street. Renovations have already gotten underway with volunteers logging 800 hours working on the clean-up and demolition of the site. The organization has also installed a new roof on the building. Future renovations include structuring new office and conference spaces, installing energy efficient heating, cooling, and electrical systems, and purchasing a walk in refrigerator and freezer to ensure storage of foods in need of refrigeration for the food pantry service the Cluster provides.

The new building opens up the possibility for new programs and services in the community. For over 40 years the PCRC has been providing basic needs to those who seek their services, including the emergency

food pantry, community meals, a clothes closet program, and financial assistance.

The mission of the PCRC is to help people move beyond basic assistance to a more self-sufficient lifestyle and the new building will help them do just that. With more space, food and clothing can be stored and distributed more efficiently, space for educational and supportive opportunities will be available, and offices for ministering to clients' needs in privacy will be a real possibility.

The TCACC Capital Campaign Review Board works on behalf of the business community to identify and endorse non-profit capital campaigns in the tri-county area. The Board assures businesses that would contribute financially that the efforts of the non-profit to build and renovate facilities have been well thought out and will be executed.

If you are a Chamber Member non-profit organization seeking an endorsement from the TCACC Capital Campaign Review Board for your upcoming building project, please contact the Chamber Office at 610.326.2900 to request an application. 📁

The TriCounty Area Chamber of Commerce applauds the Pennsylvania Legislature for considering lawsuit abuse reform early in the 2011 / 2012 session

In fact, there are versions of Fair Share legislation being considered in both the PA House and Senate. Speaking on the House version at a Press Club Luncheon, Majority Leader Mike Turzai, R-Allegheny, said he believed the House will and should soon pass a "Fair Share" bill limiting lawsuit damages to the percentage of responsibility each group was found to have. Turzai said the bill was vital to creating a climate where companies would want to stay in Pennsylvania and create jobs here. Fair Share legislation addresses the issue of the unfair joint and several liability practices in Pennsylvania - defendants held liable in personal injury lawsuits could currently be held responsible for the full damages awarded, regardless of the percentage of fault. Some of the legislative remedies would correct this inequity and hold defendants only responsible for the relative amount of damages. Joint and Several Reform is about fairness, where the percentage of fault equals the percentage of

financial responsibility and is not decided by juries who see all business of having endless means.

In addition, the House Judiciary Committee recently moved "Apology" legislation that would allow health-care providers to speak with patients following an unforeseen outcome without the fear of litigation based solely on the conversation. In particular, the bill would allow health-care providers to not only apologize, but explain or show compassion or commiseration without their words being permitted as evidence in a court of law. However, the legislation still protects a patient's ability to sue or pursue other legal action. The legislation helps with the concern that compassionate acts or admission of fault will not be used against health-care providers.

The Chamber supports both of these measures as common sense ways to address legal reform, and they are a crucial step in improving Pennsylvania's economic future. 📁

Article Provided by: Alex Rahn, Wanner Associates, 908 North 2nd Street, Harrisburg, PA 17102, P-717-236-2050, www.wannerassoc.com

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



Business Advisor

View a fully interactive version of this publication, plus supplemental content online... it's FREE!

422business.com

- View in-depth video interviews with local business owners and key business decision makers.
- Read, download or print current and back issues.
- Search current issue and archives.



Thrive, don't just survive.
Only businesses that are ever
in search of ways of improving
themselves can successfully
compete for informed,
loyal customers.

Some business truisms:

- #1 Even in our high tech world, a business can never be better than its people.
- #2 Leadership is what brings out the best in people.
- #3 Great leadership is never a solo act.

Through an array of services including consulting, training, and executive coaching, **Redwood Enterprises** helps business owners to assure that their people, processes, and strategic plans are in alignment. Our mission is turning potential into productivity.

In an age of complexity in which change seems to be the only constant, we can help to you improve results and develop the greatest resource your business can count on — customer loyalty.

610.326.3670 • 484.612.2306
email: ken@redwood-enterprises.com
www.redwood-enterprises.com

Richard Sarfert Joins Penn Liberty Bank



Richard Sarfert

Richard Sarfert has joined Penn Liberty Bank of Wayne, Pennsylvania as Senior Vice President/Senior Credit Officer. In his new position Mr. Sarfert will be responsible for overseeing credit administration and the credit risk of the Bank.

Mr. Sarfert has 26 years of experience in the financial services industry focused on commercial lending and credit administration. Prior to joining Penn Liberty Bank he was employed by National Penn Bank as Senior Vice President of Commercial Banking Southern Region.

Sarfert is a graduate of Pennsylvania State University with a degree in finance and earned his MBA at St. Joseph University. He is involved with the Chester County Development Council/Southeastern Economic Development Company of Pennsylvania, Boy Scouts of America, and is an advisory board member of the Spring Valley Branch of the Freedom Valley YMCA. Mr. Sarfert resides in Limerick with his wife and two children.

ABOUT PENN LIBERTY BANK: Penn Liberty Bank offers nine conveniently located branches and is a community bank focused on providing personal, high touch service. Combining state of the art technology with highly talented, customer service oriented employees and a full suite of consumer and business products and services has resulted in the bank's growth to over \$470 million in assets. To learn more about Penn Liberty Bank visit www.pennlibertybank.com.

WORLD FAMOUS

Sunnybrook Ballroom



The Geator with
The Heator
Jerry Blavat
Returns to
Sunnybrook
Sat. April 9
7:00pm



Need a Place to Unwind that has class
& a friendly atmosphere! Try Chummy's!

Sunnybrook has Something for Everyone!



Last Year this Group Amazed the Crowd at Sunnybrook
with Their Authentic Creation of the Music of Pink Floyd!!!!
Sat. April 16, 2011 8:00pm

Dancing Every Friday Night
Sounds of 50's, 60's, 70's
Check Online Calendar for Times

Order your tickets online at:
www.sunnybrookballroom.net
Box Office Open Mon-Fri
10-12Noon & 1:00 - 4:30pm
484-624-5186

MAIN STREET MANAGER AND BUSINESS RECRUITMENT



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

One of the goals important to board members of a Main Street program is business recruitment. I know that many board members feel that the culmination and result of the main street effort should be to bring in more new stores to the downtown. Recruiting makes your town more vital and helps to diversify the business mix. This is a good goal but it is not an easy goal to attain.

One of the first tools that I always want to use is the Inventory of Space in the downtown. If you are able to inventory and then classify what businesses you have you will get a real good idea of what is lacking just by looking at the list. The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. Getting the businesses classified by NAICS is always one of the first things that I do when I arrive in a town.

Getting the NACIS codes for the existing businesses is always a good idea because it not only helps you identify the gaps in your store mix, but it also puts you in touch with the retention portion of business recruitment. Keeping what you have is an important part of

your recruitment/retention effort. There are times businesses have a problem that can be helped by technical assistance from someone like the Service Core Of Retired Executives (SCORE) or the Small Business Development Center (SBDC), which can be facilitated by the Main Street Manager.

In some cases there are grants that are available for a market analysis and it is good to do a market analysis to see what store mix is compatible with your economic development strategy. In a previous column I had stressed the importance of creating an economic development strategy... a concise one-page document that outlines what you would like to accomplish in economic restructuring. If there is not enough money to do a market analysis, there are ways that you can do it yourself.

(See "Downtown Marketing & Development" on page 47)

YOUR KEY TO **PROSPERITY**

DISCOVER
EVOLVE
PROSPER

BETTER RATES. FEWER FEES. PERSONAL SERVICE.

Personal Banking | Business Banking

- Personal Loans & Credit Cards
- Commercial Loans
- Savings & Free Checking
- On the Go Account Access
- Money Market Accounts
- Commercial Real-Estate Loans
- Business Interest Checking
- Working Capital Lines of Credit

2744 CENTURY BLVD.
WYOMISSING, PA 19610

610.372.8010 | 800.563.9383
WWW.DISCOVERYFCU.ORG

DISCOVERY
FEDERAL CREDIT UNION

Federally Insured by the NCUA. Equal Housing | Opportunity Lender

Reproductive Science Institute
of Suburban Philadelphia, P.C.

Progressive Fertility Treatments... Available to You!

Reproductive Science Institute of Suburban Philadelphia, P.C. has established itself as a leading fertility center in the suburban Philadelphia area over the past 20+ years and is committed to providing compassionate and individualized care to all patients.

Some of our services include:

- In-Vitro Fertilization
- Artificial Insemination
- Fertility Preservation
- Egg Donor Program
- Gestational Carrier Program
- PGD / Sex Selection
- And Treatment of...
- Menstrual Irregularities
- Chronic Menstrual Pain
- Repeated Miscarriages
- Endometriosis
- Male Infertility

LOCATIONS:

Chesterbrook:
945 Chesterbrook Blvd
Chesterbrook, PA 19087
Phone: 610-981-6000

Reading:
1340 Penn Avenue
Wyomissing, PA 19610
Phone: 610-981-6000

www.RSInfertility.com

We accept most insurance. Evening and weekend appointments available.

Appearance Plays A Crucial Role In Business

Fragrance & Dye Free • Mineral Oil Free
Alcohol Free • Lanolin Free • Propylene Glycol Free

- Professional non-surgical skin care
- Improve problem skin & look years younger
- Impressive results with little to no downtime

dermHA*
contains 1% Hyaluronic Acid Solution
www.dermHA.com

Manufactured in USA by:
SS
SkinHealthSolutions

Call for a complimentary consultation:
610-269-7009

Consultant & Owner
Millie Bell, L.E.

Ask SCORE

EXPERTS CAN TAKE THE GUESSWORK OUT OF SMALL BUSINESS TECHNOLOGY

Nearly every small business relies in some way on computer technology. But it's not easy to keep up with the seemingly daily arrival of hardware, software, and Web application improvements, especially when you're trying to focus on growing your business.

You can't afford to assume that your PCs, laptops, networks, and peripherals are operating adequately for your needs, but neither should you upgrade just for the sake of upgrading. Thousands of people regret purchasing bargain hardware that doesn't perform as promised, or using unproven software that crashes on a regular basis. Then there are the email accounts that attract only spam, and Web sites that frustrate and discourage customers.

Fortunately, there are now hundreds of network computer and IT consultants who specialize in working with small companies. In fact, the vast majority of them are entrepreneurs just like you!

An outside tech expert can become a vital extension of your business, almost like a trusted attorney or accountant. But, not just anyone with a little PC smarts will do. You'll want someone who does this full-time for you and other clients rather than a person who merely dabbles in computers on the side.

To find the right fit, develop a detailed list of your needs and how you want the person to work including part-time, on-call or a project basis. Look for someone

who understands your type of business. They should also be able to explain the work in plain English so you or someone else in your business can learn how it all works.

Experience with businesses of your size is also important. Someone who works only with big companies may not be familiar with the best solutions for you. You should tap your independent tech guru for advice before making hardware or software purchases. A few minutes on the phone can prevent costly mistakes.

A good place to find IT consultants for your small business is the non-profit Independent Computer Consultants Association. Their Web site at www.icca.org offers a search feature to identify consultants by location or special skills. Note that a consultant need not be in your geographic area to benefit your firm. Depending on your needs, you may be able to work with someone entirely by phone and/or email.

To learn more about technology issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call (610) 327-2673 for the Pottstown SCORE chapter, or find a counselor online at www.pottstownscore.org. ■

The baby is sick...

You're tired...

You need more medicine ...

(And, a pint of Ben and Jerry's.)

Thank Goodness



DELIVERS

42 E Philadelphia Avenue
Boyertown, PA 19512

p: 610.367.8641

f: 610.369.0945

www.bauses.com



Bause's knows ...

MOMS NEED COMFORT TOO

Share the Secrets of Your Business Success



*Help Build a
New Generation of Entrepreneurs*

Join a team of 12,400 Business Experts

**Become a SCORE Volunteer
Business Counselor**

Pottstown SCORE Chapter 594,
Serving Montgomery, Chester, and Berks Counties

610-327-2673 • Fax 610.327.0150

www.pottstownscore.org

SCORE is a resource partner with the US Small Business Administration

LIMOS • TROLLEYS • COACH BUSES • NAVIGATORS • STRETCH HUMMERS • VINTAGE CARS • VANS



RHOADS
limousine

610.689.4600 | 800.528.3569
www.rhoadslimos.com

EXECUTIVE SERIES LINCOLN TOWN CARS • SCHOOL BUSES • STRETCH LINCOLNS • MINI COACHES

*Call Us or Visit our Website
to See How
We Can Serve Your
Transportation Needs . . .*

www.rhoadslimos.com

**TOLL FREE 800.528.3569
610.689.4600**

Fax: 610.689.4906

**96 Weavertown Lane,
Douglassville, PA 19518**

Additional Services we offer:

- 24-Hour service • Airport service
- Corporate accounts available

All Vehicles Are Non-Smoking. Fully insured.

**We accept credit cards—
Visa, Mastercard, American Express, Discover**

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 45)

The Pennsylvania Downtown Center used to have a template for doing such analysis and I am sure they would be willing to forward some of the information if asked.

Some of it is common sense. What will work in your town or what will not work in your town is not actually brain surgery. Sometimes what works in your downtown might not work if the rent is too high or the building is in the wrong location, but those are decisions for the retailer to make and not for the Main Street Association to decide upon. The manager should be showing the full spectrum of options to anyone seeking to locate in the downtown. Of course there are some people who need only a finite amount of space, which will limit options, but for the most part the Main Street Manager is not married to a property but instead seeking to recruit to the downtown as a whole. They will be adding another part to an existing whole by potentially filling a hole in the downtown, not only by securing the space rental, but also securing the use for the downtown.

The object is to cast as wide of a net as possible. There will need to be a recruit-

ment vehicle to enable potential retailers to locate in a town. Written items like this are a little tricky. You cannot get too homespun when you are designing the information that will be sent out or delivered to someone interested in locating in a town. One never knows who is going to be reading the recruitment data so it needs to be kept interesting but factual.

Packages can be assembled using a general narrative, possibly some newspaper articles, some basic demographic information and whatever else one feels is appropriate to tell the story of your downtown. A packet with a goals and objectives may be a little too much for some people, so try to be factual but keep it light on intense wording with smaller type. Imagine what you would like to see in terms of presentation, keep it positive and omit the letters to the editor that has some frustrated attorney writing about how the parking is bad or the streets dirty.

Once you have your recruitment piece together you can use it in a number of ways. There are Chambers of Commerce

(See "Downtown Marketing & Development" on page 49)

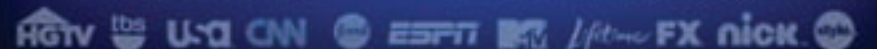
REACH
Your Potential Customers.

Join Comcast Spotlight, where all it takes is 30 seconds to make an impact with your advertising.



**comcast
SPOTLIGHT.**

For info call Mark Naso: 610-375-1100
www.ComcastSpotlight.com



BUSINESS PROFILE

ARROWHEAD GOLF CLUB

Arrowhead Golf Club, a mature and challenging public golf course with 27 meticulously maintained holes nestled in a serene woodland setting, is conveniently located in Douglassville, just five minutes from the intersection of Routes 422 and 662 North.

The McLean family is celebrating their 58th Anniversary in 2011. They hope that you'll stop by and participate in the special events and tournaments that will take place throughout the season.

Arrowhead Golf Course has come a long way since Donald McLean, Sr. decided to convert his farm to a golf course in 1954 and he and his son, John, built the first nine holes. The course now boasts 27 meticulously groomed holes, tee-to-green asphalt cart paths, manicured roughs, elevated greens, set in the rolling hills of rural Berks County. This mature course has tree lined fairways, including 2,500 Norwegian Pines planted back in the early '70s. The fairways are mixtures of Kentucky Blue and Perennial Rye, and the greens are bent grass, all irrigated with automatic sprinklers. Arrowhead has available 100 electric golf carts, accommodating 200 players.

Arrowhead staff members Vernon Keller and Steve Beidler, take great pride in keeping the course perfect. Since John passed away in 2000, Arrowhead Golf Course is now owned and managed by John's wife Florence and third generation daughter Valerie. They are proud to carry on Donald and John's tradition of high quality greenskeeping, strict rules of golf

etiquette, and making sure that a good time is had by all.

There are actually two different courses, the nine-hole Blue Course and the eighteen hole Red & White course. The Blue Course is a regulation par 35 course, at 2,505 yards, with one par 5 and two par 3's. It is a mature course that sits among the Allsort-Conglomerate rock and tree-lined fairways, which provide a gorgeous scenery to this area. It is great for advanced players who want to sharpen up their iron game, and very forgiving for beginners. Golfers may play a round of nine, two rounds for 18, or a mixed eighteen of nine on the Blue Course and nine more on the Red course.

The Red & White course is a longer course, but still nestled in the trees that are native to this picturesque area. It is a par 71, 6,002-yard course, with four par 5s and five par 3s, one of which is 245 yards. Several beautiful ponds and streams come into play on about a third of the holes on the course.

Pro Shop

There is a fully stocked Pro Shop at Arrowhead Golf Course. You can buy anything from the golf balls and golfing supplies you need in order to play a round to the clubs, bags, clothing, and accessories that you need to either begin the sport or upgrade your tools of the trade. Most of the popular brand name manufacturers are carried at Arrowhead. You can also

(See "Arrowhead Golf Club" on page 50)



Surgical Excellence Meets Outstanding Patient Care

Physicians Care Surgical Hospital is open and providing quality surgical care to the residents of Montgomery county and surrounding communities. Our multi-specialty surgical hospital, conveniently located in Royersford, was developed by area physicians to provide surgical excellence and outstanding patient care. In our modern facility, you'll find specialized care for surgery in each of the following areas:

- General Surgery
- Gynecology
- Hand Surgery
- Oral & Maxillofacial Surgery
- Ophthalmology
- Orthopedic Surgery
- Otolaryngology
- Pain Management



**Physicians Care
Surgical Hospital**

454 Enterprise Drive • Royersford, PA 19468

Phone: 610-495-3330

www.phycarehospital.com

Come experience a **unique website design** firm.

Full website design

Local in-house web hosting

Email and internet marketing

eCommerce site development

custom web based application development

Kinetic Web Solutions

www.kineticweb.com/422

"The term **Science**, properly understood, refers only to the **laws of God** and to His government of the universe, inclusive of man. From this it follows that **business men** and cultured scholars have found that Christian Science **enhances** their **endurance** and mental powers, enlarges their **perception** of character, gives them **acuteness** and comprehensiveness and an **ability to exceed** their ordinary capacity."

— Science and Health with Key to the Scriptures



Available at the
Christian Science Reading Room
109 1/2 E. High Street
Pottstown, PA 19464
610-323-7388
www.spirituality.com

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 47)

and real estate offices that also deal with recruitment. Do not be afraid to share your information. People are there to help in many cases and are welcoming to items that they feel can help them do their job or earn a commission. A short discussion with the Chamber Executive or the realtors in your town could go a long way in securing more exposure for your packet.

Some Main Street Managers go door to door to try to get people to locate in a downtown. I have never thought that was a good use of time. I remember the merchants in Phoenixville coming to me and telling me the people from another town were coming to Phoenixville and trying to recruit them... they wanted me to go to their town and recruit their merchants. Unless it is a qualified lead going door to door in a downtown is a job for a realtor, not a Main Street Manager, or maybe some sort of strategic partnership. I look at the time involved, the expense of transportation; meals and the like and then I look at the lean Main Street budget. I just never found that I could justify it. In most cases they threw

away what you gave them after you left and many times dealing with merchants during business hours could become problematic.

I like to accentuate the good news and have my handout to send out only when people inquire. I also try to make myself available to answer questions about the downtown. I was never really big on having my office on the first floor of a commercial district until I saw what happened in Phoenixville. People were in my office all of the time trying to get information. The word spread rapidly that I was accessible and knowledgeable and things started to take off a little bit in recruiting.

I also like to have a digital copy of many of the articles and recruitment pieces. It is good to have them as a PDF so they are not changed in any manner once you send them out. I like to have a continued follow up once the information is sent out. I courted the Diving Cat Art Studio for like two or three years seeing what was up with the relocation of the studio. Some of our best restaurants were walk-ins off the street. In Phoenixville on one First Friday, two Irish guys came in and told me they wanted to open an Irish Pub and Molly Maguire's was born. I gave them a packet and got a follow up number and e-mail and I was in the recruiting business.

Once you have the story out there, it is the personal touch that gets it done. No one wants to hear that this is wrong, or that is not the best. If there is a positive light associated with the town you have created that reality. As I always say, "you are what you eat"... keep it upbeat. The downtown manager is there partially as the town's salesperson and if there is an aura of accomplishment and momentum, people want to be part of it. ☑

Share the Secrets of Your Business Success

Become a SCORE Volunteer Business Counselor and Help Build a NEW Generation of Entrepreneurs!

Call 610-269-7009 or visit www.pottstownscore.org
Pottstown SCORE Chapter 594 serving Montgomery, Chester, and Berks Counties

SCORE is a resource partner with the U.S. Small Business Administration



Walnut Woods of Boyertown provides everything you expect from a retirement community – and so much more. Visit today to discover our all-inclusive and affordable retirement lifestyle and join us for a complimentary meal and tour. **Welcome to Holiday. Welcome home.**

HOLIDAY
RETIREMENT

Walnut Woods

Independent Retirement Living

35 North Walnut, Boyertown, PA 19512 | 610-367-6616 | walnutwoodsofboyertown.com

GEHMAN DESIGN REMODELING



Full range of remodeling services, specializing in Kitchens, Bathrooms and Room Additions along with handyman and repair services.

Experienced tradesmen and meticulous craftsmen.



Twice named "Contractor of the Year" by the National Association of the Remodeling Industry

215.513.0300

www.gehmanremodeling.com

Florence McLean Owner & Operator

Arrowhead Golf Club

A mature challenging public golf course with 27 meticulously maintained holes nestled in a serene wooded setting

League Dates Available • 9-Hole Play Available

Women's League Tuesday Mornings

Pavilion for Corporate Outings

Business Functions • Catering

100 Carts Available for Shotgun Start Outings

Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees

Weekdays—\$18.00

Weekends—\$30.00

Riding Carts

\$10.00 per person



Pro Shop • Snack Bar • Rental Clubs

Pavillion for corporate outings! Catering Available

5 minutes from Route 422 & 662N Intersection

For Tee Times Call (610) 582-4258

Our 58th Anniversary

ARROWHEAD GOLF CLUB

(Continued from page 48)

visit the online store and obtain online coupons at www.arrowheadgolf.net. They've tried to make it very easy to buy the perfect gift for yourself or a friend.

Snack Bar

Arrowhead has a snack bar at the Pro Shop where you can get sandwiches and sodas at any time during the day. They also have a Snack Shop at the 10th hole where you can get sandwiches on the weekends or use vending machines during the week. There are restrooms at the Snack Shop as well.

Group Outings

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk.

The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge. Arrowhead is happy to provide catering for your event, or you can provide the catering yourself. Their Buffet price is

only \$9.00 per person, including tax and gratuity. It includes: Barbecued Beef or Meatball sandwiches; Macaroni salad and Potato Salad; Bread, Rolls, Butter; Cold Cuts (Baked Ham, Boiled Ham, Roast Beef, Turkey, Ring Bologna, American Cheese, Swiss Cheese, Chunk Cheese, Pickle Tray, Pickled Red Beet Eggs); Baked Beans; Chips and pretzels.

Arrowhead has a cooler system in the pavilion that rents for \$16.96 per day. It includes four taps and has room for cases of beer or sodas. You can provide your own beer and sodas, or Arrowhead will order them for you from their own distributor. They do not charge for this service, and the distributor will bill you directly.

Florence and Valerie invite you to visit Arrowhead and find out why they are one of the leading public golf courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, or if you need advice about buying equipment or supplies, just send an email to vmk0828@aol.com, or call Arrowhead at 610.582.4258. And visit Arrowhead online at www.arrowheadgolf.net. 📧



BASEMENT SERVICES



Call Us At 610-495-9111

- Waterproofing
- Mold Treatment/Remediation
- Expert Structure Repair
- New Basement Entrances
- Exterior French Drains
- Floor and Wall Crack Repair
- Humidity Control Systems
- Complete Basement Makeovers



Basements911.com

BUSINESS MARKETPLACE

ACCOUNTING/BOOKKEEPING



Karlene's Konsulting

Karlene A. Novotny
Professional Accountant/Owner

Specializing in Tax Preparation, Accounting
and Bookkeeping Services

560 Baptist Church Road, Spring City, PA 19475

610-745-2350

k_konsulting@comcast.net

www.bkandmore.com

Bookkeeping & More, Inc.

Servicing all your accounting needs
Specializing in small businesses

GABRIELE TORNETTA

Office: 610-970-7010

1730 E. Schuylkill Road

Cell: 610-633-1995

Pottstown, PA 19465

Fax: 610-970-7014

gtornetta@bkandmore.com

Brian C. Goodman, CPA, ChFC

610.489.2844

www.bcgcpa.com

519 Main St., Suite A, Royersford, PA 19468

More than just taxes. Call me for...

Small Business Accounting, Business Planning
QuickBooks Support, Notary Public

ANTIQUES



1860 Weavertown Road, Douglassville, PA 19518

610.689.9541 www.merritts.com

**Warehouse/Storage space
available in Amity Twp.**

♦ 1 mile off Rt. 422, midway between Reading and Pottstown

♦ **Warehouse** w. large loading dock: **24,500 sq. ft.**

♦ **Shop Area/Storage** on two floors: **5,250 sq. ft.**

♦ **Warehouse** on two floors: **5,100 sq. ft.**

Covered single bays for storage, boats, or vehicles also available.

FAX or email for details... 610.689.4538 **or** info@merritts.com

HOTEL/CONFERENCE CENTER

Come, see what you've been missing!



Big City Service at Small Town prices!

LANDSCAPE PLANNING/DESIGN



seidel planning
& design

land use planners
landscape architects

p: 610.323.8752

www.seidelplanning.com

BATHROOM REMODELING

Reglaze Tubs

Now \$295

Reg. \$325 - With this ad
Exp. 4/30/11

**Done in One Day -
Use The Next Day!**



**Make Tubs,
Tiles & Sinks
look like New!**

**Custom
Colors Available!**

Call Now for a FREE Estimate!

610-321-0260

Designer Tub & Tile • www.tubreglazers.com

*For instant access to these websites, click on each ad in the
digital version of this publication at www.422business.com*

BUSINESS MARKETPLACE

INSURANCE SERVICES

EVANS, HAUSEMAN & RICHARD, INC.

Working with Business Clients for Over 75 years

"ONE SOURCE FOR INOVATIVE SOLUTIONS"

General Liability, Property, Workers Comp, Employee Benefits

343 E. HIGH ST, POTTSTOWN, PA 19464

(610) 323-2201

WWW.POTTSTOWNINSURANCE.COM

Long Term Care Planning for Businesses and Individuals

When the unthinkable
happens, and your health
suddenly changes . . .

*What's your plan?
Who will pay?*

610-326-6374

LTCSource@yahoo.com



Bonnie Heath

Long Term Care Specialist

ANSWERING SERVICE

Community Answering Service



We Are Your Office When You Can't Be There.
Courteous Experienced Staff.

Family Owned And Operated Since 1974

610-582-4895 • 24-HOUR Service
501 W. Third St. • Birdsboro, PA 19508

CONTRACTORS' EQUIPMENT

Toll Free: 877-877-6778



ACECO



**AMERICAN CRANE
& EQUIPMENT CORPORATION**

Your **Critical Lift** Experts

www.americancrane.com

Custom Equipment & Parts

Standard Cranes & Hoists

Rigging, Trolleys, Lifting Devices & more...

Order Online

Online catalogue featuring American Crane, Yale, Shaw-Box, Budgit, Little Mule, CM, Chester Hoist, Coffing Hoist, Munick, Kandel, and more.

ENGINEERING SERVICES



**Carroll Engineering
Corporation**

Providing Comprehensive Engineering Services Since 1973

555 Second Avenue
Suite G-101
Collegeville, PA 19426
610.489.5100

Hillsborough, NJ
908.874.7500

Corporate Office:
Warrington, PA 18976
215.343.5700

Today's Commitment to Tomorrow's Challenges

www.carrollengineering.com

WAREHOUSE/STORAGE SPACE

Warehouse / Storage Space Available

- 1000 Hollingsworth Drive, Phoenixville
- 496-498 Lower Fricks Lock Road, Pottstown

Contact: Robert Sher

610-705-0515

rsher@sherproperties.com

www.sherproperties.com

RECREATION

Boost Your Team's Morale!

Team Building Fun for your entire staff
of all ages and abilities!

Affordable Corporate/Holiday Party Packages

with Private Lanes & Room



New Light & Sound System to bring
it all together!



LIMERICK BOWL

bowling • billiards • lounge

CALL 610.495.7143

Fax 610.495.1049

Located at 653 West Ridge Pike, Limerick PA

www.LimerickBowl.com

*For instant access
to these websites,
click on each ad
in the
digital version
of this publication at
422business.com*

BUSINESS MARKETPLACE

ARCHITECTS



**Brian Billings
Architects**

RESIDENTIAL & COMMERCIAL

225 E. Jacoby Street Norristown, PA 19401 610-277-6717

Please visit us at . . .

WWW.BJBARCH.COM

Traditionally inspired, sustainable architecture.

REAL ESTATE ATTORNEY

Andrew J. Monastra, P.C.

Real Estate Law — All the Time
Residential & Commercial Real Estate Transactions
Resolving Complex Title Issues
Underwriting Counsel to Federal Credit Unions
Serving All of Eastern PA

740 East High Street
Pottstown, PA 19464
www.monastralaw.com

Phone 484-941-0912
Phone 484-941-0913
Fax 610-326-7287

ENERGY



**SHANER
PROPANE**

610/326-1970

FAX 610/326-6691

3000 E. High Street • Pottstown, PA 19464-3145



CATERING

Baird's Catering *The Best in On & Off Premise Catering*



William Baird, Chef Owner

Distinguished Taste, Presentation, & Value
Email bairdscatering@verizon.net with
subject 'enter to win' & you may win a
FREE catered event
(up to \$500 value)

610-781-3534 www.Bairdscatering.com

A Sunnybrook Ballroom preferred caterer

Friend us Baird's Catering & Events on Facebook

DRY CLEANING SERVICES

**Clothes to Home
Dry Cleaning**

www.clothes2home.com

**FREE Dry Cleaning
Pick-Up & Delivery**

- ✓ Have your Dry Cleaning picked up at your business.
- ✓ Increase Value to your employees.
- ✓ It's Easy & Non-Disruptive



**To Schedule
a Pick-Up
Call**

610-367-1001

LIMOUSINE SERVICE

WANISH LIMOUSINE

Pottstown
610.326.1226

Reading
610.372.6363

- All Airports
- Corporate
- Weddings
- Bachelorette Parties
- Sporting Events

- Concerts
- Casinos
- Profile
- Anniversaries
- All Social Occasions



WWW.WANISHLIMO.COM

PUC# A-00106782 • ICC# MC-18492

ASK ABOUT
OUR NEW
14 PASSENGER
LUXURY LIMO
BUS!

ENTERTAINMENT BUREAU

1025 Grosstown Road,
Stowe, PA 19464



**PHILSTAR
★★★★★ ENTERTAINMENT**

Entertainers and attractions for all of
your entertainment needs.

www.philstarentertainment.com

Bagpipers, Belly Dancers, Caricaturists,
Clowns, Comedians, DJ's, Dickens Carol-
ers, Hawaiian Music/Theme Nights, Holiday
Programs, Hypnotists, Impersonators, Jazz
Bands, Jugglers, Line/Square Dance Instruc-
tors, Magicians, Mariachi Bands, Mimes,
Planists, Psychics, Ragtime and Jug Bands,
Santa Claus, Stilt Walkers, Story Tellers,
String Ensembles, Swing Bands, Violinists
and Harpists . . . just a small sampling.

Phone: 610-327-3939

Fax: 610-323-9761

info@philstarentertainment.com

**MICHAEL'S
Classic Limousine**

Corporate Accounts,
Airport Service, Special Events,
Weddings, Proms

We Offer: Sedans, Stretch
Limousines, SUVs, Stretch SUVs,
Stretch Hummer, Limousine Coach

"Friendly People ... Friendly Service"

610.929.4919

We Accept Visa, Mastercard, American Express, Discover
Route 61, Reading • www.michaelsclassiclimo.com

**Call 610.323.6253 to place your ad
in the next issue of Business Marketplace!**

BUSINESS MARKETPLACE

REAL ESTATE AGENTS



Chris James Hector
ABR, GRI, CRS
Broker / Owner
Broker Appraiser
Cell: 610-316-3678

ChrisJamesHector@verizon.net



Chris James Hector Realty



Andrea Lynn Burns
Realtor

Cell: 610-329-1622

AndreaBurns317@gmail.com

610-933-7592

Fax: 610-933-2888

Office: 213 Sherwood Ln., Phoenixville, PA 19460



Terese Brittingham
Owner / Broker



Looking for a Career in Real Estate?

Looking to Buy or Sell a Home?

Call Keller Williams Realty Group
542 N Lewis Rd., Limerick, PA 19468
Office: 610-792-5900



Dana DeLuzio-Mariani
Team Leader

Mission: To Build Careers Worth Having,
Businesses Worth Owning, and Lives Worth Living

RETAIL/PROFESSIONAL SPACE



Superb location!

17 North Hanover St., Pottstown

- Available for immediate occupancy, move in condition.
- Approximately 1000 square feet.
- Former Doctor's office.
- Ideally suited for professional or retail use.

\$700.00 per month plus utilities.

Call Brian Gilbert 610.326.7300

AUTOMOTIVE SERVICES

DAVE'S AUTO SERVICE INC.

"We Treat Your Car Like Our Own"

- We Offer Fleet Service • State Inspections • Emissions
- Free Pick Up & Delivery • Free Customer Loaner Vehicle
- FOREIGN & DOMESTIC REPAIRS
- ASE Certified Technicians with a total of 30 years experience

Mon.-Fri. 7:30 a.m. - 6:00 p.m.

925 W. Philadelphia Ave. (Rt. 73W) Boyertown, PA 19525
610-367-1844

BEVERAGE DISTRIBUTOR

"Coolest Beer In Town"



1432 E. High St. Pottstown 610-323-2194

Serving the Pottstown Area for over 30 years!

Hours: Mon - Thurs & Sat 8am - 8pm; Friday 8am - 9pm; Sunday 12pm - 4:30pm

FLOORING SPECIALTIES



BERKS CARPET ONE FLOOR & HOME

A division of Berks Flooring Specialties, Inc. - Commercial

www.berkscarpetone.com

Office (610) 378-7828 • Fax (610) 378-5766

Serving Berks and Surrounding Counties as the innovators in Carpet, Tile & Wood & Vinyl floorings for residential, commercial and institutional projects since 1992.

Hours: M & Th 9AM-8PM • T, W, F 9AM - 5 PM • Sat 9AM - 3 PM

HIC Number: PA009565

mail@berkscarpetone.com

Red Kieffer's Auto Repairs, Inc.



Specializing in
Mercedes-Benz since 1961!

1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com



Since 1952

Full Service Auto and Truck Center

Specializing in Transmission / Alignment / Computer Analysis
Fleet Maintenance

www.sawchuksgarage.com

3196 W Ridge Pike • Pottstown, PA • 610-495-6510

Call 610.323.6253 to place your ad
in the next issue of Business Marketplace!

BUSINESS MARKETPLACE

HEALTH CARE SERVICES



Choose Family. Choose Home

Returning home from a stay in the hospital or rehabilitation center often requires additional care.

Whether you need **Nursing Care** or assistance around the home, the Visiting Nurse Association of Pottstown & Vicinity, and Advantage Home Care can provide what you and your family need.

Call us today for more information!

1963 East High Street, Pottstown / 610-327-5700
www.vnapottstown.org



HIGH STREET OPTICAL

Dr. Diane Fries, O.D. • 212 High St., Ste 102, Pottstown, PA 19464

610.323.0450

Complete Family Eyecare Services

• Contacts and Glasses • Eye Emergencies
• Medical Eye Conditions

We accept Eyemed, Keystone and Blue Shield
Vision Plans, VBA, Aetna and Medicare

Taka • Marc Hunter • Woolrich • Coleman Frames
We Carry Versace, DKNY, D&G, and
Cole Hahn Designer Frames



COUNSELING SERVICES



HEART CRY
CHRISTIAN COUNSELING
SERVICES

CSAC 1
CSAC 2
CDAAC
Member AACC

depression • anxiety
anger issues • marriage problems
drug & alcohol problems • addictions
co-dependency • **life coaching**

CERTIFIED DRUG & ALCOHOL ADDICTION COUNSELOR

New!



610.340.0738 • www.applecounsel.com

*For instant access to these websites,
click on each ad in the
digital version of this publication at
www.422business.com*



PHOENIXVILLE DOWNTOWN

Revitalization Continues with Development of Phoenix Iron and Steel Site

Phoenixville Developer Manny DeMutis recently presented his vision of the Phoenix Iron and Steel Site development to the Phoenixville planning commission. DeMutis presented a project that will include a 30,000 square foot office building, 80,000 square feet of retail and 275 apartments located above the retail. The project will also include a parking garage to enable those residents and business owners to park on site.

The Phoenix Steel Site was previously owned by the Phoenix Property Group (PPG), which decided to sell portions of the property. The area called Lot "O" of the steel site is the parcel that will be under review. The plan, which is being submitted for consideration is the same physical layout that had been approved when the plan was first submitted by PPG three years ago. There were some questions from the planning commission concerning the plan submitted and the previous conditional use approval that was secured by the former ownership group, and how that approval differed from the plan.

DeMutis assembled a private equity group and purchased a portion of the steel property in December of 2010. He will now seek to secure approvals for a mixed-use development that was similar to what was approved at the previous issued conditional use hearing. "What we are proposing is a series of buildings replicating the infill construction completed on the Iron Hill building in downtown, residential over retail. There is also a stand alone office building," DeMutis explained.

The project will consist of three separate condo opportunities (office, retail and housing) for potential developers.

"We are working on getting the plan approved and getting outside investors interested in investing in Phoenixville to buy a portion of the approved plan," said DeMutis. Potential buyers will be able to buy downtown retail space on Bridge Street for \$140 per square foot, with the minimum frontage being 20 feet and a depth for all the stores of 65 feet. In concept, a retailer could own 20 feet of Bridge Street and conduct business in a 1300 square foot space for about \$182,000.

The seven-acre area that is being developed is just a small portion of the 120-acre Phoenixville site and hopefully will act as a catalyst for continued development of downtown Phoenixville. Project Manager Barry Cassidy stated, "It is important to have the 400 linear feet of retail on Bridge Street to better promote the small town flavor of Phoenixville. The retail condos will be offered for spaces as small as 1,300 square feet and will offer the small retailer an opportunity to own their own space. We will be offering retail spaces at pre-revitalization prices per square foot. The project is located in the historic district and we need to ensure that infill construction fits with the rest of the architecture on the street."

The apartment condo portion of the project will consist of 275 apartments to be sold to a developer to construct above the retail. The apartments will rent for approximately \$1,400 to \$1,500 a month and would provide a good client base for

the downtown. "By adding 500 or so people to the downtown, we will accomplish a couple of things," De Mutis said. "First, we will create a scenario where
(See "Phoenix Iron and Steel Site" on page 57)

Quick Tips to Improve Your Digital Life



YOUR DIGITAL WORLD

By Rose Rossello, rossellosolutions.com

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

Is Your Facebook Marketing Successful?

Whether you're promoting yourself or a client, Facebook gives you the opportunity to reach many people quickly and for no or little cost. But if you misuse the site, you may do more harm than good. Here's how to take advantage of Facebook's potential.

<http://bit.ly/fb-market-success>

How to Self-Publish Your E-Book to Kindle & iPad

Both Amazon, Äos Kindle Store and Apple, Äos iBookstore accept direct submissions from authors. Here are some tips on self-publishing your work.

<http://bit.ly/ebook-self-publish>

20 Questions That Could Change Your Life

Asking them today could redirect your life. Answering them every day will transform it.

<http://bit.ly/20-questions>

Groupon Regret? Unload Those Daily Deals on Lifesta

Sale sites like Gilt Groupe, Groupon and LivingSocial have turned the work-day into a buying bonanza, giving people deep discounts on everything from romantic dinners to helicopter rides. But all those impulse purchases can leave online shoppers with quite a hangover.

<http://bit.ly/groupon-regret>

(See "Your Digital World" on page 58)

422business.com



Business Advisor

Visit us online to view valuable supplemental content – it's FREE!

- View in-depth video interviews with local business owners and key business decision makers.
- Read, download or print current and back issues.
- Search current issue and archives.

422business.com

2010
Best of the
Main Line
Suburban Life
&
Main Line
Times

8-TIME AWARD WINNER
2010 BEST COMMUNITY BANK

Malvern Federal sincerely thanks all of our loyal customers, as we continue to deliver the exceptional service and products you have come to expect.



A Rewarding Banking Experience.™

Berwyn	610.251.9685
Concordville	610.558.1555
Coventry	610.469.6201
Exton	610.363.1700
Lionville	610.594.6400
Malvern	610.647.7944
Paoli	610.993.6200
Westtown	610.299.8000

www.malvernfederal.com



**AAA PREMIER®
MEMBERSHIP**

*Welcome to a higher
level of Member Benefits.*

200-MILE TOW**

With AAA Premier, each household is eligible for one 200-mile tow.

FREE EMERGENCY ONE-DAY CAR RENTAL*

AAA will reimburse for a one-day car rental (up to full-size vehicle).

TRIP INTERRUPTION PROTECTION

Provides reimbursement up to \$750 (per accident per family).

24-HOUR WORLD-WIDE CONCIERGE SERVICE

Instant access to a host of services when traveling.

AAA TRAVEL STORE DISCOUNT

Receive an extra 15% off special member pricing.

EXCLUSIVE TOLL-FREE NUMBER FOR SERVICE

Access to all AAA products and services from a number reserved for Premier® Members.

FEE-WAIVED HERTZ #1 CLUB GOLD MEMBERSHIP

One-year free membership in Hertz' renter frequency program, Hertz #1 Club Gold.

PLUS MANY ADDITIONAL BENEFITS



For more information or to upgrade to Premier® today, call 1-800-472-9367

*One day rental car reimbursement in the event of a breakdown and tow. No specific vendor, up to \$55.
**Extended towing benefits become effective ten (10) days after payment is received.



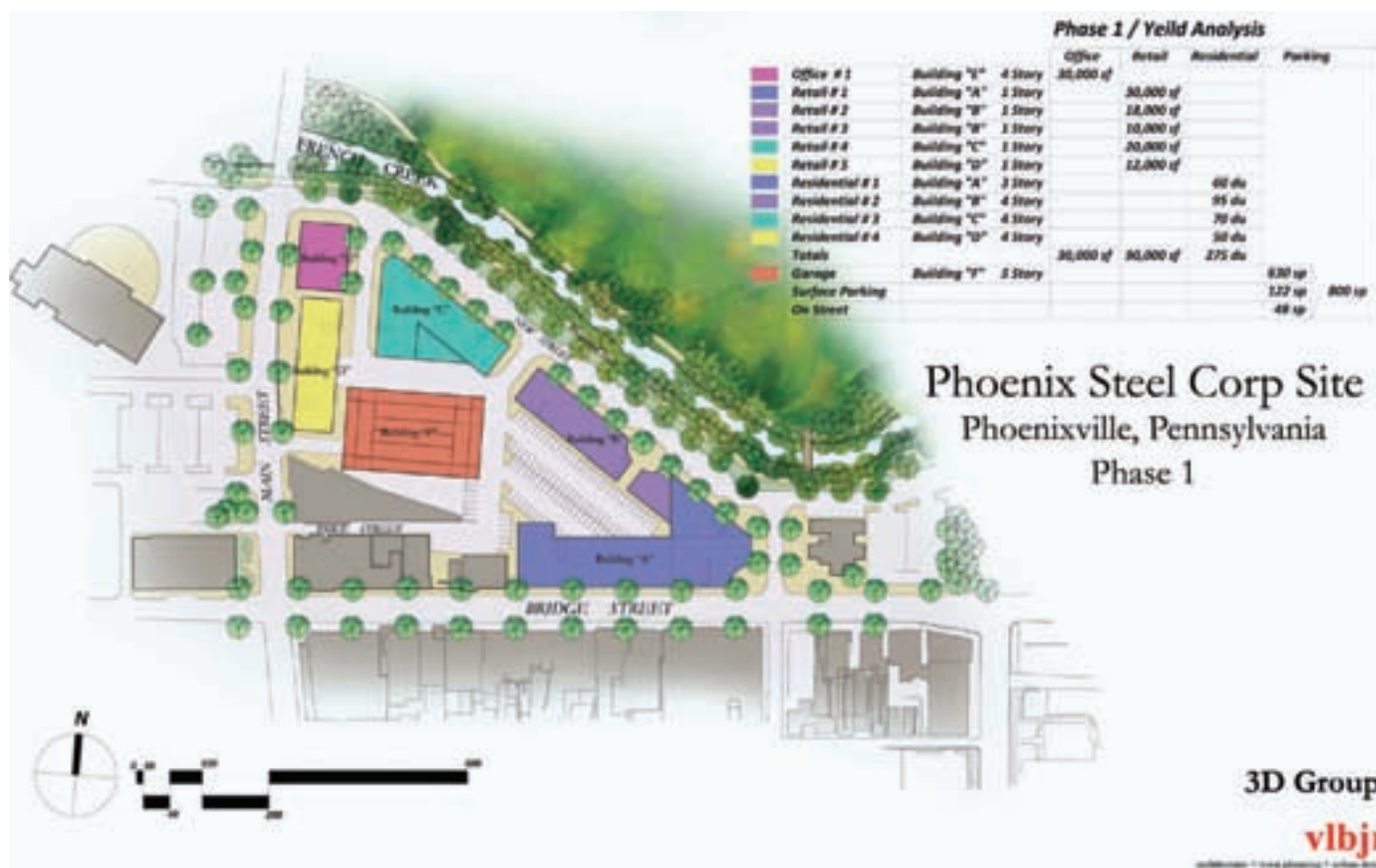
J & T Technologies Inc. has the knowledge and the experience to help you make an intelligent choice about wastewater treatment. We have extensive experience in all types of technologies. **J & T Technologies Engineering staff** has an average of 20 plus years of hands-on experience in the application of wastewater treatment technology for these industries. We are leader in Brine Water treatment technology. It is through this practical knowledge that we understand your special filtration and business needs. Our understanding of the business and the processes guarantee the best treatment solution for your specific needs and budget.

- Conventional Treatment Systems • Microfiltration and Ultrafiltration
- Nano and RO Filtration • Ion Exchange • Filter Presses

Our goal is to educate you about the pros and cons of the many technologies available and how best to implement them in a way that meets your individual needs. Let us explain the J&T difference to you. We are confident that if we do, you will choose J&T as your wastewater supplier.

321 Keystone Blvd., Pottstown, PA 19464

Office: 610-326-4771 • Fax: 610-718-5851 • Cell: 610-334-9791 • jwelkie@jtequip.com • www.jtequip.com



PHOENIX IRON AND STEEL SITE

(Continued from page 55)

there are more people on the street and increase available dollars to be spent in the downtown. Secondly, the project will add earned income tax base to the school district and borough."

The office portion of the site is the most important part of the project from a downtown revitalization standpoint, according to Cassidy. Phoenixville lacks some of the office building stock that many of the other towns in Chester County offer. Phoenixville has no real governmental offices other than the district court. The addition of office buildings will help build a lunch trade in the downtown and provide daylight foot traffic in excess of what is currently on the street, Cassidy said.

The developer will continue to meet with the borough and work out some of the issues that go with marrying the plan that was approved in previous incarnations of the development. "We are working on a few parallel tracts by seeking approvals, negotiating the out-sales and dealing with the interest in the retail," stated Barry Cassidy. ■

Master the Art of Teaching

Earn your M.S. in
Education
in Phoenixville

Classes in five locations throughout
the Delaware Valley:

Phoenixville

Franklin Commons
400 Franklin Avenue

- Aston
- Northeast Philadelphia
- Drexel Hill
- South Philadelphia

610-361-5208

www.neumann.edu

gradadultadmiss@neumann.edu



YOUR DIGITAL WORLD

(Continued from page 56)

New Tech Products That Can Help Small Business Productivity

From an Intuit app that turns an iPhone4 into a credit card scanner to free cloud-based backup, new technology offers seamless solutions for small business.

<http://bit.ly/new-SMB-tech>

Switchers Guide: Moving from Windows to the Mac

Expert advice on migrating from XP or Vista to Mac OS X.

<http://bit.ly/xp-to-mac>

Five Best VPN Service Providers

If you have a need to encrypt and secure your Internet connection, a VPN service is just what the doctor ordered. Here are the five most popular tools for the job.

<http://lifehack.kr/best-vpn>

Recent Grads Finding Jobs — In Their Living Rooms

A growing number of young professionals are choosing to work from home as telecommuting opportunities have jumped nearly 400 percent in the past three years.

<http://bit.ly/grad-jobs>

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.are forced to scroll sideways as well as lengthwise in order to read your content.



LAWN & LANDSCAPING SERVICE

Ron Buttarò

Owner/President

phone 610.495.6399

fax 610.970.7014

285 Linfield Road, P.O. Box 1100, Parker Ford, PA 19457

www.cleancutlawnandlandscape.net

LAWN SERVICES

Mowing
New Lawn Installation
Seed or Sod
Lawn Renovations
Mulching & Edging
Shrub trimming
Maintenance Contracts

LANDSCAPING SERVICES

Creative Designs
Trees & Shrub Installation
Patios & Walkways
Retaining Walls
Enhancement Lighting
Irrigation Systems
Ponds & Waterfalls
Fencing

Save your business \$100's if not \$1,000's per year by switching to bottleless coolers.

Plus —

- **NO** more empty bottles all over the place.
- **NO** more heavy lifting that can result in injuries.
- **NO** more spills to clean up or slip on.
- **NO** more guessing on how much the next water bill will be.
- **NO** more running out of water - endless supply.
- **NO** more dirty unsanitary bottles.



From \$19/Mo.
(includes filter changes)



CALL TODAY FOR A FREE 2 WEEK TRIAL



Sanatoga Water Conditioning

80 N. Charlotte Street
Pottstown, PA 19464

610-326-9803

Reasonable Break Time for Nursing Mothers – Are You Compliant?



EFFECTIVE MANAGEMENT

By Janie Oehlert, MEA Director, Health Care & Workplace Solutions

Under the health care reform legislation, the Fair Labor Standards Act of 1938 (FLSA) was amended with provision requiring breaks for nursing mothers. Since passage of the law in March 2010, more information has been released by the Department of Labor's Wage and Hour Division in the Federal Register. The specific requirements include:

Reasonable Break Time

- Employers are required to provide "reasonable break time for an employee to express breast milk for her nursing child for one year after the child's birth each time such employee has need to express the milk."
- In implementing the requirements of the provision, employers should consider both the frequency and number of breaks a nursing mother might need and the length of time she will need to express breast milk.
- The Department of Labor (DOL) consulted with public health officials and determined that: The frequency of breaks varies depending on factors such as age of the child, how often the child feeds, whether the child eats solid food, etc.; and The frequency of breaks needed may track regular breaks and lunch periods, but this will not always be the case.
- The DOL expects that nursing mothers typically will need breaks two to three times during an eight-hour shift, howev-

er, employers will need to consider that every mother will be different and may need more breaks.

- The length of time necessary to express milk also varies from woman to woman.
- Employers may ask an expectant mother if she intends to take breaks to express milk while at work. This allows employers to make adjustments to comply with the law as well as informs the mother of her rights under the law. Open discussion will help employers and employees develop shared expectations and understanding of what will constitute "a reasonable break time" and how to incorporate into the workday.

Space Requirements

- Employers must provide "a place, other than a bathroom, that is shielded from view and free from intrusion from co-workers and the public, which may be used by an employee to express breast milk."

(See "Effective Management" on page 60)



www.BandSSStorage.com

Inside & Outside Storage - U Lock
Boxes & Moving Supplies
Unit Sizes - From Closet to Garage
Fenced - Lighted - Safe - Secure
Controlled Gate Access
24-Hour Surveillance
Computerized Gate Access
All Major credit Cards - No Deposits



Two Locations

Douglassville

604 Ben Franklin Hwy.
Rt 422 & Hillview Rd.
610-385-7200

Pottstown

175 S. Pleasantview
(Behind K Mart)
610-970-9902

Not getting the advice you need on
Health Care Reform?

Call MEA.

We can help.

Contact Janie Oehlert,
MEA Director of Health
Care & Workplace
Solutions at
800-662-6238 or
joehlert@meainfo.org.



**We are not just a broker –
we are a trusted benefits advisor.**

mea
midatlantic employers' association

234 Mall Blvd, Suite 200
King of Prussia, PA 19406
www.MEAinfo.org

Want to Quit Smoking for Good?

60 minutes is all it takes!

New Leaf Hypnosis

**Call 484-941-2746
for a free consultation!**



www.newleafhypnosis.com
West Chester and Pottstown Locations

EFFECTIVE MANAGEMENT

(Continued from page 59)

- The DOL's initial interpretation of the requirement is that it requires employers, where practicable, to make a room (either private or with partitions for use by multiple nursing employees) available for use by employees taking breaks to express milk.
- Where it is not practicable for an employer to provide a room, the requirement can be met by creating a space with partitions or curtains.
- Any windows in the designated room or space should be covered to ensure the space is "shielded from view."
- The employer must ensure the employee's privacy through means such as signs that designate when the space is in use, or a lock on the door.
- The employer is not obligated to maintain a permanent, dedicated space for nursing mothers. A temporary space made available when needed is sufficient as long as it meets the privacy requirements.
- While a bathroom does not meet the requirements of the statute, an anteroom or lounge area connected to the bathroom may meet the requirements. Again, it must meet the privacy requirements.
- At a minimum, a space must contain a place for the nursing mother to sit, and a flat surface, other than the floor, on which to place the pump. Ideally, the space will have access to electricity, so that a nursing mother can plug in an electric pump.
- While a refrigerator is not required, employers must allow a nursing mother to bring a pump and insulated food container to work for expressing and storing the milk and ensure there is a place to store both while she is at work.

Undue Hardship Provision for Employers with Fewer than 50 Employees

- The law provides a hardship exception for businesses with less than 50 employees if providing the benefit would pose an undue hardship, causing "significant difficulty or expense when considered in relation to the size, financial resources, nature, or structure of the employer's business."

NOTE: The employer bears the burden of proof that compliance with the provision would be an undue hardship.

(See "Effective Management" on page 62)

BEKINS

TRANSFER & STORAGE

- **FREE ESTIMATES**
- **LOCAL, LONG DISTANCE & INTERNATIONAL MOVING**
- **COMPLETE STORAGE SERVICE FOR HOUSEHOLD GOODS**
- **SPECIAL HANDLING OF ANTIQUES & FINE ART**
- **FULL PACKING SERVICE**
- **OFFICE & INDUSTRIAL MOVING**
- **RECORDS MANAGEMENT**
- **PACKING MATERIAL SALES**

TOLL FREE
800-333-7031
610-495-6200

Providing healthy living in a family-friendly environment since 1896.

Live well with us

Our range of services:

- Independent Living
- Assisted Living
- Memory Support Assisted Living
- Skilled Nursing
- Adult Day Care

For more information call
610.754.7878
www.frederick-mennonite.org

FREDERICK
Mennonite Community
Route 73 Frederick PA



Purina Mills, Inc.

Pottstown

ROLLER MILLS Inc.

- GRASS SEED
- LAWN & AGRICULTURE FERTILIZER
- LIMESTONE
- WILD BIRD FEED
- SUNFLOWER SEED
- NYJER SEED
- SUNFLOWER KERNELS
- PEANUT HEARTS
- PREMIUM ANTHRACITE COAL
- WOOD PELLETS
- MULCHES
- POOL COVERS & POOL
WINTERIZING CHEMICALS
- DECORATIVE STONE & SAND
- BIRD FEEDERS & BIRD HOUSES
- WATER SOFTENER SALT
- WATER FOR SWIMMING POOLS

625 Industrial Highway
Pottstown, PA 19464
(610) 323-8620

BUSINESS PROFILE

MISHOCK PHYSICAL THERAPY LAUNCHES FOURTH LOCATION!

Phoenixville Office Open for Business

On Monday, February 28th Mishock Physical Therapy officially became a part of the Phoenixville community. Conveniently located across from Phoenixville Hospital (and next to Dunkin Donuts) 131 Nutt Road is the new home to their fourth office location.

This office will be run by Dr. Sally Selkirk who hails from Indiana, Pennsylvania but now resides locally in Royersford. Dr. Selkirk has been working in the Gilbertsville office for almost two months learning how the Mishock PT process works.

"We really strive to have continuity between all of the locations," notes Dr. John Mishock, owner. "We want each office to give off the same positive energy and for all of our patients to have similar treatment experiences regardless if they come to Phoenixville, Gilbertsville, Skippack, or Barto."

Mishock Physical Therapy will also be offering patients who want to take advantage of Turning Points, a weight management and healthy lifestyle program, a space to meet each week.

Eager to serve the residents of Montgomery and Chester counties, Mishock PT accepts many insurances, offers individual payment plans as well as Direct Access (which means you do not need a doctor's prescription for the first 30 days of treatment.) Some restrictions may apply.



Mishock PT is a privately-owned, outpatient facility with locations in Phoenixville, Gilbertsville, Barto, and Skippack. It is our mission to provide the most state-of-the-art Physical Therapy and Rehabilitation services to relieve pain, restore function, and return our patients to the highest quality of life possible. We provide the most comprehensive, compassionate, hands-on, one-on-one physical therapy humanly possible to help our patients reach their lifestyle goals. 🏠

CALL TODAY TO SCHEDULE YOUR APPOINTMENT!

*Please call 610.933.3371 to schedule your appointment,
and visit www.mishockpt.com.*

PCTV

Channels 22, 28 & 98
Serving The Tri County Area
for over 26 years!

Whether you want to reach 300,000 people in the immediate area on Cable or 300 million people and more around the world with our Internet Streaming Services, PCTV has the solution for your business.



**Give us a Call,
it's that Simple!**



Keeping Your name in the Public Eye is important and PCTV allows you to accomplish with this with many cost-effective packages specifically designed to your needs and budget.

610-327-1866 www.pottscmmmtv.com

pctvsports@hotmail.com pctv41154@yahoo.com pctvgus@hotmail.com(real estate)

**Bank on your business even when
you're on the move...**



**INTRODUCING
Penn Liberty Bank's
Business Mobile
Banking!**

**Ask us how we help
keep your business
moving...**

Blue Bell
472 Norristown Rd.
610-535-4800

Chester Springs
210 Font Rd.
610-535-4830

East Goshen
1301 Paoli Pike
610-535-4850

Exton/Downingtown
654 W. Lincoln Hwy.
610-535-4820

Limerick
543 N. Lewis Rd.
610-535-4880

Malvern
199 Lancaster Ave.
610-535-4820

Paoli
1 W. Lancaster Ave.
610-535-4890

Trooper
2724 Ridge Pike
610-535-4860

Wayne
724 W. Lancaster Ave.
610-535-4580

WWW.PENNLIBERTYBANK.COM



EFFECTIVE MANAGEMENT

(Continued from page 60)

In addition to demonstrating that the employer employs fewer than 50 employees, an employer that wants to claim the exemption must show that compliance would cause "significant difficulty or expense when considered in relation to the size, financial resources, nature or structure of the employer's business."

Relationship to State Laws

- The law does not preempt "a state law that provides greater protections to employees."

Coverage for Non-Exempt Employees

- The break time for nursing mother provision was added to section 7 of the FLSA, which sets forth payment obligations for overtime. Because the Affordable Care Act amended section 7 of the FLSA, the provision does not apply to employees who are classified as exempt.

- While the law doesn't require the break time for exempt mothers, "the Department [of Labor] encourages employers to provide break time for all nursing mothers including those who may not be covered under the FLSA."

Unpaid Break Time

Employers are not required to compensate nursing mothers for breaks

taken for the purpose of expressing milk.

NOTE: This only applies to non-exempt nursing mothers; employers are not permitted to dock an exempt nursing mothers pay for taking a break to express breast milk.

Where an employer already provides paid breaks, an employee who uses that break time to express milk must be paid in the same way that other employees are compensated for break time. Additional time used beyond the paid break time could be uncompensated.

The DOL has issued Wage & Hour Fact Sheet #73: "Break Time for Nursing Mothers under the FLSA" at <http://www.dol.gov/whd/regs/compliance/whdfs73.pdf>. An FAQ is also available on the DOL website at www.dol.gov. Until the DOL issues final guidance, enforcement will be based on the statutory language and the guidance provided in the WHD Fact Sheet #73 and the associated FAQs.

If you have questions about this provision or other issues under the Health Care Reform legislation, please don't hesitate to contact Janie Oehlert, MEA Director, Health Care & Workplace Solutions at 610.994.7635 or joehlert@meainfo.org.

Stylish Images photography

**Are you trusting Your Business' image to
poor snapshots?**

We fix bad photography with Great Portraits.....Call Today!

Business and Commercial Portraiture * Weddings * Families
Seniors * Sports Action * Same Day Digital Portraits and Events
Photos for: Business Cards, Annual Reports, Websites and Newsletters

Visit us: www.stylishimages.com

Why settle for this



When you can get these:



Bill Walker
HSA for America



610-792-9956

BUSINESS PROFILE

SIMON THE PLOWMAN

Simon the Plowman, located at 751 Bridge Street, Spring City, has now spanned three generations. John Simon started the business in the 1940s. Dave, his son, took over the business in 1970 and his son, Jeff, joined the family business in 2007. Spring is the start of a busy season. We offer a variety of services including backhoe/dump truck, garden rototilling,

plowing, field mowing, drains, tree work, footings, post hole digging, yard cleanup, new lawns raked and seeded, reseeding, oil tanks removed, driveways, hauling stone/topsoil, pipes repaired, stump removal, mulching leaves, wire laying (no digging) ponds, pools dug, septic systems, etc. We offer free estimates and are fully insured. Call us at 610.948.4074. 📞

NAI KEYSTONE COMMERCIAL & INDUSTRIAL JIM ADAMS COMPLETES THE SALE OF 2 OESTERLING DRIVE IN READING

NAI Keystone Commercial & Industrial, LLC, which maintains a prominent market share in Berks and Schuylkill Counties, Pennsylvania, and specializes exclusively in commercial and industrial properties, is pleased to announce the sale of 2 Oesterling Drive located in Reading. Known as the Reading Skate Center, with food court & recreation area, locker rooms, retail and office spaces... this is a 31,632 SF facility built in 2001 and situated on 4.29 acres. Jim Adams represented the buyer, Kreitz Corporation.

For additional information, please contact Nadia Muret at 610.779.1400. 📞

Save **Time**. Save **Money**.



Use **JWM Direct Marketing** for your next bulk mailing.

• Target your community...
• Target the world!

jwm direct

610.831.9030
www.jwmdirect.com

1. Improve your company's name recognition.
2. Generate activity during slow times.
3. Expand your business with new prospects.
4. Win back former customers.

**PLACE YOUR AD
IN OUR NEXT
ISSUE! CALL
(610) 323-6253**

WHEN YOUR IMAGE MATTERS



GETTING QUALITY CREATIVE SERVICES By Rose Rossello, rossellosolutions.com

Choosing the right creative agency can make all the difference for your business's marketing success. From press releases and copywriting to Web site design, brochures and photography, I provide a complete solution that's fast, effective and reliable.

"We had a tight budget and even tighter deadline. We were amazed at the quality work and turnaround time."

— Melissa Varone, Assistant VP of Marketing,
Greater Reading Chamber of Commerce and Industry

"Big improvement on what I had been using. And the marketing advice has been invaluable!"

— Rick Allebach, Owner,
Good Eatz Green Café

"My 'girls' came out great. The photos were a huge hit as a holiday gift!"

— Jon Scott, President and CEO,
Berks Economic Partnership

Photography • Logos • Business Cards • Brochures
Marketing • Catalogs • Web Sites • e-Newsletters • Advertising

Call Today! 484-525-0255

www.rossellosolutions.com

Rose Rossello provides photography and creative services to businesses and individuals including Web sites, brochures, catalogs, postcards, advertising, e-Newsletters and other marketing materials. She also provides in-home portraiture of children, families, maternity, seniors, and pets; corporate headshots, and product photography.



Franklin commons

A most un-common place

Be a host!
Be a guest!
Be a partner!
Be part of it all!

Be here at Franklin Commons!



Celebrate your
Weddings, Birthday Parties
or Corporate Events
At Franklin Hall

Meet for
Business, Seminars,
Training or Lunch

*In our Conference
Room and Bistro*



Lease a
Classroom, Office or
Retail Space
At Franklin Commons



Enjoy our
Free Wi-Fi, Art exhibition
and atmosphere
*All in one
un-common place*



www.franklincommons.net

Come see our facility at 400 Franklin Avenue, Phoenixville, PA, 19460
Located less than a mile from the heart of Phoenixville.

a most Un-Common place . . .

For more information on Franklin Commons, Franklin Hall or Franklin Bistro,
Call Teri Eide at 610-983-4640 or go to www.franklincommons.net