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Pottstown Memorial Medical Center continues to invest in the community with new technology, services and expansion.

Right here in Pottstown, you will find the kind of advanced medical care you might only expect in the largest metropolitan areas. That's because Pottstown Memorial Medical Center (PMMC) is dedicated to bringing this community a high level of care close to home. With a continuous focus on that goal, PMMC reached a number of significant milestones in 2010, including the completion of a 2-1/2-year construction project and the attraction of more than 25 outstanding physicians to our community. PMMC is committed to carrying the momentum forward to see that this hospital is positioned to care for our community today, and for generations to come.

2010 Highlights

Opened the Center for Orthopedics and Spine

This 10-bed unit brings all orthopedic services together in one area, combining advanced post-operative care with the latest treatments. Each room is private and specially designed for the orthopedic patient's comfort and ease of movement.



Private, new orthopedics room

Expanded the Intensive Care Unit

With this newly renovated 18-bed unit, the specialized ICU staff can care for more critically ill patients without delay or the need to transfer. Each room is private and designed to provide the most comfortable setting possible for patients and their families.

Expanded the Progressive Care Unit

With the renovation and expansion of the PCU to include 13 private rooms, the hospital made more beds available in the ICU, while making sure patients receive appropriate care and attention.

Enhanced Services at The Center for Wound Healing

The hospital's wound care center is staffed by



Kennedy Sbat, DQ, Scott Weiskittel, ACEO, Richard Whittaker, MD

specialty trained medical professionals who use proven practices to help patients with chronic wounds. Hyperbaric oxygen therapy is one treatment that enhances the body's healing process and strengthens the immune system. With the center's expansion and addition of a third hyperbaric chamber, even more patients can benefit from the center's care.

Established Tri-County Neurology Outpatient Practice

In 2010, PMMC launched an outpatient neurology service to bring patients with complex neurological conditions such as stroke, or with head or spinal injuries, round-the-clock access to highly specialized care. The goal is to provide neurological care to the Tri-County area, not only in emergencies, but also for patients confronting disorders such as epilepsy, Parkinson's disease and multiple sclerosis. **Appointments are usually available within 24 hours.**

Initiated the Stroke Program

In conjunction with the new neurology clinic, the hospital launched a program with proven protocols for identifying and treating patients who are having a stroke. The goal is to treat stroke patients quickly with the appropriate care.

Attained Get With The Guidelines® Recognition for Stroke Care

Get With The Guidelines for stroke care is a program that helps maintain the consistent application of the most recent American Heart Association/American Stroke Association scientific guidelines for the treatment of stroke patients. In 2010, PMMC earned this recognition by meeting stringent performance criteria.



Antonio Sotomayor, MD, Rich McLaughlin, MD, Marta Jimenez, MD, Allen Tyler, MD

Installed a New Fetal Monitoring System

Computerized monitoring in the Maternity & Women's Health Center allows caregivers to follow what is going on in every room. If a critical issue arises during labor, medical staff is notified.



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In This Issue | JUNE 2011



Surgeon-owned hospital offers superior surgical care in a patient-and-family-oriented environment that's convenient to the Route 422 corridor.



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Contents

4 | Cover Story

Physicians Care Surgical Hospital

11 | Buzz Around The Block

Focus on Health Care Delivery

12 | Legal Perspectives

Estate Planning for Pets

18 | On Leadership

Managing Complexity, Chaos & Change:
The Value of Systems Thinking

30 | Advertised Services Directory

What You Are Looking For — At Your Fingertips

35 | TriCounty Area Chamber of Commerce

News and Events

45 | Downtown Marketing & Development

Planning for a Main Street Manager in
a New Fiscal Reality

55 | Financial Success

The Frank Dodd Financial Regulatory Reform Bill

57 | Sustainable Construction

Sustainability: The Importance of Site and Place

... 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
Advertising Representative – Amie Ward

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PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

Physicians Care Surgical Hospital



Less than one year ago, **Physicians Care Surgical Hospital** opened its doors to the communities of Limerick, Royersford, and surrounding Montgomery County. Located at 454 Enterprise Drive off Route 422 in Royersford, Physicians Care Surgical Hospital is the area's premier surgeon-owned hospital. The 30,000-sq-ft facility provides superior surgical care in a patient- and family-oriented environment that's convenient to the Route 422 corridor.

Unlike a traditional hospital, Physicians Care Surgical Hospital only performs elective or semi-elective procedures. With the exception of their surgical needs, patients are otherwise healthy so there is less risk of outside infection compared with a facility that treats both sick patients and surgical patients. The hospital was established in 2010 by local physicians and Nueterra Healthcare, a development and management company based in Leawood, Kansas.

The creation of the hospital was a culmination of a seven-year dream for a number of local physicians who wanted to offer quality health care to the community by making the patient the primary emphasis and reinstituting physician input into hospitals, according to Dr. Liss, hospital board chairman and medical director.

"We wanted to create a place where patients would leave and say, 'that was the best experience I have ever had in a hospital setting.'" Dr. Liss said. "At Physicians Care we want to provide an experience where patients feel secure and

they are well attended to in a warm and comfortable environment."

SETTING THE STANDARD. The individual-centric approach of Physicians Care Surgical Hospital is just one of the aspects that set it apart from other hospitals. Specialization of services is another. The physician owners who invest in the

facility extend their specialty services to the hospital. This means that patients receive care from a physician they know and trust in a facility that is especially selected by the physician for its accommodation to his or her specialty.

The staff at Physicians Care Surgical Hospital strives to return patients to their lives quickly and efficiently. This is done with a focus on safety, patient satisfaction, and lower surgical costs. The hospital's productivities also extend to patient records. All recordkeeping at Physicians Care Surgical Hospital is electronic, eliminating delays in data entry and the possibility of human error, according to Dr. Liss. Additional convenience features of the hospital include an onsite lab and imaging department for X-rays.



COMMUNITY FOCUS. Physicians Care brings together local patients, physicians, and health care providers. Drs. Liss and Feiner also strive to include other community businesses in this endeavor. Local builder IMC handled the hospital's construction and National Penn Bank and Physicians National Bank, a subsidiary of Eagle National Bank, directed the financing. When the hospital opened in late 2010, it introduced 35 new full-time positions to the local economy.

"The positive feedback from our patients on the quality of care and the facility has been fantastic," said David W. Orskey, MSHS, administrator, Physicians Care Surgical Hospital. "Our physicians practice and live locally and some are second generation physicians with hometown values that resonate with our patients. It's great to see that we have had a positive influence in the area by providing great care, happy patients, and employment for the area."

By encouraging residents to remain local for their health care needs, more money will be localized in the community, translating into more job opportunities and greater tax revenues, according to Dr. Liss. An increase in the surgical procedures done in the area also augments local internal medicine, primary care, and related service providers, he said.

A BETTER APPROACH. Physician-owned health care also promotes health care in a comfortable, home-like setting. Family is a primary element of home, and Physicians Care Surgical Hospital realizes that family support and involvement is important for an optimal recovery. The hospital encourages family members to

become involved in the aspects of the patient's procedure from pre-procedure preparation to post-surgery rehabilitation and the creation of life-long health skills.

The facility offers General Surgery, Gynecology, Oral and Maxillofacial Surgery, Ophthalmology, Orthopaedic, Ear, Nose, and Throat (ENT), Urology, and Pain Management specialties. The hospital features five operating rooms and 12 private inpatient rooms.

Inpatient rooms are private to emphasize the personal aspect of each procedure, and every room features a fold-out couch so a family or friend can be near during the recovery process. The hospital also offers family members a discounted corporate rate at the nearby Holiday Inn Express Hotel & Suites in Limerick, Pennsylvania.

As an added personal touch, the hospital is decorated in a warm and soothing color palate, and patient rooms resemble hotel rooms, rather than a traditional hospital room. The inpatient rooms feature hotel-quality linens and the room's private bathroom was special-

ly designed to accommodate the needs of surgical patients.

These thoughtful touches along with the outstanding staff of local physician specialists are what makes Physicians Care Surgical Hospital the best choice for personalized and cost-effective wellness choices. The hospital's staff looks forward to serving the Limerick, Royersford, and Montgomery County communities for their elective and semi-elective procedures.

(See "Cover Story" on page 6)



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COVER STORY

(Continued from page 5)

“It is our passion to make sure patients feel secure, and we won’t stop until we know every patient is served in that way,” Dr. Liss said. “Along with ownership comes a high level of responsibility. We take great pride in putting forth the extra effort.”



PATIENT TESTIMONIAL

Patient Name: Rich Tobin
Procedure: Total right hip replacement
Physician: Alan Cooper, MD
Nurses: Brian Weil, RN; Joanne Hettel, RN; Ellen Newton, RN; Shirley Landis, RN
Physical Therapists: Beth Owens; Anil Dharm
Food Service Representative: Tina Wheeler

Q: How was your experience at Physicians Care Surgical Hospital (PCSH) different from other hospitals you have visited?
A: Simply stated; the higher level of attention and communication I experienced. I don’t think I ever waited more than five seconds after pressing the nurse call button that

(See “Cover Story” on page 8)



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

Listings For SALE

FOR SALE- (ZC2073) CHESTER COUNTY, E. VINCENT TOWNSHIP, 5.72 ACRES WITH C2 ZONING. 3 RENTAL UNITS, HOUSE AND GARAGE. \$895,000

FOR SALE- (ZC2080) 3208 SANATOGA ROAD, POTTSTOWN, RURAL SETTING YET CLOSE TO 422 & 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. \$250,000

FOR SALE- (ZC2083) DOUGLASS TOWNSHIP, 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) RITA'S WATER ICE, MAIN STREET, MORGANTOWN- BUSINESS ONLY FOR SALE. READY TO OPERATE. CALL FOR DETAILS. \$137,500

FOR SALE- (ZC2108) 1924 PERKIOOMEN AVENUE, MT. PENN, SUBURBAN 6 UNIT APARTMENT IN AN ALL BRICK BUILDING. 10% CAP RATE. ALL RENTS ARE FULLY LEASED WITH LONG TERM TENANTS. OFFSTREET PARKING IN REAR OF BUILDING. GOOD UPDATED MECHANICALS WITH SEPARATE ELECTRIC AND GAS METERS. 1 YEAR OLD FURNACE. PROPERTY IS UP TO CODE WITH ALL INSPECTIONS CURRENT. LANDLORD PAYS GAS HEAT AND HOT WATER. TENANT PAYS ELECTRIC. \$245,000

FOR SALE- (ZC2110) 136 N. 11TH STREET, READING, 6 UNIT STONE APARTMENT BUILDING 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. \$145,900

FOR SALE- (ZC2111) 2431 MORGANTOWN ROAD, READING, PRIME LOCATION-COMMERCIAL/RETAIL PROPERTY LOCATED ON BUSY ROUTE 10. LARGE 5BR RESIDENCE ABOVE COMMERCIAL SPACE IDEAL FOR OWNER TO LIVE IN OR RENT FOR EXTRA INCOME. 1BR EFFICIENCY UNIT ON FIRST FLOOR REAR CAN ALSO BE LEASED FOR EXTRA INCOME. 2ND 2,000SF BUILDING 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 ROAD, READING- 2.18 ACRES-PROPERTY TO BE SOLD AS ADDITIONAL LAND TO PROPERTY ADJACENT KNOWN AS 2431 MORGANTOWN ROAD, WHICH IS SEPARATELY LISTED. TOTAL PACKAGE WOULD BE 3.6 ACRES. LOCATED ON ROUTE 10 IN FLYING HILLS. ACROSS ROAD FROM LARGE TURKEY HILL. IDEAL FOR SHEETZ, WAWA, CVS, RITEAID OR BANK. CALL LISTOR FOR ADDITIONAL INFORMATION. PUBLIC WATER AND SEWER AVAILABLE. \$220,000

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

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FOR SALE- (ZC2125) 39 S. READING AVENUE, BOYERTOWN, BOYERTOWN BORD RESTAURANT/APARTMENT BUILDING. 5 APARTMENTS + RESTAURANT. RESTAURANT IS TURKEY OPERATION, READY TO GO. FULLY EQUIPPED. SEATING FOR 245 PEOPLE. OFFSTREET PARKING FOR 15+ CARS. COMMUNITY LOT ADJACENT TO PROPERTY. PUBLIC WATER AND SEWER. ELECTRIC HOT WATER HEAT. 1BR-\$750/MONTH; 1BR-\$600/MONTH; 2BR-\$700/MONTH; 2BR-\$700/MONTH; 3BR-\$700/MONTH. ALL APARTMENTS ARE LEASED AND ON A MONTH TO MONTH BASIS. RESTAURANT-NOW LEASED. \$458,000

FOR SALE- (ZC2126) 133 S. RICHMOND STREET, FLEETWOOD, SINGLE BRICK CORNER PROPERTY W/LARGE REAR YARD. FIRST FLOOR CURRENTLY AN OPERATING LAUNDROMAT. SECOND FLOOR HAS 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 APARTMENT WHILE HAVING BUSINESS ON FIRST FLOOR. CALL LISTOR FOR DETAILS. Reduced \$189,900

FOR SALE- (ZC2130) 387 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 A 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

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FOR SALE- (ZC2133) 3629 SCHUYLKILL ROAD, SPRING CITY, PUBLIC WATER AND SEWER. THIS IS A SMALL BUILDABLE LOT-SHOULD BE EXCELLENT FOR HIGH EXPOSURE OFFICE. \$79,000

FOR SALE- (ZC2134) 1500 S. HANOVER STREET, POTTSTOWN, COMMERCIAL BUILDINGS. ALL OF THE BUSINESS EQUIPMENT AND PRODUCTS ARE EXCLUDED FROM THE SALE OF PROPERTY. \$2,000,000

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FOR SALE- (ZC2139) MAIN STREET, LINFIELD, LIMERICK TOWNSHIP DELI & SANDWICH SHOP. REAL ESTATE, BUSINESS AND EQUIPMENT INCLUDED IN SALE PRICE. CALL FOR INFORMATION & SHOWINGS. \$335,000

FOR SALE- (ZC2140) 1530 S. HANOVER STREET, POTTSTOWN, THIS PROPERTY HAS A SMALL HOUSE WHICH IS CURRENTLY LEASED. THE LAND IS PRESENTLY USED AS A DRIVING RANGE USING ABOUT 10 ACRES. THE BALANCE OF THE LAND IS FARM FIELDS. THE PRESENT ZONING IS R1 SINGLE FAMILY RESIDENTIAL. UNDER THE ZONING IT ALLOWS FOR NURSING HOMES. PUBLIC SEWER IS AVAILABLE. \$2,000,000

FOR SALE- (ZC2141) PRIME COMMERCIAL PROPERTY IN MORGANTOWN, OFFICE/RETAIL/MEDICAL SPACE FOR SALE OR LEASE. 3 CLASS A SUITES. \$695,000 (or \$9.00/SF TRIPLE NET)

FOR SALE- (ZC2142) 213-215 PINE FORGE RD, PINE FORGE, MULTI-BUILDING INVESTMENT PROPERTY. FRONT BUILDING CONSISTS OF 1-2BR AND 2-1BR UNITS. REAR BUILDING CONSISTS OF A COMMERCIAL UNIT WHICH CURRENTLY HOUSES THE PINE FORGE POST OFFICE AND A 1BR APT UNIT. ALL UNITS ARE CURRENTLY OCCUPIED. \$274,900

FOR SALE- (ZC2143) 1374 S. HANOVER ST, POTTSTOWN, HIGH VISIBILITY, MAJOR ARTERY, LIMITED ACCESS. OFFICE w/VERY FEW CHANGES. PERFECT FOR HOME OCCUPATION. A CHANGE TO FULL COMMERCIAL WILL NEED A LAND USE PLAN. \$229,900

FOR SALE- (ZC2144) 1033 E. HIGH STREET, POTTSTOWN, BEAUTIFUL SINGLE STONE BUILDING COMPRISED OF 3 RENTAL UNITS AND A GARAGE. 1ST OFFICE CURRENTLY VACANT. 2ND FLOOR BOASTS A 2BR APT AND 3RD FLOOR IS A 1BR APT. RESIDENTIAL UNITS & GARAGE ARE LEASED. OFFICE HAS BEEN UPDATED w/NEW FLOORING. CALL FOR INFORMATION ON INCOME & EXPENSES. \$224,900

Listings PENDING

PENDING- (ZC2114) 301 S. RAILROAD STREET, MYERSTOWN- FORMER PERSONAL CARE FACILITY. 15 BRN IN MAIN BLD. 3RD FL. FEATURES 1BR OWNERS APT LEASED 1BR UNIT AT REAR OF PROPERTY. POSSIBLE USES INCLUDE BOARDING HOUSE, BED & BREAKFAST, POSSIBLE APARTMENT CONVERSION. LARGE 7,340SF PROPERTY ON CORNER LOT IN QUIET NEIGHBORHOOD. POSSIBLE OWNER FINANCING. \$280,000

PENDING- (ZC2128) 386 LAURELWOOD ROAD, POTTSTOWN, N. CONVENTY TOWNSHIP TOTALLY REMODELED HOUSE + 5 BAY BODY SHOP. NON CONFORMING USE (BODY SHOP) UNDER GRANDFATHER CLAUSE. HOUSE CONSISTS OF L.R., DR., KITCHEN, FAMILY ROOM/DEN, 3 BEDROOMS, 1 BATH. 1,710SF IS TOTAL OF HOUSE ONLY. \$229,900

Listings For LEASE

(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

(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

(ZC1110) 650 West High Street, Pottstown- 850SF zoned commercial. Many possibilities. Additional 850SF on lower level with garage also included in lease. \$900/Month NNN plus grass cutting. Minimum 1 year lease requested.

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

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(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

(ZC1117) 1433 N. Charlotte Street, Pottstown- Restaurant-approximately 3,400SF w/some equipment + additional office space available @ \$12/SF. Call for details.

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COVER STORY

(Continued from page 6)

a nurse didn't respond. Every event that occurred was explained in advance, and I was asked if I had any questions.

Q: Would you say that your surgical experience at PCSH has enhanced your quality of life?

A: Absolutely! I no longer have the constant right hip pain radiating down my leg and around my back. I have recently started walking without the cane and already my gate is easier and smoother.

Q: How would you describe the care and attention you received at PCSH?

A: Superlative! As indicated earlier the attention to my pain management, statistics, GI health, and general comfort could not have been better. The interest and involvement of each person who participated in my care was genuine and thoughtful. The tips regarding my experiences going forward proved to be "spot on," and I believe contributed to my recovery.

Q: Was there anything in particular that enhanced your experience?

A: Yes; it amazed me that not only the staff attending me took the time to get to know me but also the CEO and the Chairman of the Board stopped by to say hi and check that I was satisfied with my care.

Q: In what ways did you feel your needs were met while at PCSH?

A: Honestly, in every way. It is not an exaggeration to say that I truly felt

that everyone involved in my care was sincerely interested in my comfort and doing whatever they could to speed along my recovery.

Q: What is the likelihood of recommending PCSH to others?

A: I can't wait! I've worked in health-care for 40 years and have witnessed the spectrum of care personally. And while our healthcare is the best in the world, there is always the opportunity for improvement. The level of personal care and quality of my treatment are high water marks of my experience, and they have become the Gold Standard by which I would personally measure any future experiences. ■

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Arts and Entertainment Trail to be Part of Downtown Phoenixville Development

Phoenix Steel Site developer Manny DeMutis recently presented to the Phoenixville Planning Commission a plan to improve the current Schuylkill River Trail located next to the proposed downtown development. The seven-acre site is currently being reviewed by the Planning Commission as downtown infill development, which will consist of 85 thousand square feet of retail, 275 apartments, and 30 thousand square feet of office space.

The plan that DeMutis presented would incorporate amenities to complement the trail plan. "The trail amenities will be an integral part of the development," DeMutis said. "It is important to the project to have the retail located next to the trail be integrated into the festival atmosphere created by the development. We are going to create a trail destination with unique shops and food establishments located along the trail."

Incorporated into the plan are the following:

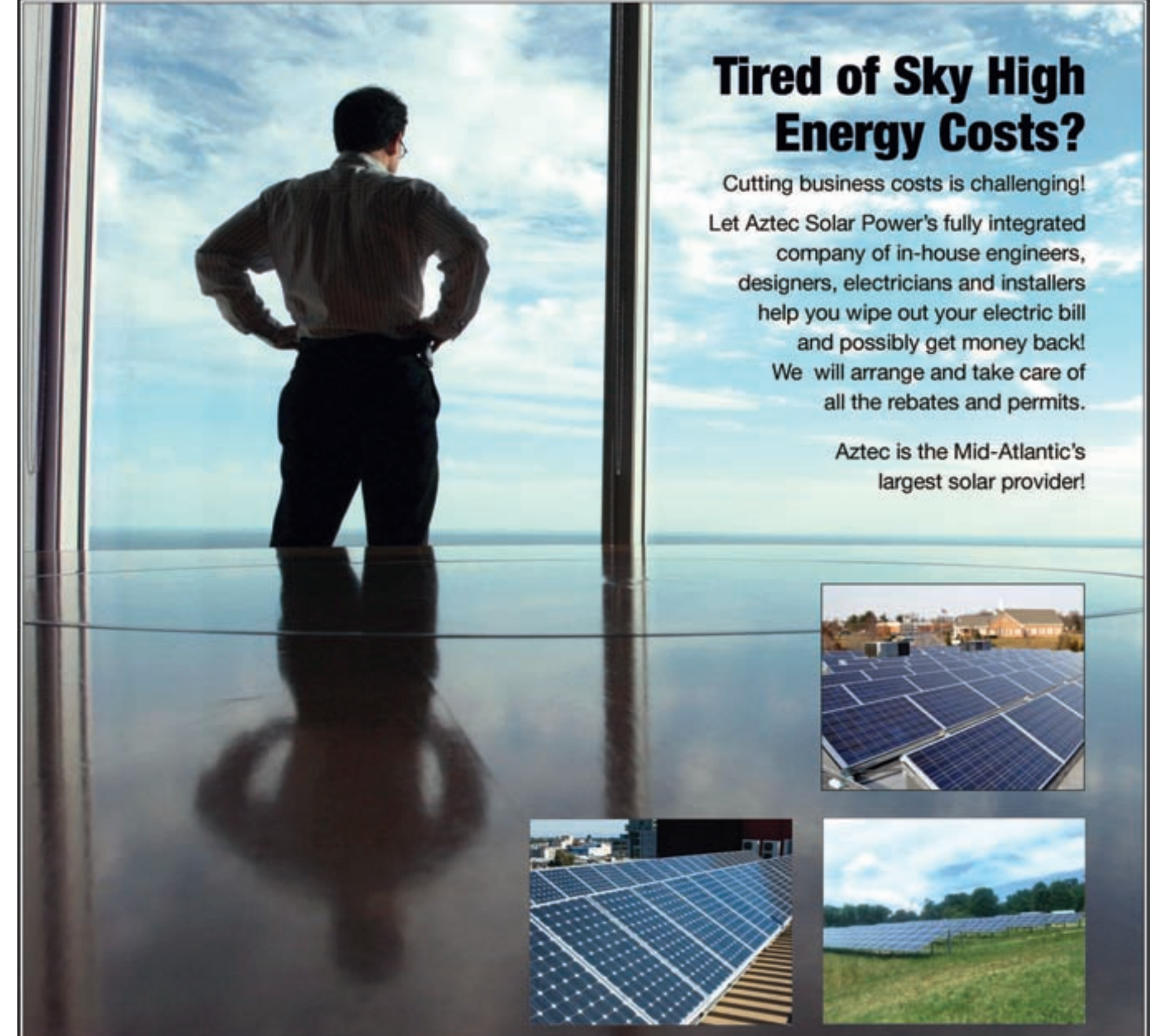
- 42" high Mural Stage with 10 flagpoles
- 5,400 sf of decorative brick paving surrounding the stage
- 2 gateway entrances for both vehicles and pedestrians
- 3 French Creek overlooks
- 1 pedestrian access to the French Creek
- Ornamental Landscaping and lighting at each entrance
- 900 feet of new ornamental railing along the French Creek promenade
- 1,300 square foot café area for alfresco dining plus on street alfresco dining
- 24 ornamental cast iron streetlights
- 12,500 sf of locally sources brick paving
- Over 46 street trees
- 37 on street parking spaces
- 12' wide 900' long pedestrian path



The plans call for the 900-foot segment of the trail to be enhanced by two gateways that will define the area, which will become the arts and entertainment portion of the trail. The area will serve as a festival marketplace as the stores along located on the new street which abuts to the trail will be marketed to artisans and crafts people. The area will serve as a

destination for those along the trail.

The informal presentation by DeMutis was lauded by some of the planning commission members. "We have a lot of work to do. We want to get planning commission input. This is not a one way street, what we build needs to be a credit to the community... We are committed to that..." DeMutis told members. 🗳️



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BUZZ AROUND THE BLOCK

This month's Buzz column highlights some of the leading health care facilities providing medical services for individuals and businesses throughout the region. For more information, please call the phone numbers listed and visit the websites provided.

Pottstown Memorial Medical Center

With the opening of its highly anticipated Center for Orthopedics and Spine on the completely renovated fourth floor earlier this year, Pottstown Memorial Medical Center (PMMC) has reached the top floor in patient care. A major accomplishment for the hospital, under the direction of CEO John Kirby, renovations for the center required input from many levels of personnel to make the multi-million dollar, client-centered facility a reality.

Together with the newly renovated Intensive Care Unit, the Center for Orthopedics and Spine and other updated and existing programs make Pottstown a "destination center" for health care throughout the region. The fourth floor was entirely demolished and rebuilt to include 18 beds for the Intensive Care unit, and 10 beds for the orthopedic unit. After two years of renovation and construction projects, PMMC has elevated patient care to a new level, and evolved into the single destination for community health care. The new orthopedic unit brings together all orthopedic services in one area.

The hospital has eleven orthopedic

surgeons on staff, including spine surgeons, spine-care doctors, a neurosurgeon, and physical medicine and rehabilitation specialists. Specially trained nurses and therapists who are experienced in working with joint replacement and spine surgery patients will staff the unit.

Starting from the ground floor and working up, following is a recap of renovations over the past five years:

In 2009, the nationally-renowned Center for Wound Healing was opened on the ground floor, featuring two hyperbaric chambers, and receiving a third chamber in the coming months. The chambers represent the most advanced technology in wound healing available. The Emergency Room was upgraded about five years ago, and delivers care quickly and efficiently. Average wait times are just over two hours from when a patient enters until he or she leaves.

The second floor now houses the Endoscopic Unit, which utilizes high-definition television technology to meet the demand for colon cancer and gastrointestinal screenings and other diagnostic procedures, and features three

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

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#909 - Upper Pottsgrove

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ESTATE PLANNING FOR PETS



LEGAL PERSPECTIVES

By Beth R. Silverman, Esq., Wolf, Baldwin & Associates, P.C.

Pets are a beloved part of the family; have you thought about what will happen to them in the case of your disability or death? You probably have created a Will or Trust that provides for your family, but have not included your pets in those documents. The good news is that in addition to being able to provide for someone to receive your pet as a gift in your Will, in 2006 Pennsylvania became the thirty-second state to enact a Pet Trust statute, allowing for the creation of a Trust by Will or during lifetime to care for pets owned during your lifetime.

Because animal law is a relatively new concept, and one that is even newer to estate planning, many people are only aware of pet planning through sensational reports like the story of Leona Helmsley who left \$12 Million in trust to her dog, Trouble. It may seem like only the rich would take such steps to provide for the care of their pets, but pet estate planning is gaining popularity across the United States where 44 states currently have pet trust statutes enacted.

Prior to 2006, one of the risks in leaving money outright to a beneficiary to take care of a pet was that the beneficiary could take the money, and give up or euthanize the pet. Family and friends can be very well meaning, but simply incapable or unwilling to care for the pet of a deceased friend or loved one. In Pennsylvania, a pet is considered property, and if no one is willing or able to take care of it, it becomes subject to the (sometimes very lengthy) probate of the Will,

the same as a piece of furniture. Further, since a Will is only effective upon death, what would happen to the pet should its owner become disabled and no longer able to care for it? The new law may have the answers.

Pennsylvania adopted the *Uniform Trust Act* in 2006, and with it adopted standard provisions for establishing statutory trusts for the benefit of pets. This can be done within the owner's Will, or as a standalone Trust. It is a very simple provision that allows for the basic funding of a Trust with only as much as is reasonably needed to care for the pet or pets, and does not require the owner to direct how the funds should be spent or what care is desired for the pet. If the court feels that the Trust has been over-funded, it will adjust the amount contributed and pass the rest through the owner's estate according to his or her Will. The Trust may be overseen by a person named in the

(See "Legal Perspectives" on page 14)

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BUZZ AROUND THE BLOCK

(Continued from page 11)

GI procedure rooms, one bronchoscopy room, and a 10-bay pre- and post-recovery area. Family members may accompany the patient to the unit, wait with them until the procedure begins, and then visit them once the procedure is completed.

The second-floor Maternity Unit was revised in 2008-2009, adding digital mammography technology, increasing accuracy and convenience in diagnostics. The newly constructed, 18-bed Intensive Care Unit moved from the third to the fourth floor, and is joined by the 10-bed Center for Orthopedics and Spine. On the seventh floor, a new Transitional Care Unit with private suites and showers was recently created along with an expansion of the Center for Behavioral Medicine. For additional information, please visit www.pottstownmemorial.com.

Main Line Health/ Paoli Hospital

Main Line Health, the region's leading health system, serves the Collegeville community with two convenient locations that provide a comprehensive range of advanced healthcare services.

The first, Paoli Hospital, is nationally recognized for outstanding medical and surgical services, sophisticated technology

and a personalized approach to medical and nursing care. It has received numerous awards and accreditations, including:

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- Magnet® designation for nursing excellence, the highest recognition in the nursing profession.
- Gold Seal of Approval™ from The Joint Commission for Stroke, Hip and Knee Replacement and the treatment of Chronic Obstructive Pulmonary Disease (COPD).

Paoli Hospital's new Pavilion, built to meet the needs of our growing community, features an expanded emergency department, more operating rooms and all private patient rooms specially designed to enhance safety and quality.

The second location, Main Line Health Center in Collegeville, offers every member of the family convenient access to all the expertise of Paoli Hospital in a neighborhood setting. Here, you'll find physician practices representing a wide range of specialties, as well as a full array of imaging and laboratory services.

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

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LEGAL PERSPECTIVES

(Continued from page 12)

document, or if there is none, one may be appointed by the court. The Trust will terminate upon the death of the last pet for which the benefit of the trust was created.

Another form of the pet trust, the traditional pet trust, gives the pet to a trustee, and names a caregiver as a beneficiary to receive funds from the Trust which are to be spent for the benefit of the animal. Because the actual beneficiary is a human, he or she has power to enforce the Trust provisions, and it avoids any problems related to making gifts to non-humans. These Trusts may also provide further assurance that the owner's wishes will be carried out as planned because they can contain more specific instructions than the typical statutory trust. Naming a trustee also further protects the animal because there will be someone to oversee the care and spending by the caregiver. Like the statutory trust, the traditional pet trust will terminate upon the death of the pet. The pet owner should designate who will receive the remaining property in the Trust at that time. Usually, the owner will select a charity and may be able to advantage of the estate's charitable deduction at death. Naming the

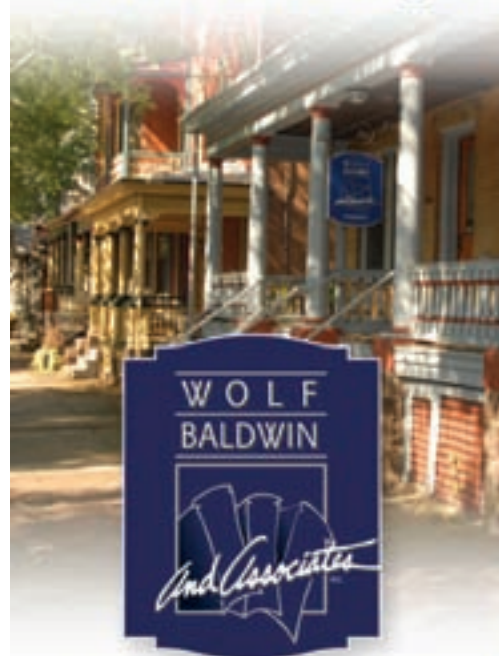
beneficiary caregiver as the remainder beneficiary should be avoided because the beneficiary would have little to no incentive to ensure that the pet survives.

These Trusts can be created during the life of the owner, or upon death through the owner's Will. Creating a Trust during the owner's life can provide that the pet remain with the owner through disability or nursing care by including a provision in the Trust that allows for payment of the remainder of the Trust property to the nursing care facilities for the privilege of allowing owner and pet to remain together.

If a Trust sounds too complicated and too expensive, an alternative is to draft an agreement that provides for care of the pet, should the owner no longer be able to take care of it. New York pet law attorney Rachel Hirschfeld has created The Pet Protection Agreement, which is a legally enforceable agreement between a pet owner and a pet guardian. It is a "check-the-box" and "fill-in-the-blanks" form to allow pet owners to specify their wishes in a comprehensive, effective and quick way.

(See "Legal Perspectives" on page 16)

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BUZZ AROUND THE BLOCK

(Continued from page 13)

Phoenixville Hospital – World-Class Healthcare, Right Here

With clinical partnerships with the University of Pennsylvania Health System, The Children's Hospital of Philadelphia, The Philadelphia Hand Center, and the Moore Eye Institute, Phoenixville Hospital brings world-class healthcare to the residents of Chester and Montgomery counties. Phoenixville Hospital provides comprehensive medical services including an award-winning cardiovascular program, one of the region's largest and most varied Robotic Surgery programs, a fully-accredited Penn Cancer Center Network cancer center, an Emergency Department with FastTrac, and a full-range of women's health services.

In the final stages of more than \$100million in expansion and renovation projects, the hospital boasts cutting-edge technology like the daVinci SI robot and an innovative nurse call system that cuts down on noise, as well as patient amenities like all private rooms and room service style dining. In 2011, the hospital will open the Breast Health Center at

Phoenixville Hospital, headed by acclaimed breast surgeon Bruce Weiner, MD. Future expansion plans include adding a state-of-the-art cardiac cath lab and an expansion to the Cancer Center.

Phoenixville Hospital's Limerick Outpatient & Surgery Center Campus located on Linfield-Trappe Road is devoted outpatient testing, treatment, and surgical services.

With three operating rooms, the Limerick campus provides a full array of outpatient surgical services including general orthopedics, hand surgery, plastic surgery, ophthalmology including cataract, glaucoma, pediatric, oculoplastic and retina, pain management; urology, general surgery, vascular surgery, podiatric surgery, ENT, and oral & maxillofacial surgery.

In addition, specialized services at Limerick include Phoenixville Pain Management Institute, Phoenixville Hospital Wound Treatment and Healing Center, and The Philadelphia Hand Center. One of the highlights of the Limerick campus is a state-of-the art, ACR accredited diagnostic imaging center that offers general x-ray, CT scan, MRI,

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



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LEGAL PERSPECTIVES

(Continued from page 14)

At the very least, a pet owner should take the following steps, which can be prepared for free and without assistance. First, carry an "animal card" in your wallet. It should contain information about the type of animal, its name, where it is located, and special care instructions. Second, fill out an animal information sheet with more specific instructions on the special care and wishes for your pet. Third, place an emergency sticker on the

door or window of your home, indicating the number of animals inside. All of these materials are available through the Humane Society of the United States, and should be kept updated and stored with the owners' Will or other estate planning documents, where appropriate.

Estate planning takes care of those we love, and who loved us, after we die. Many times pets provide an unmatched amount of support and friendship, and they deserve the same preparation for our deaths as our human loved ones do. By consulting an estate planning attorney familiar with pet planning, you can make sure your trusted companion is well cared for after you are gone. ■

Beth R. Silverman, Esquire is an associate in the law firm of Wolf, Baldwin and Associates, P.C., which has offices in Pottstown, Reading, and West Chester. She earned her LL.M in Taxation and a Certificate in Estate Planning from Villanova University School of Law in 2006. Until recently she served as in-house counsel for Valley Forge Financial Group where she designed complex estate plans for high net worth and ultra high net worth clients. She may be reached by telephone at 610.323.7436 or by e-mail at bsilverman@wolfbaldwin.com.

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BUZZ AROUND THE BLOCK

(Continued from page 15)

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Physicians Care Surgical Hospital

This new multi-specialty surgical hospital is the fruition of a dream turned passion of a group of area physicians, and is the first hospital to be built in the growing Philadelphia suburb for several years. In addition to being an expansion of medical services in the community, the hospital is also helping the local economy with the creation of thirty-five new full-time positions.

Uniting this group of physicians is their commitment to putting the patient

back at the center of medicine. As the U.S. health care industry grew over the last decade, the physicians noticed more problems were being created than solutions. With a commitment to making a tangible difference in their patients' lives as well as improving our national health system as a whole, this group of physicians banded together to bring Physicians Care Surgical Hospital to life.

In most cases, health care is still a local industry because, as the mission of the PCSH exemplifies, it is the patients, physicians, and other providers within a similar geography that truly create a community's environment of care. The physicians and staff at Physicians Care Surgical Hospital hope to be an integral player in improving the quality of health care in their community by increasing access to inpatient and outpatient surgery. By focusing exclusively on surgical care, the hospital's staff will get people back to their lives and work quickly and efficiently, with safety, patient satisfaction and lower surgical cost as their focus.

Leading the charge along with several other dedicated physicians has been Frederic Liss, MD, an orthopedic

(See "Buzz Around the Block" on page 19)



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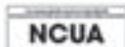


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MANAGING COMPLEXITY, CHAOS & CHANGE: The Value of Systems Thinking



ON LEADERSHIP

By Kenneth D. Richardson, PhD, Redwood Enterprises

*"The dogmas of the quiet past
are inadequate to the
stormy present."* - Abraham Lincoln

"The future ain't what it used to be." - Yogi Berra

Thriving in business at any level is tougher now than any time in recent decades, and the challenges to individual business leaders are increasingly daunting. While it used to be argued that "change is the only constant," even that is no longer true. Change occurs at an ever-accelerating rate, making it anything but a constant. The ability to anticipate and adapt to it has never been more essential.

What does it take to successfully anticipate the demands and directions in today's complex and changing markets? It would be unrealistic to try to offer an exhaustive list, but key among the many elements it takes to do so is a rather rare ability often referred to as "systems thinking."

Systems thinking vs. myopia

Systems thinking is the ability to comprehend the big picture in relation to business, that is, a functional appreciation for complexity and its consequences. One way to grasp its nature is to contrast it with what might be called "myopia" or near-sightedness — the ability to apprehend only those things that are immediate and proximal. This distinction is a little oversimplified, because systems thinking is also about seeing possibilities and having a heightened awareness of cause-effect.

In many ways, it is as much about questioning as it is about knowing. Those who are good at it are those who actively ask themselves, "What am I overlooking?" and "What else do I need to take into account?" rather than assuming that their understanding of a situation is complete. Success often stems as much from asking the right questions as it does from coming up with answers.

Respecting the complex and diverse chemistries that must be negotiated in

order to make sound predictions and run a business profitably is what systems thinking is all about. What is important to note is that this ability occurs across individuals with as much variation as differences in visual acuity, and this has serious consequences for survival in the business world.

The advantages of systems thinking

Business leaders who are high in this capacity will always have an edge on their more myopic competitors for a variety of reasons, a few of which are summarized below:

- They see past, present, and future events as intimately related, allowing them to anticipate circumstances before they arise.
- They are much more aware of how social, political, and economic trends are likely to affect their businesses, making them more effective strategic planners.
- They therefore can take charge and create their futures, while their less gifted counterparts are stuck reacting to shifts in markets, technology, or economic conditions.

The above list only scratches the surface. Each item on it is itself a key to countless additional advantages. What is clear is that this kind of thinking defines one of the differences between those with the ability to work smarter and those whose only hope is to work harder.

Systems thinking and managing your organization

The advantages listed above pertain to anticipating and planning for the complexities of the environment in which your business is embedded. Equally

(See "On Leadership" on page 20)



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BUZZ AROUND THE BLOCK

(Continued from page 17)

hand surgeon based in Phoenixville, Pennsylvania, who currently serves as the hospital's board chairman and medical director. Dr. Liss has been an outspoken advocate of physician-owned hospitals. He frequently participates in Washington, D.C. fly-ins and works to educate politicians at all levels of government on the benefits and necessity of physician-owned facilities.

As possibly one of the last physician-owned hospitals in the country eligible to receive their CMS license, the partners of Physicians Care Surgical Hospital have taken steps to ensure their ability to provide quality health care well into the future.

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

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ON LEADERSHIP

(Continued from page 18)

important is appreciating the complex chemistry between the elements within your organization. This includes potential “domino effects” and “chain reactions” that often occur in response to what appear to be simple changes. The key term that applies here is the alignment of or coordination between various aspects of your organization, some of which are tangible and readily observable, and some of which are less so.

Alignment: Coordinating the key elements

Many businesses under-perform because of inconsistencies and conflicts between the elements that make them up. Imagine an army whose training, equipment, and battle plan are not in alignment confronting a foe that has all three of these ready to deploy in a highly coordinated way. The ensuing military rout would be quite predictable.

A similar situation pertains to survival in a competitive business environment. A short list of elements that must be in alignment within an organization appears below:

STRATEGY: Your overall plan for success, which articulates your vision, your

values, and your mission. This generates your formula for success and how it is to be executed.

STRUCTURE: How your organization is put together in terms of divisions of labor and responsibility for specific tasks and functions. If it’s organized by departments, their responsibilities need to be coordinated.

PROCESSES: The “how’s” of your organization — what is required to accomplish the strategy, including procedures, facilities, or any technology to be involved.

REWARD SYSTEMS: Means by which employees are compensated and held accountable.

PEOPLE: Attitudes, skills, knowledge, and any training by which employees are prepared to fulfill their functions.

Why are so many organizations out of whack?

A lot of the dysfunctions we observe in business systems stem from various mis-alignments between the elements listed above. Often the most observable challenges (e.g., excessive costs, poor sales,

(See “On Leadership” on page 22)

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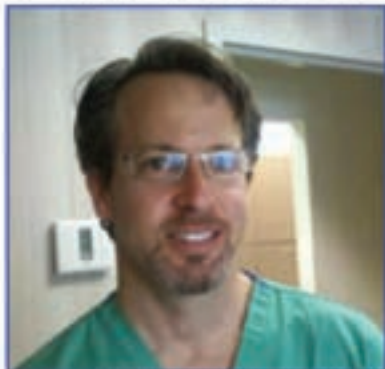
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Edith Del Mar Behr, MD, FACS

Special Interests: Anti-aging medicine;
Bioidentical hormone replacement;
Professional educator and speaker;
Stress reduction; Breast cancer/surgery;
Laparoscopic surgery



Scot D. Paris, MD, FACS

Special Interests: Colon and Rectal
Surgery (laparoscopic); Laparoscopic
hernia repair; Office and operative
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BUZZ AROUND THE BLOCK

(Continued from page 19)

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Dr. Behr

Edith Del Mar Behr, MD, FACS, joined Pottstown Surgical Associates in 1991. Dr. Behr is Board Certified in General Surgery. She has had specialized training in laparoscopic surgery. She is especially interested in diseases of the breast, and

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

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ON LEADERSHIP

(Continued from page 20)

low customer satisfaction) are reflections of deeper problems stemming from misalignments between key elements.

This brings us back to the topic of effective leadership, which would include assuring that an appropriate strategic plan is in place and that the rest of the organization is a reflection of it. Systems thinking is essential for planning effectively and seeing that all of the components of the organization are aligned.

Distinguishing symptoms from root causes

More often than not, immediate and observable problems are symptoms of deeper, less tangible issues that need addressed. Identifying misalignments between the strategic plan and the various elements that must be coordinated to implement the plan is one of the best starting points for improving results. Leaders with an appreciation for the complexity of systems will invariably be those best equipped to oversee efforts to get things moving in the right direction.

Developing systems thinking

Systems thinking comes more natural-

ly to some individuals than it does to others, and does not necessarily characterize the mindset of top executives. People ascend to leadership positions by various means, many of which are irrelevant to their capacity for systems thinking. Some of these are their superior technical expertise or a charismatic ability to influence others. Some gain their positions through inheritance.

The history of business failures includes innumerable cases of individuals who became heads of organizations but whose cognitive styles simply did not equip them for the dynamic complexities that they were attempting to negotiate. Such failures can be averted by enlisting the advice of others who are good systems thinkers, but it always makes sense for you to sharpen up your own ability through active effort regardless of how naturally it comes to you.

One tactic for doing so is engaging in a rigorous review of your strategic plan and its relationship to your current business results. All aspects of your business operations and outcomes should be

(See "On Leadership" on page 24)

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BUZZ AROUND THE BLOCK

(Continued from page 21)

has developed an extensive breast surgery practice and is a member of the American Society of Breast Surgeons. She has been a strong advocate for bringing cutting edge techniques to Pottstown including sentinel lymph node biopsy and minimally invasive procedures for diagnosing and treating breast masses such as stereotactic and ultrasound guided biopsy. Dr. Behr performs surgery at Pottstown Memorial Medical Center and Physicians Care Surgical Hospital and does many minor surgeries in the office as well.

Scot D. Paris, MD, FACS, joined Pottstown Surgical Associates in 1997. He served as President of the Medical Staff at Pottstown Memorial Medical Center in Pottstown, PA from 2008-2010. He is Board Certified in General Surgery and Colon and Rectal Surgery. He performs surgery at Pottstown Memorial Medical Center, The Surgery Center at Limerick, and Physicians Care Surgical Hospital, and does many minor procedures in the office. He also performs colonoscopies at PMMC.

Pottstown Surgical Associates is located at 1590 Medical Drive, Suite A, Pottstown,



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(See "Buzz Around the Block" on page 25)

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ON LEADERSHIP

(Continued from page 22)

direct reflections of your strategic plan in identifiable ways, so take a serious look at how they match up. If you find that these are out of sync, it's time to initiate a formal reworking of your plan. This will stimulate your thinking about the complex chemistries that operate between various aspects of your business and how all of its parts fit and work together.

Continuous self-improvement

Another means of improving your ability to manage complexity is to enlist the services of an effective executive coach. A good coach can help you to develop your potentials for systems thinking through rigorous questioning of the assumptions that you bring to your work and facilitate the identification of factors that may be limiting your ability to perform at levels that you are capable of.

Given that none of us will ever be perfect, the best that any of us can do is engage in a continuous process of self

improvement. In fact, specialists in personal growth and development warn us that if we're not improving, we're probably backsliding. Feeling as though you are "good enough" without thinking of ways to improve is a sign of complacency, a common predictor of decline.

Assessing your capacity for systems thinking

My firm makes active use of a number of validated assessments that help professionals to understand their strengths as well as areas in which they may want to further develop their capacities. Systems thinking is one such area. Much in the way that athletes use videos of themselves in action to identify strengths and target areas for improvement, assessment tools provide useful feedback that guide programs for continuous personal growth and better decision making.

(See "On Leadership" on page 26)



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BUZZ AROUND THE BLOCK

(Continued from page 23)

orthopedic surgery to its specialty roster. Complimenting these physicians and specialties are ancillary services such as a state of the art endoscopy suite, a nuclear cardiology camera, a digital echo machine, physical rehabilitation and infusion therapy.

PMSI has also developed a strong family practice division. This growth has been accomplished by the acquisition and merger of practices as well as opening new practices, which are strategically located throughout the area. These offices stretch from Collegeville to Bally to cover a large geographic area. Being part of PMSI allows each practice to operate like a small independent practice and at the same time have the luxury of a strong corporation standing behind them.

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(See "Buzz Around the Block" on page 27)



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ON LEADERSHIP

(Continued from page 24)

Warren Buffett: The ultimate systems thinker

It's generally agreed that one of the best business minds of all time is that of Warren Buffett. At the time of this writing, the price of a single share of his company, Berkshire Hathaway, Inc. was approaching \$125,000.00! Given that "Berkshire" is a holding company that doesn't offer any particular product or service, that's quite a commentary on Mr. Buffett's ability to understand what businesses are worth buying into.

While he would be the first to insist that his success reflects a team effort, it is his personal vision that is the driving force behind this incredibly successful enterprise. It enables him to integrate astounding amounts of information and formulate decisions that are ultimately right in the business sense of the word. His more than uncanny capacity for integrating views of the past and the present into visions of the future make him my candidate for the ultimate master of systems thinking.

Systems thinking as vision

Among the few things of which we can be sure of is that increasing complexity and accelerating rates of change will characterize the future of business. Adapting successfully to such a future will take more than hard work. It will require the ability to anticipate both of the above and adapt to them in creative ways. Those whose business mindset is characterized by myopia will be increasingly disadvantaged relative to those with a highly developed capacity for grasping the big picture. As songwriter Dave Mason once warned, "When you can't see past your nose, nothing flowers and nothing grows."

Dr. Richardson is the founder of Redwood Enterprises, a business consulting, training, and executive 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.

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BUZZ AROUND THE BLOCK

(Continued from page 25)

For additional information, please contact Dan Cusack at 877.669.7646; email dancusack@superior-surgical.com; and visit www.superior-surgical.com.

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After 25 years of outstanding patient care and by continuing the traditions of the original company he founded in 1984, John M. Gvudas, Sr. and his partners Roy C. Repko and Russell W. Burd are again at the forefront of the Home Medical Equipment Industry—Bigger and better than ever!

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(See "Buzz Around the Block" on page 29)



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BUZZ AROUND THE BLOCK

(Continued from page 27)

Mishock Physical Therapy

Conveniently located across from Phoenixville Hospital (and next to Dunkin Donuts) 131 Nutt Road is the new home to Mishock Physical Therapy's 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. Please call 610.933.3371 to schedule your appointment, and visit www.mishockpt.com.

Chiropractic with the ProAdjuster at the Office of Dr. Randy Yucha and Dr. Theresa Burns

Anyone who has been a chiropractic patient or knows someone who has been knows chiropractic is a safe and effective treatment for a variety of problems. But people who have not been under chiropractic care before may have negative preconceived notions of what an adjustment is and what it feels like. It's common for a person to fear going to a chiropractor because they think it may hurt and that the doctor is literally going to "crack" their bones. Many people who could benefit from chiropractic miss out because of the fear of the unknown.

New advances in the chiropractic field allow Dr. Randy Yucha and Dr. Theresa Burns to perform adjustments painlessly, without the "popping" and "cracking" noises, and without the twisting, jerking and pulling motions that tend to keep potential patients out of a chiropractic office. Dr. Randy and Dr. Theresa are the first and only chiropractors in the Tri-County area to introduce the ProAdjuster as part of the treatment of their patients.

The ProAdjuster is computerized, which allows it to accurately analyze what each patient needs. It also allows the patient to be in a comfortable seated position, and the amount of "force" exerted by the ProAdjuster is very minimal, so the patient can be completely relaxed and worry-free for the duration of the treatment. Because of this, it is effective for people of all ages, from infants to senior citizens, as well as for patients in extreme pain.

Dr. Randy and Dr. Theresa continue to provide traditional hands-on chiropractic care with terrific results due to their combined 35 years of experience. They also provide pain-relieving physiotherapies

(See "Buzz Around the Block" on page 30)

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NATIONAL PENN BANK	24
PHOENIXVILLE FEDERAL BANK & TRUST	17
REPUBLIC BANK	9
THE VICTORY BANK	6
TRI COUNTY AREA FEDERAL CREDIT UNION	18
BUSINESS SOLUTIONS	
BUSINESS MARKETPLACE	51-54
JVM DIRECT	57
REDWOOD ENTERPRISES	55
SANATOGA WATER CONDITIONING	58
SCORE	58
CEMETARY	
LIMERICK GARDEN OF MEMORIES	45
DESIGN/REMODELING	
GEHMAN DESIGN REMODELING	8
DEVELOPMENT/CONSTRUCTION	
KINSLEY CONSTRUCTION	57
EDUCATION / CONTINUING EDUCATION	
MCCC WEST CAMPUS	49
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ELECTRIC SUPPLIES/SERVICE	
R.J. ELECTRIC	30
TROTTER INDUSTRIES, LLC	21
ENERGY	
AZTEC SOLAR POWER	10
EKELON NUCLEAR	44
PATRIOT PROPANE	19
RICHARDS ENERGY GROUP, INC.	47
SOLAR BY WELLER	25
ENGINEERS	
GILMORE AND ASSOCIATES	11
FINANCIAL SERVICES	
CHRISTINE MESSMER, PC	16
FINANCIAL INDEPENDENCE PLANNING, LLC	13
MAIN LINE FINANCIAL ADVISORS	56
ST. PEDRO AND ASSOCIATES	22
FLOORING	
CHESMONT CARPET ONE	44
FOOD / RESTAURANTS	
ROUTE 422 BUSINESS ADVISOR DINING GUIDE	31,33
FOOD / RESTAURANTS / BEVERAGE DISTRIBUTOR	
AUDUBON ALE HOUSE / COVENTRY BEER STATION	24
GLASS	
B & G GLASS SERVICE, INC.	59
HEALTH / HEALTHCARE	
BAUSE'S SUPER DRUG STORE	47
DR. RANDY YUCHA & ASSOCIATES	29
KEYSTONE REHABILITATION SYSTEMS	32
MANOR CARE HEALTH SERVICES	30
MISHOCK PHYSICAL THERAPY	29
NEW LEAF HYPNOSIS	55
NORTH END VISION CENTER	49
OAKS RADIOLOGY	19
PAOLI HOSPITAL/MAIN LINE HEALTH	60
PHOENIXVILLE HOSPITAL	15
PHYSICIAN'S CARE SURGICAL HOSPITAL	17
PMSI HEALTHCARE FOR LIFE	23
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(Continued on page 32)

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Buzz Around the Block

(Continued from page 29)

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For further information or to schedule an appointment, call Dr. Randy Yucha and Dr. Theresa Burns at 610.326.2706. Their office is located at 435 W. Cedarville Rd. in Pottstown. Dr. Randy is also treating patients with low-force adjusting techniques at Health First Chiropractic in King of Prussia, along with Dr. Tony Odell. To schedule an appointment in that office, which is across from the King of Prussia mall, call 610.337.1343.

Manor Care King of Prussia

Healthcare is constantly changing. We don't like to think that we will ever need to stay in a hospital and much less a skilled nursing facility. However, the odds are that we will. Hospital stays are much shorter now due to insurance companies as well as Medicare reforms. A few years ago someone who went into the hospital for a total knee replacement would stay five days and then go to an acute rehab prior to going home. That is no longer the case. The majority of knee replacements go straight home after a 24-48 hour hospital stay! Most insurances and Medicare will no longer pay for an acute rehab after a hospital stay. Home health only sees a patient an hour a day 2-3 times a week. What is a patient to do?

Consider this typical scenario. You are admitted to the hospital because of abdominal pain. After testing you find out your gall bladder is in enlarged and it must be removed. After surgery you find that it is quite painful to go from the bed to the bathroom and you need help to do so. Your spouse works and can't take off to stay home with you while you recover. So your case manager at the hospital hands you a list of skilled nursing facilities to pick from. How do you choose? What criteria do you use to decide where to go after your hospital stay? Do you choose based on the location of the facility, the lack of smell or the staff being nice? NO! You want to know if the facility has taken care of patients with conditions similar to yours. You also want to know if they keep data on their patients so you can see what there outcomes are. How well has the facility done in the past with patients with similar diagnosis? How many have they treated?

Skilled nursing facilities have to act more like a surgical floor in a hospital. Since patients are coming out of the hospital earlier and earlier their ability to care for higher acuity patients is in more demand. Where you chose to go after your hospital stay will have a dramatic effect on your recovery. Make your

(See "Buzz Around the Block" on page 32)



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RAPID RECYCLING	57
RETAIL / SHOPPING	
PLAZA & COURT AT KING OF PRUSSIA	16
RETIREMENT COMMUNITY / INDEPENDENT LIVING	
BON HOMIE LTD. ADULT DAY CARE	24
CHESTNUT KNOLL	12
FREDERICK MENNONITE COMMUNITY	26
HEATHERWOOD A SENIOR LIVING COMMUNITY	46
MANATAWNY MANOR	49
SANATOGA COURT SENIOR LIVING	45
THE LUTHERAN HOME AT TOPTON	34
WALNUT WOODS OF BOYERTOWN	29
STORAGE FACILITIES	
B&S SELF STORAGE	21
TECHNOLOGY/COMMUNICATIONS	
SCHULTZ TECHNOLOGY SOLUTIONS, LLC	12
TREE SERVICES	
TMZ TIMBER/WOODCHOPPER TOWN	27
WASTE REMOVAL	
AJ BLOSENKS, INC. TRASH & RECYCLING SERVICE	46
WASTEWATER TREATMENT	
J&T TECHNOLOGIES, INC.	59
WATERPROOFING SERVICE	
BASEMENT SERVICES 911	28

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.

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BUZZ AROUND THE BLOCK

(Continued from page 30)

choice based on sound criteria that matters and not just aesthetics. ManorCare King of Prussia will gladly discuss with you their outcomes on a variety of diagnoses. Call and schedule your tour today at 610.337.1775. We are conveniently located at 600 W. Valley Forge Road King of Prussia, PA 19406. We are looking forward to hearing from you!

Keystone Rehabilitation Systems

Keystone Rehabilitation Systems is a Physical Therapy and Occupational Therapy provider. We have four local offices to serve your needs and reduce the time you or your employees are away from work or home. Our offices are conveniently located in **Birdsboro**, **Boyertown/Gilbertsville**, **Collegeville** and **Downingtown**. We offer a comprehensive set of services including: physical therapy, occupational therapy, sports medicine, industrial rehabilitation, manual therapy, pre- and post-op rehabilitation, vestibular (dizziness) and balance rehab, and back and neck rehab, just to name a few.

All Keystone Rehab clinics are staffed by licensed physical therapists who provide individualized plans of treatment for their patients. Providing one-on-one care to patients continues to be the hallmark of the company's clinics. We pride ourselves in providing excellent patient care in a pleasant and caring environment.

One of our specialties is treating injured workers. We provide services related to injured workers that include physical and occupational therapy, work reconditioning, job site analysis and FCE's (Functional Capacity Evaluations). We are committed to providing excellent customer service to our patients and their employers, and we understand the value of good communication. Our clinics are well-equipped to treat patients who have a wide variety of conditions.

Keystone Rehab is part of the Physiotherapy Associates family. Physiotherapy Associates is the nation's foremost provider of outpatient rehabilitation services. Physiotherapy Associates employs an industry-leading team of physical therapists and healthcare practitioners who are dedicated to high-quality patient care. Our biggest asset is our experienced, knowledgeable and friendly staff that is committed to you and your rehabilitation needs and goals.

Please feel free to call one of our Facility Directors with any questions: Cain Cerra in **Birdsboro** at 610.582.2250; Kelly Grim Caras in **Boyertown/Gilbertsville** at 610.369.0030; Desiree Yuhasz in **Collegeville** at 610.489.5772 or Linda Pallay in **Downingtown** at 610.269.1385. Our clinics are open early and late hours to accommodate patients' schedules – please contact your most convenient clinic to confirm services and to schedule your appointment. With more than 650 clinics, Physiotherapy Associates is national in scope, local in care. For more information, visit www.physiocorp.com, follow us on Twitter (@physiocorp) or become a Physio fan on Facebook. 📱



Route 422 Business Advisor



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PROFILE

TRI COUNTY AREA FEDERAL CREDIT UNION

Tri County Area FCU is a full-service financial institution offering a broad range of benefits and friendly, convenient service right here in our community. We have been serving members for over 60 years! We continue to grow as the area grows and we take the time to listen to what our members are saying to ensure better products and services.

Our members can also rest assured that their money is safe and working hard for them. All deposit accounts are insured up to \$250,000 by the National Credit Union Administration Insurance Fund, a federal agency. Once you open a savings account,

you become a lifetime member regardless of where you live or work as long as you maintain your account in good standing.

Over 16,000 local members have selected Tri County Area Federal Credit Union to be their financial institution. We invite you to compare us against other institutions, and you'll see why we've been voted the #1 Credit Union in the Tri County Area for three years in a row!

Stop in and ask us about our summer loan sale! For additional information, please call 610.326.3705 and visit www.tcafcu.org

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PRESIDENT'S MESSAGE –

Tell us what you have to say!

We have been asking for you to tell us. At the end of February we emailed the link to a membership survey. We asked for your responses to a variety of questions. Those questions included sharing your goals for 2011; we also wanted to know what challenges you think you will face in achieving those goals.

We want to make sure that the programming, benefits, events, etc. that we offer meet the needs of the membership and most importantly assist you in reaching your goals. We asked for your opinion, out of a list of eight different items, that the Chamber spends some amount of time on, which of the items should be priorities for the Chamber to focus on developing/improving. We shared the top three items with you in the President's Welcome of the April 2011 issue of the Rt. 422 Business Advisor. (Each issue is archived on the Chamber website)

We started a dialogue through our most recent survey, distributed at the May Membership Breakfast, and asked what member benefit programs you would participate in if they were offered. We also distributed the same survey

to the entire membership through an email sent on May 12, 2011. We will be following up providing details on existing programs that Members had an interest in and will be spending some time researching those programs that we have not developed yet but that the membership had an overwhelming interest in. These programs can assist you in developing and improving your business through cost-savings programs, access to resources, or additional targeted marketing opportunities for you to share your message with the right audience.

Our next survey will focus on educational offerings that the Chamber will be scheduling, starting in the fall. We want to provide professional development opportunities for you to offer your employees as well as providing you with the knowledge to run your business as efficiently and effectively as you can.

We cannot do this without you! We cannot assist you in receiving the best return on your investment with

your Chamber Membership if we cannot tailor our offerings to meet our members' needs. If you have been participating in the surveys – THANK YOU. If you have not, please contact the Chamber Office and we will provide you with the links so we can make sure your opinions are included in our future decisions.

Eileen Dautrich, TCACC President



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

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricityareachamber.com

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

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

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@tricityareachamber.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!

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!

"The TriCounty Area Chamber of Commerce fosters business development in our region by advocating for business interests and bringing together the business community." – JEFF KOFSKY, SCORE

FREE EVENTS: CHAMBER 101

Thursday, June 2, 3:30PM AND Tuesday, June 21, 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.

MEMBERSHIP REFERRAL INCENTIVE

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

Your Membership Means— YOU WILL BE SEEN.

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

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

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

33 Years

ManorCare Health Services
McDonald's – Pottstown
Sawchuk's Garage, Inc.
Smales Printery

27 Years

Boyertown Supply, Inc.
Larry E. Hoffa & Company, P.C.
Kutz Builders, Inc.
E.G. Landis Jewelers
The Longacre Co.
Martin Stone Quarries, Inc.
Pennsylvania American Water
Reinhart & Co., CPA's
SMJ Inc.
Construction Services
Tri County Area Federal Credit Union

20 Years

Gilbertsville Area Community Ambulance Service
The Salvation Army

15 Years

Avante Apartments
The Basile Corporation
Occupational Health – CarePlex

5 Years

Chester County Conference & Visitors Bureau
H & H Systems, Inc.
Jacquet Mid Atlantic, Inc.

Celebrating 1 Year of Membership:

A.C. Miller Concrete Products Inc.	ERM
BCW Associates, Ltd.	Falco and Associates, Inc.
CEI – Douglassville, Inc.	Pope John Paul II High School
Copperfield Inn at Lakeside	RK Consulting Services
	TMC Business Solutions

Member Renewals

A&L Handles, a division of Pratt-Read Tools, LLC	iSIGN
Arnold's Family Fun Center	Tom Kelly Photographer
Atlantic Communications Group, Inc.	KenCrest EmployNet
B&S Self Storage	Little Bitts Services, Inc.
The Body-Borneman Companies	MACnificent Pages/Route 422
Boyertown Area School District	Business Advisor
Buchert Ridge Community, Inc.	Main Line Financial Advisors, LLC
Canteen Berks County	Miller-Keystone Blood Center
Marvin J. Cohen, D.M.D.	New Hanover United Methodist Church
Collegeville Financial Group, LLC	Patriot Environmental Management, LLC
Edwards Business Systems	Pottstown Cluster of Religious Communities
Embody's Sunoco Service Center	Pottstown Memorial Medical Center
Mike Evangelist Specializing in Hard to Find Roof Leaks	Prince Law Offices, P.C.
Furniture Soup, Inc.	Radisson Hotel Valley Forge
Gilmore & Associates, Inc.	Reynolds, Pittner & Associates, LLC
Hallman Retirement Neighborhood	Rhoads Limousine Service, Inc.
Harris Videotek	RMS Management Co., Inc.
Hedwig House, Inc.	Translogistics, Inc.
Historic Preservation Trust of Berks County	Tyree Environmental Corp.
Hopewell Furnace National Historic Site	Richard A. Zuber Realty

Are you Celebrating 25, 50, 75 Years?

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



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

BE SEEN. BE HEARD. BELONG.

CALENDAR OF EVENTS



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., June 9

MEMBERSHIP BREAKFAST – Pottstown Area Health and Wellness Foundation Update

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

7 – 7:30 AM
7:30 AM

Networking Program

Come and hear the Pottstown Area Health and Wellness Foundation talk about Health Care: Your community's return on investment. See how people are working together to improve outcomes and lower costs.

Sponsored by: Montgomery County Child Care Consortium
\$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member

Mon., June 13

ANNUAL GOLF OUTING & DINNER – Presented by Exelon Nuclear Spring Hollow Golf Club, 3350 Schuylkill Road, Spring City, PA 19475



10:30 AM Registration
11 AM Buffet Lunch
12 PM Shotgun Start – Scramble Format
5:30 PM Dinner & Program

Sponsored by: Pottstown Memorial Medical Center – Dinner Sponsor; National Penn – Lunch Sponsor; Keller Williams Realty – Trophy Sponsor; Main Line Financial Advisors – Cart Sponsor; Lewis Environmental – On Course Snack Sponsor; Maillie, Falconiero, & Co. – Goodie Bag Sponsor; Sealstrip Corporation – Going the Extra Yard Sponsor

Hole Sponsorship Opportunities Available – contact 610.326.2900

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

Tues., June 14

WOW LUNCHEON

11:30 AM – 1:30 PM

Spring Ford Country Club, 48 Country Club Rd., Royersford, PA 19468

Banker, author, and actor? Attend the June WOW Luncheon to hear the story of Bank CEO for First Priority Bank and Executive Vice President of First Priority Financial Corporation, Deb Takes. We are happy to feature Ms. Takes as our keynote speaker and invite you to join us to hear her personal and professional story. Hear about her young adult book – give a copy to a young adult in your life as a “end of school year” gift.

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

Tues., June 21

MEMBERSHIP MIXER

4:30 – 6:30 PM

Klein Transportation, 1336 Benjamin Franklin Highway, Douglassville, PA 19518

Tour the building, enjoy refreshments, and network with fellow Chamber Members.

Sponsored by: Klein Transportation

No charge; Members only; Reservations appreciated

EVENTS

Thurs., June 2

CHAMBER 101

3:30 PM

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., June 21

CHAMBER 101

8 AM

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.

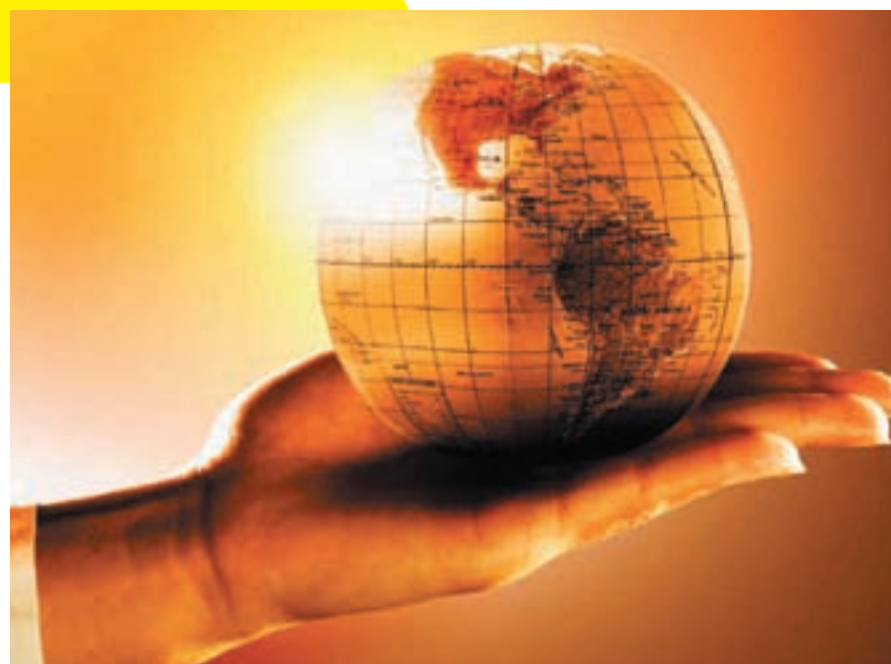
No Charge; Reservation required

No charge; Members only; Reservations appreciated

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. **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.



NETWORKS

Getting to know various **NETWORKS** of people might be just what your business needs.

The Chamber's business is to be an advocate for your company – and for the community – creating a climate of growth and success that benefits all. The Chamber connects business to government and civic leaders to make communities a better place to live, work and play.

Access to people. One more way to connect to customers and the community.



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

Call 610.326.2900 or log onto tricountyareachamber.com.

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

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MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

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FEATURED MEMBER BENEFIT OF THE MONTH

Affordable for any business!

Have your company represented on tricountyareachamber.com with website sponsorships. There are a variety of options available based on your price range! Have

a banner represented on many of the website pages or enhance your listing in the Chamber's website directory. An enhanced listing can increase your online directory referrals up to 150%. Add a banner and increase those referrals by another 62%! Website Banners are available on a first come, first serve basis! Your business should **Be Seen** on the go-to website of the tri-county region!

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

NEWSMAGAZINE 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 May Newsmagazine Insert Sponsor: Keystone Tees**



JOIN OUR GROUPS ON FACEBOOK AND LINKEDIN

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

ALWAYS BUY CHAMBER!

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.

CONSIGNMENT TICKETS

CARMIKE: 10 Tickets for \$60; Gate Price 10 Tickets for \$90

REGAL: 10 Tickets for \$69; Gate Price 10 Tickets for \$90

ADVENTURE AQUARIUM: Adult \$17.50; Gate Price \$22.95; Child (2-12) \$13.50; Gate Price \$17.95

DORNEY PARK: Regular Online (over 48") \$31.99; Gate Price \$44.99; Junior Online (3+ and under 48") \$22.00; Gate Price \$24.99; Senior Online (62+) \$22.00; Gate Price \$24.99

DUTCH WONDERLAND: Online: \$27.95; Gate Prices (2-59) \$33.99 (60-69) \$28.99 (70+) \$21.99

HERSHEYPARK: Regular (9-54) \$44.50; Gate Price \$53.95; Jr. (3-8) / Sr. (55-69) \$31.50; Gate Price \$32.95

MOREY'S PIER: Adult Combo Online (over 48") \$43.00; Gate Price \$61.00; Child Combo Online (under 48") \$34.00; Gate Price \$48.00

Amusement Park Only Online: \$36.00; Gate Prices (54" +) \$48.00 (48"-54") \$46.00 (Under 48") \$36.00

Water Park Only Online: \$27.00; Gate Prices (48" +) \$36 (Under 48") \$28.00

NATIONAL AQUARIUM: Adult (12-59): \$23.50; Gate Price \$29.95; Child (3-11): \$18.00; Gate Price \$24.95; Senior (60+): \$22.00; Gate Price \$28.95; Military: \$20.00

PHILADELPHIA ZOO: Adult: \$14.00; Gate Price \$18.00; Child (2-11): \$14.00; Gate Price \$15.00

SIX FLAGS GREAT ADVENTURE: Theme/Safari Online \$28.99; Gate Price \$59.99

Hurricane Harbor Online \$24.49; Gate Price \$39.99

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 resume includes: **Human Resources -1**



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.

SPONSORSHIP = BRAND AWARENESS, PUBLICITY, NEW BUSINESS

COFFEE SPONSORSHIP



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

Sponsor - \$50.00 per month

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

WOMEN OF THE WORKFORCE



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

Co-Sponsors - \$150.00 per sponsorship, per luncheon
***2 sponsorships available per luncheon**

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

September marks the beginning of a new year of programs for the Chamber. If you are interested in sponsoring a WOW Luncheon in the fall, contact Kitty at kitty@tricountyareachamber.com or call 610.326.2900.

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RIBBON CUTTING



NEW SOCIAL GATHERING HALL AT ST. ALOYSIUS PARISH

The Chamber was happy to participate in the Ribbon Cutting Ceremony for the new social gathering hall at St. Aloysius Parish. St. Aloysius's invited guests and Chamber Ambassadors participated in this special occasion.

WOW - WOMEN OF THE WORKFORCE

APRIL EVENT HIGHLIGHTS

On Thursday, April 21, Sharon Rossi, Vice President, Advertising for the Greater Philadelphia Tourism Marketing Corporation (GPTMC), discussed many of the sites of interest and attractions in the city, and the expanded tourism that our community has to offer. GPTMC makes Philadelphia and The Countryside™ a premier destination through marketing and image building that increases business and promotes the region's vitality.

According to Rossi, the economic impact of tourism in our area is vital in efforts to reduce governmental deficits by generating \$1.2 billion in federal, state, and local taxes. The greater Philadelphia area hosts 36 million visitors each year; 59% coming from other mid-Atlantic regions and 80% traveling by car. Tourism has an \$8.2 billion economic impact and supports 83,000 jobs.

Go to www.visitphilly.com for more information on the work the GPTMC is doing in our area. 📱

Thank you to April WOW sponsor: Keller Williams Realty.



"WOW is an excellent way to introduce and promote yourself and your company or organization through networking and relationship building."

— TERRI LAMPE,
POTTSTOWN
SCHOOL DISTRICT

Join us for June's WOW Luncheon.

The luncheon will take place on **June 14, 2011 at Spring Ford Country Club** from 11:30 AM to 1:30 PM. For more information or to sign up for this event call 610.326.2900 or visit the events page at www.tricountyareachamber.com.

TriCounty Area Chamber's 31st Annual Golf Outing & Dinner

Monday, June 13, 2011

Spring Hollow Golf Club
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May Membership Breakfast

On Thursday, May 5, 2011 Chamber members gathered at Spring Hollow Golf Club for an early morning Membership Breakfast to hear Bill Maguire, Site Vice President of the Limerick Generating Station, talk about Exelon Nuclear's plans for license renewal.

The presentation focused on key topics such as operations, safety, security, and economic benefits of the plant, but Maguire included the audience by asking what they would like to know about nuclear power and promised to address each question in his presentation. The audience's questions were focused around the future of nuclear energy given what has happened at the Fukushima Dai-ichi nuclear reactor as a result of the tsunami in Japan.

Maguire first gave background by explaining to the audience just how a nuclear power plant operates. For those in the audience concerned about nuclear waste, he gave interesting statistics about the fuel used in a plant. For example, one pellet of uranium is equal to one ton of coal or 17,000 square feet of natural gas. According to Maguire, all of the fuel used at the Limerick Generating Station for the past 40 years would be able to fit into a four car garage. He also mentioned that the fuel can be recycled, but is not currently legal in the United States unlike other countries. There is the potential in the United States when the market is ready stated Maguire.

Safety is a major concern for the people who live and work near the power plant. Maguire assured members that there are



no health concerns related to living or working near a plant, and the individuals who operate the station go through intensive training in order to maintain the safety of the plant.

The security measures in and around the plant are extensive. There are multiple levels of security around the facility; the visible component (security people see) is provided by a para-military operation that guards the plant equipped with weapons and regularly tested on their physical fitness and effectiveness. Technologically based security, such as badges to enter protected areas, are partnered with a device that measures the card holders' hand geometry.

Maguire assured attendees that Exelon is taking into account lessons learned from the nuclear crisis in Japan. The station was already designed to be protected against



The following New Members were recognized at the May 5 Membership Breakfast – Tad Doyle of FastPro Restoration, John Walter of Young's Petroleum, Tom Thunstrom of Penn Liberty Bank, Barbara Brown and Greg Glenn representing Live the Dream Foundation and Patricia McNabb of Blueberry Hill Gourmet Gift Baskets.

earthquakes, floods, power outages, and hydrogen build up and has what they call "beyond design back up" systems in place as well. This is back up power for situations that were not thought of in the original design such as potential terrorist attacks. Maguire said they are looking at the Japan crisis and asking themselves, "Is this enough, can we do more?"

Limerick Generating Station employs 850 people. Recently, the plant completed their maintenance and refueling outage in which 3,000 additional people came to the area to work. The economic benefits of having the plant in the tri-county area include lower electricity costs, 459 additional jobs, \$113 million contributed annually to the Pennsylvania economy, and a reduced need for fossil fuels.

The current license renewal for the Limerick Generating Station will allow

operations until the year 2029. Exelon Nuclear is working to involve the public in the renewal process by holding a Community Information Night on June 8, 2011 from 5 – 7:30 PM at the Limerick Generating Station. For more information visit www.exeloncorp.com/limerick.

A special thanks to our new Chamber members Blueberry Hill Gourmet Gift Baskets, FastPro Restoration, Live the Dream Foundation, Penn Liberty Bank, and Young's Petroleum for attending the program and providing us the opportunity to introduce them to the Chamber membership.

Our last Membership Breakfast of the program year will take place June 9, 2011 at Brookside Country Club. Pottstown Health and Wellness Foundation will provide the keynote address. Programming will resume in September. 📅

ASK THE E-XPERT

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

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Leadership
TRI-COUNTY

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Leadership

Join
Leadership Tri-County
Class of 2012

RECRUITING FOR LEADERSHIP TRI-COUNTY

Leadership Tri-County, a program of the TriCounty Area Chamber of Commerce Foundation, Inc., graduated its first class in 1993 and to date has graduated over 100 community members.

If you or someone you know is new to the area and wants to learn more about the tri-county region, is interested in developing themselves as a local leader and giving back to the community by serving on a non-profit board of directors, and wants to create a valuable business relationship with several peers, then you should apply to join the class of 2012!

The mission of the Leadership Tri-County program is to sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on boards. Each participant will be equipped with the personal skills and understanding of the problems, opportunities and resources which exist within the communities of the Tri-County area so they may be effective in assuming responsible and demanding roles in the solutions of a spectrum of challenges facing Southeastern Berks, Northern Chester and Western Montgomery Counties. These indi-

viduals will provide the foundation upon which to build future generations of leaders.

This unique and informative 10 month program begins in September of 2011. Please contact Eileen Dautrich, Director of Leadership Tri-County at 610.326.2900 or eileen@tricityareachamber.com to obtain an application or for more information. 📄

Sponsored by John Middleton



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- Currently serves as a Chamber Ambassador for Tri County Area Chamber
- Received award for 2009 Chamber Ambassador of the Year
- Member of Board of Directors for the YWCA Tri County Area

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BIKERS RALLY IN HARRISBURG FOR BETTER ROADS

On May 4, Harrisburg was swarmed by bikers. These bikers were not tattooed outlaws riding loud motorcycles, but rather were clicking around in their bicycle shoes, sporting helmets and reflectors. The 3rd Annual PA Walks and Bikes Summit was held to draw attention to the needs of pedestrians statewide. PA Walks and Bikes is a statewide coalition of pedestrian and bicycle advocates including bicycle industry folks, transportation professionals, and concerned private citizens.

The Summit began with a rally on the steps of the capital rotunda. Standing in front of more than thirty bicycling advocates Republican Chair of the House Transportation Committee Rick Geist declared that "bicycling in Pennsylvania is alive and well." Representative Bill Korts stood and said that he is a cyclist and finds it "exhilarating." When Representative Ron Miller spoke, he had much support for his bill, HB 170, which calls for motorists to allow a four foot safe passing buffer when passing a bicycle on the road. Miller said "if we all share the roads we can get more people bicycling."

After the rally in the rotunda, the group moved to the Keystone Building for a discussion and information session. Jeff Peel of the League of American Bicyclists presented information on programs that rank states in order of bicycle friendliness. Pennsylvania is ranked 42nd of 50, which is actually worse than in 2010 when we were ranked 40th.

(See "Bikers Rally in Harrisburg" on page 43)

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WHAT ARE THE WARNING SIGNS THAT YOUR CHILD MIGHT BE BEING BULLIED?

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

You've been noticing your child is not quite himself or herself lately. You cannot exactly pinpoint it, but there is something wrong. Is he moody and angry because his hormones are kicking in? Is it just that typical tween or teenager "attitude" rearing its head? Hey, no child is enthusiastic about going to school all of the time, right?

If these questions have crossed your mind, you may be trying to justify your child's change in behavior.

Of course, it very well could be hormones or that he or she would just rather be doing something else besides going to school that day. However, resist the urge to brush this change in behavior under the rug or think it will go away. You know your child best, and if his or her behavior is sudden or out of character, delve deeper.

There are many reasons a child may be acting out of character, but one might be that he is being bullied at school or is being cyber-bullied. And yes, it's likely he did not tell you what is happening out of embarrassment or fear.

Portrait of a Victim

The rise in bullying is, unfortunately, a reality in our middle and high schools. The National Youth Violence Prevention Network reports that about 30 percent of students (more than 5.7 million young people) are involved in bullying—either as the bully, the one who is bullied, or both. So, it's very likely that incidences involving bullying will touch your child's life at some point. So, while no child is immune to being bullied, there are certain types of kids who may be more susceptible to being a victim. Bullies tend to pick on kids who:

- Are anxious, insecure or cautious
- Suffer from low self-esteem
- Are the most popular
- Are isolated or quiet
- Rarely defend themselves or retaliate when confronted
- Lack social skills and friends
- Tend to be close to their parents or may have overprotective parents
- Are minorities, physically disabled or have a visible defect

Warning Signs

There are a number of warning signs parents can look for that indicate their child may be being bullied.

While no one warning sign below creates a case that your child is being bullied, these are signs that you should not ignore and you should investigate further with your child.

Sudden change in attitude toward school – adolescent teens change their attitudes, likes and dislikes with super speed, but if your tween or teen's attitude changes suddenly and dramatically and he or she no longer has an interest in going to school or doing his or her schoolwork, then it warrants further investigation.

Seems afraid of going to school, walking to and from school, riding the bus or participating in organized activities with peers – if a child is being bullied, he or she is going to make every effort to avoid any situation where they know it is going to happen or be alone with the bully or with a group that is bullying. Another alert is if he or she starts to take an illogical or out-of-the-way route home.

Unexplained cuts, bruises or other injuries – kids fall, run into things (and each other), trip and slip, but there is a difference between run-of-the-mill bumps, scrapes and bruises and bully abuse. If your child starts to have frequent unexplained injuries, or has torn or ripped clothing he didn't have before he left for school, it could be evidence of bullying.

Starts to lose or misplace belongings or money – kids can be absent-minded and not always the most responsible, but if your child is normally responsible and careful about his or her things and money and all of a sudden things they care about "go missing," it could be because bullies are threatening your child and taking his or her stuff and lunch money.

Significant drop in grades – imagine trying to get through the school day while dodging a gauntlet of threats, intimidating looks, physical harassment, etc. in the hallway at 45 minute intervals. You are not going to be focused on your classes. The bully may have created a posse and an environment of fear and apprehension—all of which can lead to a less-than-stellar academic performance for the victim.

Persistent requests to stay home because of hard-to-prove illnesses, such as stomachaches or headaches – mental anguish can manifest itself as physical discomfort, and stress can lead to headaches, and fear can result in abdominal pain. When



your child claims he or she is too sick to go to school or a school related activity, this may be the truth or it may be a symptom of abuse-related anxiety. He or she could also have created a phantom sickness to avoid seeing the bully or bullies.

Changes in eating habits or sleep patterns – the effects of bullying don't disappear the moment the abuser is out of sight. If your child is being bullied, the pain and fear won't dissipate once the dismissal bell rings. In fact, with this age of technology, the end of school may signal just the start of a long night of cyber-bullying. This trauma can affect sleep and eating patterns.

Changes in social patterns, activities and friends – adolescence is a time of change, and tweens and teens can change friends and groups like the wind. But, if your child has suddenly abandoned old friends, withdrawn from once-treasured activities or lost interest in hobbies that once held great significance, it's time to do a little digging. Again, you're not only looking for changes, but changes that are sudden and unexplainable by your child.

Mood swings, angry outbursts or other emotional changes – yes, once again, this can be "typical" teenager behavior, but if your normally mild-mannered child suddenly turns into a walking basket case or has uncharacteristic outbursts, this is a sign something is wrong. Since bullying is very traumatic, and people respond to trauma in different ways, this may be misdirected repressed anger.

The effects of bullying can last a lifetime. Behaviors, attitudes and hurts can manifest over time if left unaddressed, and become

ways that children use to define themselves as they grow into adulthood. Long-term effects can include decreased self-esteem, long-term depression, anxiety, loneliness, withdrawal, suicidal ideation, and actually becoming an adult bully at home or in the workplace, or becoming a child- and/or spouse-abuser.

If you suspect your child is a victim of bullying, the first place to start is to recognize and acknowledge what is happening, and then talk to your child and ask some subtle questions to probe further and understand the situation. The next step would be to talk to the school and the administration. The most important thing to remember is **do not keep quiet** about bullying incidents. Many times parents and children are afraid it will worsen if they tell someone, but this is another form of control that the bully forces on the victim. It doesn't hold the bully accountable for his or her actions—no child should have to suffer in silence and hope it goes away—it won't. 🗑️



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

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LOCAL TOUR OF SUCCESSFUL POTTSTOWN PROGRAMS A SOURCE OF INSPIRATION FOR VISITING FOUNDATIONS

APRIL 25, 2011, POTTSTOWN, PA – The Pottstown Area Health & Wellness Foundation welcomed a variety of foundations from across the country for a tour of health and wellness programs that have received grants from the Pottstown Foundation. The visiting foundations were attending the annual Council on Foundations meeting in Philadelphia and were interested in learning about these programs and why they are successful and making a difference in the greater Pottstown community. The four tours included North Coventry Elementary School, Owen J. Roberts School District; Bike Pottstown; Pottstown Early Action for Kindergarten Readiness (PEAK) programs at Freedom Valley YMCA; and Community Health & Dental Care and Creative Health Services.

"We are very proud of our grantees and the amazing programs they have brought to fruition over the years," states Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation. "They are truly making a difference in our community and being able to showcase their hard work and results to other foundations was exciting."

The visiting foundations were taken around by bus and given personal tours of the facilities and the programs by many of the individuals who play major roles in these organizations. While the visitors were extremely interested in the details of the programs, the recurring comments that were expressed revolved around partnerships. "We kept hearing time and time again how impressed they were with the

collaborations that had taken place between the non-profit organizations and other community resources," comments Anna Brendle, Program Officer for Schools, Recreation & Active Living, Pottstown Area Health & Wellness Foundation. "As a foundation, we are pleased that we are able to be that catalyst for collaboration in our community, and we are excited that our grantees and their partnerships are considered a best practice model for other foundations to follow."

"They were also impressed with all the opportunities our grantees were affording the residents of our community to live a healthier life," says Dr. Laurie Betts, Program Officer Access to Healthcare, Pottstown Area Health & Wellness Foundation. "For foundations, providing access for unmet needs is key, and our visitors were amazed at how our grantees were accomplishing this with great success."

For more information on the programs that were on the tour, see websites below:

- Fit for Life; Peas Love and Happiness; Math Enrichment Classes; Triskeles-Garden Partnership; and After-School Intramurals at North Coventry Elementary School – <http://ojrnc.ojrsc.com/>
- Bike Pottstown - <http://www.bikepottstown.com/>
- Pottstown Early Action for Kindergarten Readiness (PEAK) initiatives at the Freedom Valley YMCA - <http://www.peakonline.org/>
- Creative Health Services facility - <http://www.creativehs.org/>
- Community Health & Dental Care facility - <http://www.ch-dc.org/>

BIKERS RALLY IN HARRISBURG

(Continued from page 41)

Peel went on to speak about the bicycle friendly community, to which Philadelphia is the only eastern PA city on the list; Philly is a bronze level.

It was evident that we have quite a ways to go to make Pennsylvania a more bicycle friendly state. With this information, the attendees left to meet with state senators and representatives. GVF met with Senator Daylin Leach of the 17th Senatorial District and Representative Tim Briggs of the 149th House District. Both were supportive of bicycle and pedestrian needs, Representative Briggs voted to pass the HB 170 from the transportation committee.

At the end of the day the message of the need to make bicycling and walking viable alternatives for Pennsylvanians was brought to the capital. The work does not end with the rally, but only

begins. To see PA raise its national ranking much work has to be done. It is still difficult to include bicycle and pedestrian needs in the design of new transportation projects, and funding is always a struggle. Changing the perception that bicycling is only a recreation and not transportation is the first step. Investments in bicycling networks are much more cost effective, and much more environmentally friendly.

To promote bicycling as mode of transportation, GVF is sponsoring our third annual Bike to Work Challenge. To register visit www.gvfbiketowork.com. If you want to get involved in bicycle advocacy, visit www.pawalksandbikes.org.

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



Shayne Trimbell, Project Coordinator, GVF Transportation



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BEHIND THE SCENES OF THE TRICOUNTY NETWORK

PENNSYLVANIA RANKED ONE OF THE WORST PLACES TO DO BUSINESS

By Alex Rahn, Wanner Associates

The House Republican Caucus May 10th officially announced its budget proposal for fiscal year 2011-12. State Rep. Bill Adolph, R-164, of Springfield, chairman of the House Appropriations Committee, said the House plan would retain the \$27.3 billion figure, but funnel some dollars back into education funding while cutting \$471 million from the Department of Public Welfare targeted in fraud and abuse. As reported in the Delaware County Daily Times, Rep. Adolph stated, "We thought it was important to reduce spending, to not put any new taxes on Pennsylvania residents and to stay within a certain spending number, which ... may change, but I think at this particular time, the spend number that we are recommending is a sound fiscal number that can be obtained with next year's projected tax revenues."

According to Republican Leader Mike Turzai (R-Allegheny), the plan represents the Caucus's stance as "fiscal stewards of the hard-earned money of the taxpayers of

Pennsylvania." Rep. Turzai called Gov. Corbett's original budget proposal an "important blueprint" and said the House Republican goal is "to have an on-time, no tax increase budget, without reckless borrowing, and that prioritizes spending and does so within the four corners of the governor's blueprint." The Republican proposal also restores considerable portions of funding to K-12 and higher education cut from the Corbett budget, with state system universities seeing an 85 percent restoration and state-related institutions receiving anywhere from a 51-75 percent restoration. \$210 million is allocated back to public schools.

The TriCounty Area Chamber of Commerce feels that the budget proposals are an important step in the right direction of fiscal responsibility for the Commonwealth. Especially given the fact that according to a recent study in Chief Executive Magazine, Pennsylvania was ranked as one of the worst states to do business. In fact, the survey dropped Pennsylvania from 27th to 39th in this year's results.

The study indicated that beyond a competitive business tax climate, what CEOs want are balanced policies and regulations that allow them to plan. Intangible factors, such as the state's overall attitude toward business, also matter. In addition, CEOs expressed the need for controlled spending and addressing out-of-control government debt, among other concerns.

"It is unfortunately not surprising that, compared with other states, Pennsylvania is viewed unfavorably by business and industry decisions makers because of our lack of legal reform, having the highest effective corporate tax rate in the United States, and other drains on competitiveness," PA Chamber Vice President Gene Barr said. "Pennsylvanians deserve a business climate that is conducive to economic and job growth, not a continuation of the status quo that has reinforced a negative view of the Commonwealth's attractiveness to job creators."

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Two Main Line Health Hospitals Named Among the Nation's 100 Top Hospitals

Main Line Health is proud to announce that Paoli Hospital was named among of the nation's 100 Top Hospitals® by Thomson Reuters, a leading, independent provider of information and solutions to improve the cost and quality of healthcare.

This marks the third time for Paoli Hospital, which was one of only 20 medium-sized community hospitals nationwide and the only hospital in Pennsylvania to make the list in this category.

"This achievement puts us among an elite group of hospitals nationwide to receive this distinctive honor and serves as another validation from an outside source that the best care can be found right here in our local communities," said Jack Lynch, President and CEO, Main Line Health. "Staff, nurses, physicians, and volunteers at Bryn Mawr and Paoli are to be commended for their commitment and dedication in delivering the highest quality of patient care in the most cost-effective manner."

The Thomson Reuters 100 Top

Hospitals® study, conducted annually since 1993, evaluates performance in 10 areas: mortality; medical complications; patient safety; average patient stay; expenses; profitability; patient satisfaction; adherence to clinical standards of care; post-discharge mortality; and readmission rates for acute myocardial infarction (heart attack), heart failure, and pneumonia.

"Being named to Thomson's Top 100 serves as an acknowledgment that we are able to maintain superior levels of quality and excellence day after day, year after year," said Barbara Tachovsky, President, Paoli Hospital. "I'm thrilled that our efforts have been recognized with such a prestigious award."

To conduct the 100 Top Hospitals study, Thomson Reuters researchers evaluated 2,914 short-term, acute care, non-federal hospitals. They used public information — Medicare cost reports, Medicare Provider Analysis and Review (MedPAR) data, and core measures and patient satisfaction data from the Centers

(See "Top Hospitals" on page 46)

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

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PLANNING FOR A MAIN STREET MANAGER IN A NEW FISCAL REALITY



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

When government money becomes tight, as it has in recently, requests for funding need to be more competitive. The key to submitting a reasonable application relies on doing your homework on the front end. There cannot be any loose ends and there cannot be any holes in the funding application.

The key to a competitive application is a good plan. How are good plans developed? They are developed through stakeholder participation and talent. Many times, I am asked to help a town get some money for a project or an idea and I run into the same problem ... not a strong plan.

Downtowns are developed through consensus and not necessarily through a consultant's report. People on the ground close to the issues normally have the landscape down solidly. It is through merchant and property owner participation and vetting of the idea that the strongest way to develop a plan.

The new funding sources developed by the new administration will enable communities to develop plans for sustainability and development. It has been a given in the past that in order to have a downtown program that there is a need

to become part of the Main Street program and hire a manager and the like. It will soon become apparent to all that some of the downtowns in Pennsylvania really do not have the resources to run a program without state help.

It is time to locally get out your thinking caps and determine what is the best way to fund your downtown revitalization. If the money is not there to fund a full time staff a town should ask themselves, "how do we want to proceed?" Perhaps a part time staff is the answer or maybe even reaching out to another community to share staff. These are decisions that have to be made by the community. Only the local stakeholders know if it is appropriate to work with another community or if they can afford to fund a position.

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

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TOP HOSPITALS

(Continued from page 44)

for Medicare and Medicaid Services (CMS) Hospital Compare website. Hospitals do not apply, and winners do not pay to market this honor.

"This year's 100 Top Hospitals award winners have delivered exemplary results, despite volatility from healthcare reform," said Jean Chenoweth, senior vice president at Thomson Reuters. "The leadership teams at these organizations have dealt with enormous ambiguity, yet remained focused on mission and excellence across the hospital which drove national benchmarks to new highs."

Chenoweth added that if all Medicare inpatients received the same level of care as those treated in the award-winning facilities:

- Nearly 116,000 additional patients would survive each year.
- More than 197,000 patient complications would be avoided annually.
- Expense per adjusted discharge would drop by \$462.
- The average patient stay would decrease by half a day.

If the same standards were applied to

all inpatients, Chenoweth said, the impact would be even greater. The winning hospitals were announced in the March 28 edition of Modern Healthcare magazine. More information on this study and other 100 Top Hospitals research is available at www.100tophospitals.com.

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 45)

What is the wave of the future? I believe that many of the inept downtown managers will fall by the wayside as towns are more involved with their own local funding and revitalization boards will take more care in the personnel selection process. In the rural areas, there will be some hiring of a local that has somehow relocated from another area and wants to help or a lifelong resident who has recently graduated from college that do not demand a high salary. However, I believe this may end up being the first step toward regionalism.

A regional approach to downtown development is not all that bad. There were some initial attempts to have a regional program early on during the main street run and those efforts have increased over recent years. If towns could pool their money, a reasonable person can be hired to take over the downtown effort. Regional efforts enable towns to share personnel in downtown development and have a professionally guided effort.

If there is, a regional effort there probably should be a common board of directors and each community should contribute to a common account but keep the

fund raising in the local community. If it is planned this way, if one participating municipality secures a project grant, the admin (15 percent) of the project can be allotted to the project and a sub recipient agreement can be assigned to the inter-municipal group.

For example, town X gets a grant for \$500,000 to fix up the streetscape and there could be a 15 percent admin on those dollars. Those dollars (\$75,000) could then hire the downtown manager to oversee the project and "buy time" from the joint municipal main street organization. At that time the community could then "back out" their locally raised dollars and save them for another physical project or let the account for the administrative funding grow and be used in years to come.

In order to do funding scenarios like the one I outlined above there is a need for a solid plan. Not only an organizational plan but also a revitalization plan. It really needs to be all encompassing to reflect the current reality. A plainly worded statement with some goals, objectives

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

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John Buccinno

Since 1969, the Chicago-based CCIM Institute has conferred the Certified Commercial Investment Member designation to commercial real estate and allied professionals through a graduate-level education curriculum of 200 classroom hours and the presentation of a

portfolio of qualifying industry experience. The curriculum addresses: financial analysis, market analysis, user decision analysis and investment analysis – the cornerstones of commercial real estate investment. CCIMs are recognized experts in commercial real estate brokerage, leasing, asset management, valuation, and invest-

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(See "NAI Keystone" on page 50)



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 47)

and a clearly and simply stated economic development strategy would be a good first step for each community.

The playing field has changed, the rules for engagement with the Commonwealth has changed but the problems encountered by downtowns not only across Pennsylvania but America remain the same. The local stakeholders can only derive issues relating to the course of action. As a consultant, I could come in

and say "you know folks you need X, Y and Z." The locals, the people on the ground, need to examine the advice and say "we like X and we like Z but if we try Y there are these constraints that will cause a problem for us."

If there is a regional effort, stakeholders would want to avoid having people from one town dictating to another town the established priorities. A common board to oversee the program should have a local downtown advisory committee to make the decisions for the town.

Finally, there is a perception that people with experience in revitalizing downtowns are all knowledgeable concerning the process. This is not always the case with many political hacks dominating the landscape, especially now in time of budget cutbacks. A revitalization group should look to hire someone who is knowledgeable in a number of aspects including helping to maintain the plan and revise when necessary. Now is not the time for continuous turnover but instead the time for a new beginning with concrete underpinnings forged in the new reality of the day. ■



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(Continued from page 48)

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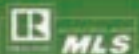


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By Al Matarazzo, President, Main Line Financial Advisors

The passage of the Frank Dodd Financial Regulatory Reform bill was a watershed event for the retirement plan marketplace. In response to the Global Financial Crisis in 2008, the Frank Dodd Bill seeks to bring a huge spotlight to the dark corners of today's retirement plan industry.

Some plan sponsors and participants may be surprised that much of the new regulations focus on fees and transparency versus investment performance. However, a review of the history of changes in the retirement plan marketplace illustrates that much of the recent litigation has in fact focused primarily on plan fees.

Let's review some history to grasp the intent and importance of this new retirement plan legislation.

Throughout the 1980s and 1990s many companies put the onus of saving for retirement and managing these savings into the hands of their employees. The old pension plans of '60s & '70s, in the industry parlance — defined benefit plans, were replaced with defined contribution plans, commonly known as 401(k) or 403(b) plans. At the time, the key difference in defined benefit and

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Plan participants were now the decision makers in how much to save for retirement and where to invest these monies. Nonetheless, the plan participants were not decision makers in the process of choosing a retirement plan platform. It's important to remember that inasmuch as the 401(k) market was in its infancy in the 1980s, various business models were established to capture the assets of these new plan participants as they saved and managed monies for retirement. Each of these new business models focused on the creation of a retirement plan platform that allowed participants to save monies and invest them according to their specific objectives.

(See "Financial Success" on page 56)



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FINANCIAL SUCCESS

(Continued from page 55)

The business models that best survived the competition of the 1980s and 1990s were retirement plan platforms created by insurance and mutual fund companies. These platforms are now so ubiquitous that for many plan participants names such as John Hancock and Fidelity are synonymous with retirement saving. Part of the success of these retirement plan platform providers derived from their ability to take explicit fees being paid by the sponsor company, i.e., XYZ Corp and shift the cost burden to the plan participant. The shifting of fees, however, was often done in a less than transparent manner. Many of the costs associated with recordkeeping, custodianship, reporting, and technology were no longer born by the company as an explicitly out-of-pocket cost, but rather became an implicit fee, wrapped into the costs of the investments. It was then the participants who paid these "investment" fees and not the company itself.

As the Frank Dodd bill demonstrates, participants paying these fees for their plans is not problematic in and of itself. It is rather, the fact that many partici-

pants are *unaware* they are paying these fees and in some cases are paying *unreasonable* fees that is problematic. Thanks to the Frank Dodd bill, these undisclosed and unreasonable fees are now in the crosshairs of the Department of Labor! Beginning in 2011, retirement plan sponsors will be required to break out in a line item fashion the explicit and implicit fees their participants are paying. For many plan sponsors and participants, the exercise may be more than routine. In fact, it may be eye-opening and disconcerting.

The exercise in disclosure and transparency may be uncomfortable for many plan sponsors at small and medium sized businesses. Generally, it is these size companies that are utilizing retirement plan platforms from insurance and mutual fund companies that have transferred costs to participants. Unfortunately, many of these companies have never conducted a benchmark to see if the plan they are offering their employees is reasonable in terms of costs.

(See "Financial Success" on page 58)



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Sustainability: The Importance of Site and Place



SUSTAINABLE CONSTRUCTION

By William Felton

Sustainable and 'Green' are buzzwords used in the marketing of many products today. Some are legitimate claims of sustainability, while others are propaganda of what has become known as 'green washing.' In this series of articles I plan to address what sustainability means in the construction process. Whether you are planning to build a new home on a rural lot or renovate an old building in an urban area, sustainable building practices should be included in your project.

In the construction world we often think that green building has to do with integrating solar panels and the latest insulation techniques into the building process. While these are good systems towards sustainability and reducing energy use, they are but a link in a holistic approach to sustainable building.

The fundamentals of sustainable building and design include many components. We will examine the importance of the site and place in this article.

Location, location, location, the three most important values of real estate, but one person's ideal location may not be desirable to another. Consider where we want to live and why we want to live there. Consider too, when we are not at home, where are we? For most of us that is probably our place of employment. What is our proximity to our work place? How about the commute, is public transportation available? What is the time consideration?

What other destinations, such as schools, shopping and recreation, are related to our commute? As the cost of energy, and specifically gasoline, become a substantial portion of our budget, we need to think about what sustainability means to us.

Once we decide on the location of our site, we can look more closely at the site specifics.

If we are building a home on a rural lot, one of the first things to consider is its orientation to the sun, also known as southern exposure. Very simply we want to position and design the home with the glass and windows placed to take advantage solar heat gain during the cold winter season. Also as important is reducing that heat gain during the warmer summer months. Shading, integrated into the building design, such as large roof overhangs, and placement of trees and vegetation, helps to reduce that heat gain.

(See "Sustainable Construction" on page 59)

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FINANCIAL SUCCESS

(Continued from page 56)

Here is a thought experiment for you as a plan sponsor.

It is January 2012. An employee has recently asked you to provide a review of the implicit and explicit costs of the retirement plan platform your company offers. The employee then states he was unaware that total expenses as a participant in a plan are 3.75 percent when the average plan expense is X. Moreover, he states these costs seem unreasonable inasmuch as lately he has seen inundated by advertisements for low cost ETFs, with no trading costs, from many brokerage firms.

Can you tell the employee that you have...

a. Benchmarked your plan costs to those of companies with similar employee demographics and savings tendencies.

b. Reviewed the plan costs with the retirement plan sponsor to see if they offer a lower cost alternative.

c. Reviewed other service providers for less expensive recordkeeping, investment management, and educational services.

At this point, you may ask, what is an unreasonable cost to bear? Although the

costs are different for each company and plan, it is safe to say that if your participants are paying three percent or four percent for the costs of their plan, there are lower cost options that *should* be considered. In MLFA's next several articles, I will review in detail the new disclosures required by the Frank Dodd bill, how plan sponsors can effectively get information about hidden costs in their plans, and finally what options are available in the retirement plan marketplace for small and medium sized businesses. 🗑️

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SUSTAINABLE CONSTRUCTION

(Continued from page 57)

Existing trees and vegetation also must be considered for wind protection, aesthetics, and natural wildlife habitat.

The next consideration is the utilities and the connection to the public infrastructure, such as electricity, water, sewer, and the public road system. The cost of constructing a long driveway has become very expensive. On a rural lot an onsite septic system and a well may be the only option for those systems, so we need to be sure the site can support these needs.

When choosing an urban, or an in town location, we still want to consider the fundamentals above, but we also have the closer environment to consider. The ability to create intimate spaces becomes a priority. Is there space for a garden or courtyard? How close to a park and how is the site integrated into the community? Walkability is another important element and can be a huge asset to the urban community.

In the urban location the public utility infrastructure may be already established, so the need to extend pipes and wires and roadways is not necessary. Many of our existing towns in southeast

Pennsylvania are models of walkable communities. For example, in Pottstown the public bus transportation system connects all parts of the town together and also connects with the regional transportation system. Pottstown also has 'Bike Pottstown,' a program that provides free bicycles throughout the town for everyone's use. The Schuylkill River Trail and Greenway runs through the town offering commuting and recreational opportunities from Philadelphia to Reading and beyond. A rail line connection, known as the Schuylkill Valley Metro, (SVM), is in its planning stages and, when built, will connect all the towns along the Schuylkill River, from Philadelphia through Reading creating another form of sustainable connectivity.

Other topics to be addressed in this series will include water, energy, heating and cooling, lighting, building materials, indoor air and environment, and solar. ☀

William Felton is a custom home builder and a Certified Sustainable Building Advisor. (SBA), and an advocate for the redevelopment of our 'fine old towns'. Please visit his web site at www.williamfeltonbuilder.com.



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