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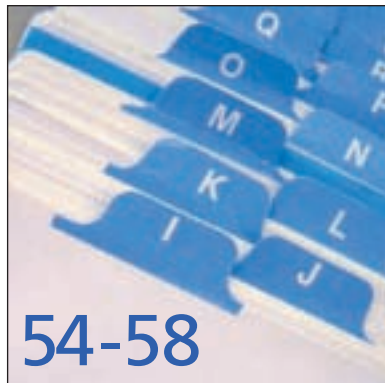


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PMSI COMPREHENSIVE HEALTHCARE *For Life*



The Highest Quality Healthcare Delivered With Respect, Compassion and Consideration

PMSI is a physician-owned multi-specialty group practice with offices in Berks, Chester and Montgomery Counties, providing a multitude of health care services for thousands of patients over a large geographic area.

Wade A. Brosius, DO serves as Medical Director for the group from his office at PMSI administrative headquarters, 1610 Medical Drive, in Pottstown. He is also a PMSI primary care physician, with his own office at Spring-Ford Family Practice in Royersford.

PMSI was formed in August of 1978, first known as Deviney, Guthrie & Popolow, LTD, from the merging of three separate practices of internal medicine. In May of 1980 the office was moved to 1591 Medical Drive in Pottstown. This location initially served as PMSI's internal medicine office and over time, specialists were added, and PMSI expanded. PMSI developed a strong primary care division, accomplished by the acquisition and merger of practices as well as opening new practices. Over the years

PMSI has added gastroenterology; cardiology; pulmonology; nephrology; rheumatology; neurology; hematology/oncology; orthopedic surgery/sports medicine and sleep medicine to its specialty roster. Complementing these specialties are ancillary services such as a



state of the art sleep lab, endoscopy suite, nuclear cardiology, a digital echo machine, physical rehabilitation, infusion therapy and diabetic education.

"There's always room for growth," Dr. Brosius offers. "If you look nationwide, the trend is that the larger multi-specialty groups are the most successful. We are constantly looking to expand, but do so in a very organized manner, in order to accommodate the public's needs."

Dr. Brosius explains how being part of PMSI allows individual providers to operate like a small independent practice, and at the same time enjoy the benefits of having a strong corporation standing behind them. "Each office is its own cost center,

has its own identity, and serves its own population," Dr. Brosius said. "Yet we have standardization of quality across each office, and corporate and administrative help to support the office in all its financial and operational needs."

Even with the success of growth and expansion, PMSI, and the health care industry in general, has not been untouched by the sluggish pace of the post-recession economy. "In challenging economic times, people scale back,"

*PMSI
has achieved
national
recognition by
the NCQA.*



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Dr. Brosius explains. "If normally a patient is seen every six months, they'll try and stretch it out to every nine months or ask their doctors to fill their prescriptions to hold them over a little bit." Dr. Brosius is concerned that the quality of patient outcomes is negatively affected when, for economic reasons, patients fail to maintain timely visits with their provider. "When people don't come in for their physicals or regularly scheduled office visits, it poses a challenge, because those people may then go without the needed, medically recommended services,"

Dr. Brosius said. "The whole idea of the improvement in quality, unfortunately, doesn't bode well with that, because truly, to get people to do well, they need to come in," "We need to see you. We need to order your lab tests, make sure you follow up with your specialist, check your blood pressure, etc. To do that requires visits."

With the implementation of electronic health records, PMSI has improved its ability to follow-up more efficiently with patients in terms of scheduling and providing preventive measures and tests. "One of the reports we run shows us when each patient was last seen and when their last labs were run," Dr. Brosius said. "Now, with the benefits we have due to technology, we can take a look at the data behind the scenes and say to the patient, these are the things you need to do to stay healthy, and we explain why."

Beyond improved communication with the patient, the efficiency of PMSI's fully integrated electronic health record provides a measure of quality care that is not frequently talked about, according to Dr. Brosius, the integration of primary care and specialty services. "One of the great advantages of being a primary care doctor in this company with the technology that we have, is if I see you this morning and you have chest pain, I refer you to a PMSI cardiologist,

(See "Cover Story" on page 6)

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COVER STORY

(Continued from page 5)

your cardiologist will already have my notes with all my concerns, will already have a copy of the EKG, already know all your labs, know your family history, all the things that put you at risk," he said. "They'll know your social history, whether you smoke, whether you are overweight, whether you do or don't exercise. When the cardiologist sees you, he'll have that information in front of him, so it's not as cumbersome for the patient and there are not things falling through the cracks."

"On the primary care side, one of the problems we've seen in the past is we don't get the correspondence back from the specialist or if we do, a lot of times it's not on a timely basis," Dr. Brosius explains. "One of the benefits of this company being multi-specialty and fully integrated is its point of service. The moment the PMSI cardiologist is done seeing you, it comes back to me. I can see his notes and in real time know he ordered for you a stress test, echocardiogram, changed your medicines, ordered some additional labs, so the left hand knows what the right hand is doing."

The end result is the elimination of communication-related delays. "Beyond

that we're actually eliminating a lot of problems with patient medication errors," Dr. Brosius said, "and errors that would have happened because of poor communication, or incomplete information that passes from one provider to another. Our goal is to expand this to all providers as well as hospitals, labs, etc."

Because we have multiple primary care offices, we do have standardization measures that we follow. We follow quality metrics, for example. We have best practice modeling, where we take the best practices as far as their overall quality scores, and share the benefits of what that office has done successfully with the rest of the offices."

As Medical Director, Dr. Brosius's job is to both review, as well as share all the quality numbers each and every month. "On the primary care side right now we are using three quality metrics based on national evidence based guidelines: diabetes, hypertension, and hyperlipidemia," he said, "and what we do is show, based on national benchmarks, where we rank in our ability to achieve those national guideline goals."

(See "Cover Story" on page 8)



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COVER STORY

(Continued from page 6)

HOW ARE WE DOING?

All of PMSI's primary care offices have achieved national recognition as the highest level Patient Centered Medical Home, Level 3, by the **National Committee for Quality Assurance (NCQA)**. The NCQA initiative was spearheaded by one of PMSI's primary care doctors, Dr. Carol Henwood, of Stowe Family Practice. The NCQA is a private, 501(c)(3) not-for-profit organization dedicated to improving health care quality. Since its founding in 1990, NCQA has been a central figure in driving improvement throughout the health care system, helping to elevate the issue of health care quality to the top of the national agenda.

PMSI's stated mission is to provide the highest quality healthcare to residents of the communities they serve, delivered with respect, compassion and consideration. "That truly is our mission," Dr. Brosius said. "PMSI goes to great lengths to be a very successful but very ethical and compassionate company. And truly it begins at the top, with

our CEO, Jeffrey Smith, and works its way down. We take great pride in the fact that we are able to deliver high quality health care and do it with a compassionate, caring touch. That way, people feel like they are part of our family when they come to see us. As a provider, I can tell you that really we try to deliver medical care by the Golden Rule—how we would want our own family members or ourselves to be treated."

One of the great benefits of the quality measures, Dr. Brosius said, is PMSI doctors can make sure that by treating people appropriately with high quality care, and as they continue to live longer, they can also live very fruitful, active wonderful lives.

Dr. Brosius concluded: "At the end of the day, when you know you've done the best you can do for your patients, you've done a good thing."

For additional information about PMSI Comprehensive Healthcare For Life, please call 610.327.4200 and visit www.pmsiforlife.com.



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Joseph Scott McArdle of Prudential Fox & Roach Realtors, headquarters sales office, has been named exclusive agent for approximately 4.84 acres on the corner of Baltimore Pike and Dougherty Boulevard, in Concord Township, Glen Mills, Delaware County Pennsylvania. The parcel is the final remaining property owned by Altemoses in Concord Township, that once was the location of Pulsations night club. Numerous legal battles over the years since the start of Pulsations have ensued in which most instances resulted in victories by the Altemoses. They are selling the property at this time to concentrate on significant projects of over one million square feet in various stages of completion from occupied to about to be constructed, in Hatfield, Montgomery County, where their offices are located and where they have been successfully developing projects since the closing of Pulsations. The property was twice approved for 108 suites units, and is offered at a price of \$2,000,000 which would repre-

sent approximately \$18,500 a unit. It has significant highway exposure and the area has substantially developed with commercial, shopping centers, and other high density residential over the last few years.

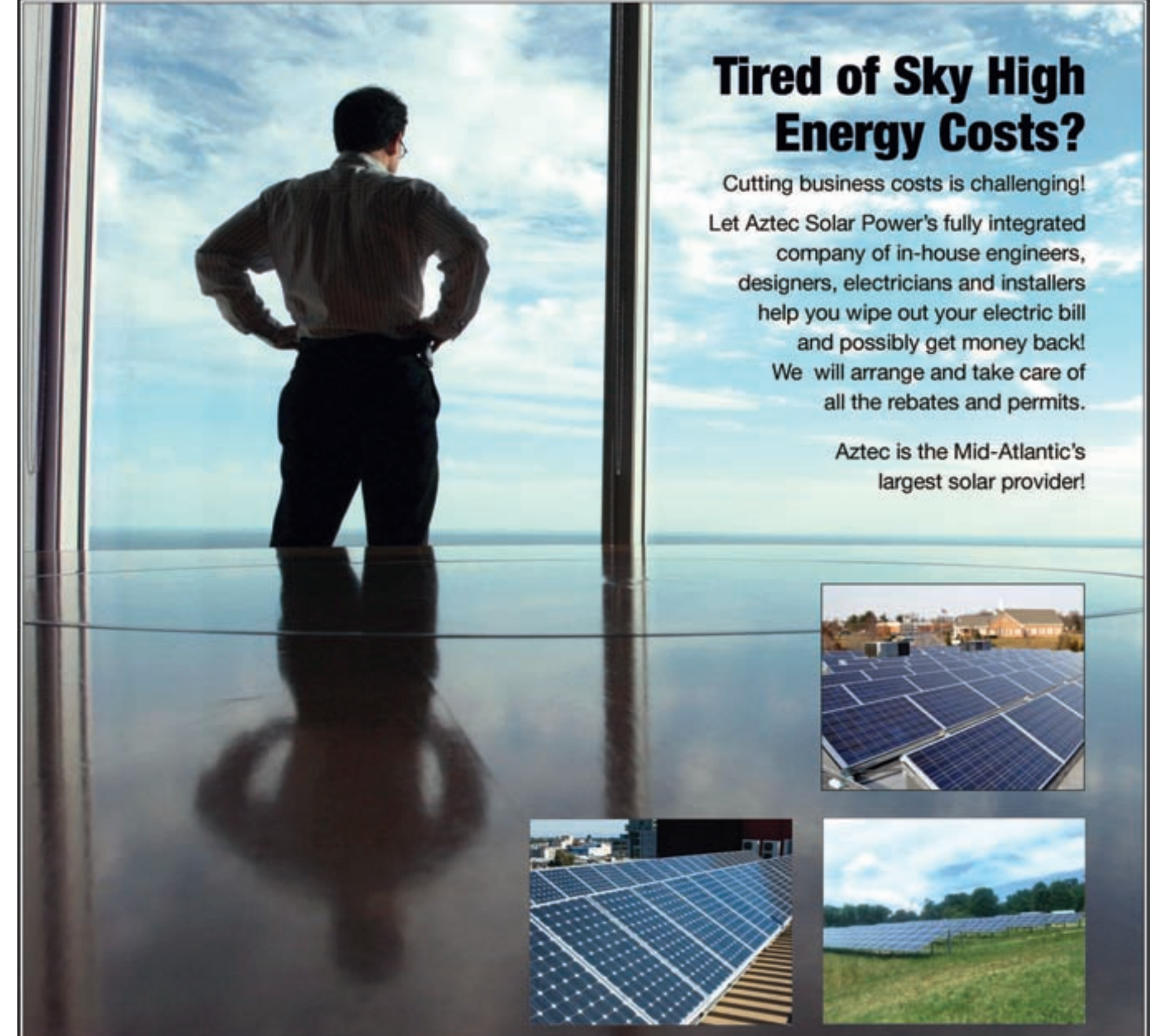
McArdle was chosen as he has been a close personal advisor to the family for nearly two decades, and holds a prestigious Certified Commercial Investment Membership (CCIM) with the National Association of Realtors, and twenty-six years of experience in land, land development and new construction. McArdle is a designated Fine Homes specialist, is e-certified by Prudential Real Estate, holds a Certified Sales Professional (CSP), Certified Commercial Investment Member (CCIM), and GREEN Designations from the National Association of Realtors (NAR), is a member of the Institute of Residential Marketing, and a member of the sales and marketing council of the home builders association. He has an outstanding sales track record consistently in the multimillion-dollar range since



Pulsar the Robot, Pulsations Mascot and Joseph Scott McArdle, Marketing Specialist, Prudential Fox & Roach Realtors

1984, and has been recognized with numerous awards including salesperson of the year and office sales leader of the month. He is a distinguished graduate of the University of Pennsylvania's Wharton School of Business and attended Harvard University for graduate studies in economics, forecast-

ing, and management. A member of the Suburban West Board of Realtors, he has an in-depth knowledge of the Delaware Valley and serves homebuyers and sellers along the Main Line area as well as those in Delaware, Berks, Montgomery, Chester, Bucks, Philadelphia counties, and New Jersey. 🏡



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FOCUS ON READING

BUZZ AROUND THE BLOCK

This month's Buzz column highlights a variety of businesses serving the Reading regional marketplace.

For more information on these quality businesses, please call the phone numbers listed and visit the websites provided.

Exeter Printing Offers Service and Technology

How does a printer survive and thrive when the Internet and slashed marketing budgets have devastated the industry? Exeter Printing celebrated 15 years in business in 2010 by sticking to the basics of any successful business: offering a quality product and outstanding service at a competitive price. Owner Guy Hrezik, a craftsman with more than 35 years of color printing experience, makes certain that projects meet or exceed client expectations. Today many printers offer digital printing. Exeter Printing, however, offers digital printing for a competitive advantage. Direct Image offset printing is ideal for print quantities between 500 and 5,000, assuring a strong ROI for customers.

Exeter offers a full range of printing and finishing capabilities, including four-color envelopes, custom die cutting, pocket folders, large format prints/posters, and professional stationery. The Heidelberg QMdi (Direct Image) press allows highly competitive pricing for four-color tri-fold brochures. Several initiatives have been added for the convenience of customers: a new website that includes an option to

design and purchase business cards, wedding invitations, Christmas cards, and promotional products to distribute at special events and trade shows. "Helping businesses look good to their customers makes us look good," Hrezik says, "it's pretty simple."

Exeter Printing is located at 3209 Oley Turnpike Road, Reading. For additional information, please call 610.779.7609 and visit www.exeterprinting.com.

New Bayada Nurses Office in Wyomissing Focuses on Providing Home Health Care Services to Adults and Seniors

The home health care industry is rapidly growing and Bayada Nurses has opened a new office in Wyomissing, PA that will focus on one-on-one home health care for adults and seniors. The office, located at 40 Berkshire Court, will provide services and job opportunities to local residents throughout Berks County.

"Bayada Nurses only hires people who share in our commitment to deliver care with compassion, excellence, and reliability — our core values," said Amy Shanaman, associate director of

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

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Unemployment Compensation **for the Self-Employed**



LEGAL PERSPECTIVES

By **Bruce L. Baldwin, Esquire, Wolf, Baldwin & Associates, P.C.**

Ever since the start of the global economic downturn in late 2008, the Pennsylvania Unemployment Compensation system has been inundated with a larger-than-usual volume of new unemployment claims. One of the issues that has been particularly difficult for the overwhelmed Office of UC Benefits to properly address is the availability of unemployment compensation benefits for self-employed individuals.

In very general terms, the Unemployment Compensation law is a remedial statute that must be liberally and broadly construed to ensure that employees who become unemployed through no fault of their own are provided with some semblance of economic security. On the other hand, the Unemployment Compensation law was plainly not designed to insure a weekly income to those engaged in business ventures—individuals who may or may not realize business profits during each and every week. In short, the Unemployment Compensation law cannot be used to provide benefits to individuals who are self-employed. So far, so good.

Difficulties arise, however, when an individual has both a full-time job and a separate business. Consider, for example, the case of an employee who is laid off from a nine-to-five job, while also doing bookkeeping for other businesses on a

part-time basis after hours or on weekends.

In these cases of “sideline activities,” the Pennsylvania courts have ruled that a claimant can qualify for unemployment compensation benefits upon losing a W-2 job, despite having a secondary business, if each of the following conditions is satisfied:

- The self-employment activity precedes the employee’s separation from full-time work;
- The self-employment continues without substantial change after separation;
- The claimant remains available for full-time employment after separation; and
- The self-employment was not the primary source of the claimant’s livelihood.

(See “Legal Perspectives” on page 14)

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BUZZ AROUND THE BLOCK

(Continued from page 11)

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LEGAL PERSPECTIVES

(Continued from page 12)

In order to qualify for benefits under this "sideline activity exception," the claimant has the burden to prove each of these four conditions. If any one of the four conditions is not met, the individual is not eligible for unemployment compensation benefits.

Some of these conditions are intuitive. Some are not.

THE FIRST CONDITION — that the self-employment activity precedes the employee's separation from full-time work — means, simply enough, that if the individual begins the self-employment only after being laid off, the individual does not qualify for benefits under the "sideline activity exception," however admirable his or her efforts to find replacement income. This first condition causes problems for many a worker who is forced to take on temporary, 1099 work while looking for replacement employment. In these cases, unsuspecting employees are often forced to appeal a denial of benefits based upon initial determinations (often incorrect) that the individual is self-employed.

THE SECOND CONDITION — that self-employment continues without substantial change after separation — is also counterintuitive in some respects. That is, just at the moment when the separated employee most needs to increase the income from a sideline business activity, there is suddenly a countervailing economic incentive not to do so. This is the classic Catch 22. However, there is also the plain reality that if the separated worker increases independent business activity, that worker becomes "self-employed" in both a common-sense and legal sense of the term.

THE THIRD CONDITION — that the claimant remains available for full-time employment after separation — is an easier requirement to comprehend. Simply stated, if what was once a sideline business becomes so labor-intensive that the individual is no longer available to return to full-time employment at a W-2 job, the individual is now fully engaged in the formerly sideline business, out of the labor market, and therefore not eligible for UC benefits.

(See "Legal Perspectives" on page 16)

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BUZZ AROUND THE BLOCK

(Continued from page 13)

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LEGAL PERSPECTIVES

(Continued from page 14)

THE FOURTH CONDITION — that self-employment was not the primary source of the claimant's livelihood — is simple enough in theory, but a condition that often requires documentary proof. Specifically, the best way to determine whether the self-employment or the W-2 job was the primary source of the claimant's livelihood before separation from employment is to compare the employee's prior year-to-date pay stubs or W-2s against documentary evidence

of self-employment (often in the form of 1099s) to determine which was the greater source of income. On this point, even if the 1099s or QuickBooks records show self-employment revenues equal to or even exceeding W-2 income, the employee would still have an opportunity to show that the W-2 employment was the primary source of income if the self-employment revenues were reduced by operating costs such that the net income from self-employment was less than the W-2 income.

Questions of "self-employment" and "sideline activity" in the context of Unemployment Compensation claims are often complicated matters for employer and employee alike. When these issues arise, it is always advisable to consult with legal counsel.

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C. of Pottstown, and has represented consumers and businesses in commercial litigation for over 25 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.



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BUZZ AROUND THE BLOCK

(Continued from page 15)

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

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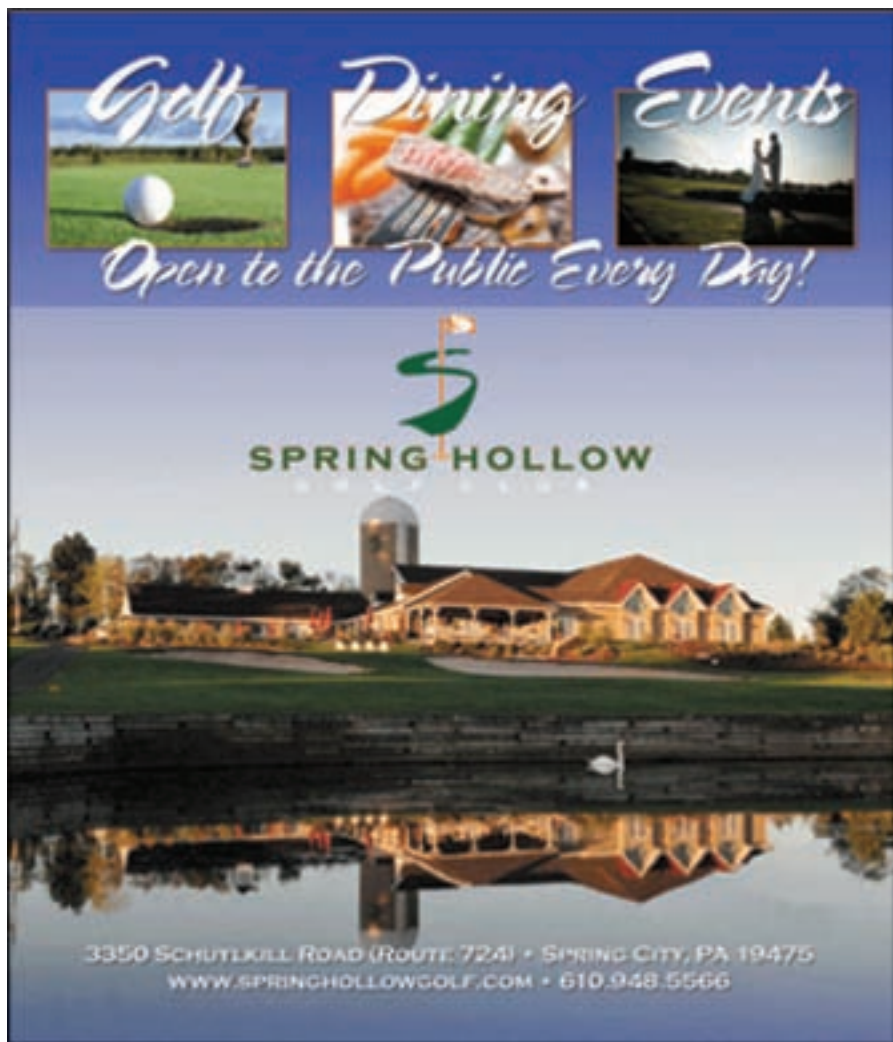
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ON LEADERSHIP

By Kenneth D. Richardson, PhD, Redwood Enterprises

*“Do not follow where the path may lead.
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Anyone who has paid attention to business management over the past several decades has got to be fascinated by the sheer number of trends that have been touted as being the wave of the future. A look back however, shows that the past is littered with the remains of such trends, along with their jargon, implementation manuals, and training rituals. In the meantime, sound leadership retains its value as the most viable business resource.

It's now been 100 years since Frederick Taylor published his landmark work, *Principles of Scientific Management* in 1911. His book became something of a Bible for the manufacturing sector, influencing industry in this country for decades. Taylor's emphasis on measurement, statistics, and clearly delineated procedures was actually driven by the simplest of motivational psychologies. In his words, “All the worker wants is money.”

Although exceedingly popular for decades, “Taylorism,” as it came to be called, eventually came under severe criticism, especially from opponents who favored more humane approaches to managing workplaces. Over the course of the century following Taylor's initial pub-

lication, an incredible array of fads in management came and went, each bearing its own motivational psychology and unique terminology.

Particularly of note are those management schemes that have appeared in response to problems in the American manufacturing sector over the last several decades. Wave after wave of quick fixes emerged during this period, only to die out and be replaced by the next “magic bullet.” Although showing minor gains over the course of the last several months, manufacturing in America is still at dangerously low levels, making it difficult for other industries such as banking and housing to recover.

(See “On Leadership” on page 20)

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BUZZ AROUND THE BLOCK

(Continued from page 17)

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

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ON LEADERSHIP

(Continued from page 18)

Why haven't we done better?

Why hasn't "management science," which has spawned so many interventions over so many decades, served the American manufacturing sector better? Loaded question, I admit, but it is a valid and important one. In my own lifetime I have been subjected to Sensitivity Training, WOFAC (Work Factors), MIPs (Methods Improvement Programs), MBO (Management by Objectives), and TQM (Total Quality Management), only to see these succeeded by systems such as Kaizen, 6 Sigma, and 360 Evaluation. The turnover has been an amazing phenomenon to behold.

The problem with bandwagon effects

Each new wave promised to cut costs, motivate workers, elevate quality, and increase customer loyalty. By the time we got to TQM however, it became evident what was happening. Businesses were struggling with the same kinds of problems that they'd always had, which were inadequate leadership, poor planning, lack of shared purpose, and lack of trust. In desperation, companies would look to the latest management trend for the

answer. They would invest in the observable elements of each fad (the jargon, manuals and training sessions), but the issues of trust, shared purpose, and planning would often be left unaddressed in the process.

W. Edwards Deming himself, often identified as the founder of the "quality movement," declared that what most of what was being called TQM had little to do what he was advocating and distanced himself. Ill conceived and poorly implemented TQM programs appeared everywhere, failed to live up to their promises, and then were dropped in lieu of the next popular trend. Meanwhile, America's manufacturing sector continued to decline.

What's behind this cycle?

The truth is, once an intervention demonstrates some success and acquires a trick name, it becomes a marketable product and the copycat process begins. Desperate managers often buy the program from consultants whose knowledge of sales is superior to their understanding of the needs of the businesses they service, and a new fad is off and running.

(See "On Leadership" on page 22)

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BUZZ AROUND THE BLOCK

(Continued from page 19)

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ON LEADERSHIP

(Continued from page 20)

I've seen this cycle repeat itself frequently, and we'll doubtless be seeing it again in the future.

What makes it so robust? Lots of aspects of human nature are responsible, but one giveaway lies in the language that often used to describe the change. Almost invariably, the new program is described as something being implemented by "management." This goes back to a common tendency to equate management with leadership, which experts in business have been warning us about for decades.

ized the reactions of Apple's employees as well as its stockholders. Analysts questioned the company's future.

No one said, "Apple will be okay, they're employing Kaizen, or 6 Sigma" (or whatever). Such remarks would have been regarded as preposterous. The question was, "Who is going to be leading this company?" While Apple does have various mechanisms for process improvement in place, its fate as an industry leader was seen as dependent on the personality of its leadership, not its quality assurance programs.

Leaders innovate, managers imitate

Leadership is a priceless commodity in organizations, and priceless always means rare. Effective leaders inspire and unleash the creativity and enthusiasm of their subordinates, meaning that they also actively cultivate it in themselves. Rarely is management referred to in these terms.

Case in point: Steve Jobs of Apple, Inc. is frequently cited as an example of magnificent leadership. Some time back, when Mr. Jobs was reported to have serious health problems, a hushed anticipation character-

Avoiding imitation as a business strategy

In some cases, bringing in elements of an established intervention may be advisable, but if you're considering doing so, here are a few things to keep in mind:

Every organization is different, even those in the same industry. Interventions need to be well considered and tailored to the culture in which they'll be implemented. Many interventions wash out or produce unintended effects because they are imitated rather than adapted.

(See "On Leadership" on page 24)

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BUZZ AROUND THE BLOCK

This Buzz column highlights a variety of businesses providing Information Technology services to businesses along the Route 422 and Route 100 corridors. For more information, please call the phone numbers listed and visit the websites provided.

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NetPrivateer is a networking-focused information technology firm that builds, secures & supports technologies such as LANs, WANs, firewalls, VPNs, remote access, secure wireless, intrusion prevention, network management systems, load balancers, network admission controls, log & event correlation, advanced QoS, traffic shaping, VoIP, IP telephony, routing, switching, campus fiber and more. Services include design, consulting, implementations, maintenance & support, security & architecture assessments, documentation & mapping and more.

Staff engineers average of 16 years of networking experience with numerous technical certifications including Cisco CCIE, CCNP, CCDP, CCSP, CCNA, CCDA, CSE, etc. as well as from various others sources including Nortel, Extreme, Juniper, NSA InfoSec, Network+, Security+, i-Net+ and more. About 90 percent of the on-demand support and project work NetPrivateer receives is oriented around network technologies from Cisco Systems. Geographically, most of NetPrivateer's customers are in PA, NJ, MD & DE although other customers are supported nationally.

Because of the specialization and expertise with networking and network security, NetPrivateer is often the resource of choice for direct customers and other IT firms to have on tap for this complex corner of the IT industry. Most businesses rely on data applications, PCs and servers to operate and all of these, as well as sometimes even their phones, run on the data network as a foundation. This

is why NetPrivateer's local expertise is critical to businesses.

Since NetPrivateer focuses exclusively on networking and does not deploy PCs, servers or software applications, it is partner-friendly with other IT firms. Currently, NetPrivateer cross-refers business with over 40 IT partners and sub-contracts work for about 25 of them to support over 200 customers including hospitals, colleges, banks, utilities, Fortune 500s, manufacturing, non-profits, small/medium businesses, etc.

NetPrivateer, located at 515 Old Swede Rd, Suite B8, Douglassville, offers free network assessment consultations for new customers upon request. For additional information, please call Jason Sonon, Network/Security Architect at 610.898.9898 x204, and visit www.NetPrivateer.com.

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I come across so many businesses with a dormant Facebook business profile page. What message does that communicate to your potential customers? Today's business climate requires us to flex, change and even evolve our marketing methods. Is it time to evolve your social media initiative?

How many of you have a Facebook business profile page, but you haven't updated it in the last six months? Two months? Three weeks? Those of you who have a profile page and it has been updated more recently, what kind of content are you sending out? Is it all business? Only self-promotion messages? Do you have

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

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ON LEADERSHIP

(Continued from page 22)

Interventions should be woven into a more general strategic planning process rather than being brought in as "add-ons." A periodic review and reworking your strategic plan is sound business strategy anyway, helping to assure that strategy and daily activities are in alignment.

As always, the best rule to follow is "get the right tool for the right job." Process improvement can be implemented independently of complete packages bearing trick names, fancy jargon, and high price tags.

Systems are no substitute for leadership

Max De Pree, former CEO of Herman Miller, Inc. successfully led a company that specialized in innovative approaches to the design and production of office furnishings for several decades. His success was attributable not to importing the latest management fad, but to valuing and empowering his people to contribute their best, regardless of their position or role in the company.

As a CEO, Mr. De Pree had a profound suspicion of manual-driven management

schemes and prepackaged business "solutions." Although he was clearly concerned with accountability on the part of employees, he felt that an informal "participative" management structure was much more productive than bureaucratic systems involving what he referred to as "meaningless quantification." He was especially suspicious of "manuals" as substitutes for trust, respect, and good human relations.

Relationships trump systems, schemes, and fads

The performance of Herman Miller under Max De Pree's stewardship clearly speaks for itself. The company was frequently cited by *Fortune* magazine as one of its top twenty-five most admired companies, and *Fortune* ultimately elected him to the National Business Hall of Fame. Rather than simply following popular trends, Mr. De Pree established a culture that served his employees, thus enabling them to serve customers to the fullest extent possible. His own words best summarize the quality orientation at Herman Miller:

(See "On Leadership" on page 26)

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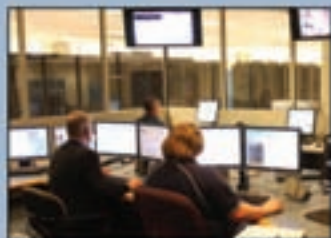


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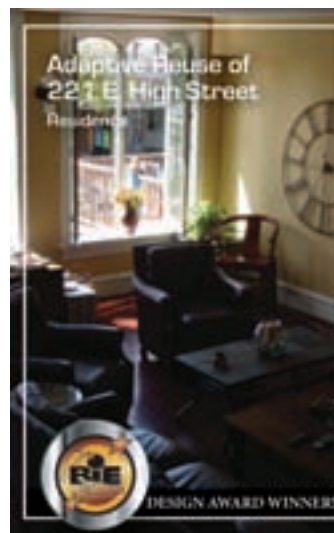
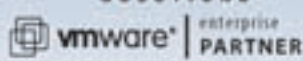


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BUZZ AROUND THE BLOCK

(Continued from page 23)

only a handful of "Likes?" Is anyone reading, sharing or better yet, interacting with your posts?

Arguably, worse than not having a social media presence, is having a blank social media presence. Based on current trends, it is important to post with some frequency. As with anything, there is an appropriate balance and the ideal volume of social media in your marketing mix varies on factors such as industry, target demographics, etc. This medium thrives with interaction and varying topics. It's "social," so don't just push business. Results drop dramatically when it is used as a medium to simply push the same ad over and over again. A blend of topic areas is the best approach, giving your business profile page a personality. The blend of topics might include pictures of products or services provided, sharing and commenting on community topics, local sports teams, product or service education, industry related news and so on. The objective is to have people "Like" your page out of more than just personal loyalty. Social media adds value to your marketing mix when you have engaging content. This leads to the next important and time-consuming aspect of social media profiles: acquiring and then interacting with followers. When you prompt your current followers to interact, you will increase your following base as you are introducing yourself to new people.

It's important to have an outline of a plan to proceed with your social media campaign. The plan should outline which social media platforms to utilize and for which purposes. The plan should list your customized blend of potential topics, how much of each and who is creating the content. A good plan outlines a few ways to increase the number of followers. The plan needs to

include monitoring practices and an employee SM policy and needs to work with other marketing efforts.

Not doing these things can create problems for your business. Allowing followers to post on your wall adds extensive value but requires ongoing monitoring so you can remove any inappropriate posts from your followers. More importantly, monitoring allows you to respond in a more timely manner to appropriate posts. Is using social media for your business more work than you expected? Since today's comprehensive website marketing must incorporate social media, AddisonTech's services include managing your social media initiative. More information is available at www.addisontech.com, www.facebook.com/addisontech and www.twitter.com/addisontech.com.

DSS Announces New Healthcare Solutions Director Continued Development of Healthcare IT Solutions

Distributed Systems Services, Inc. (DSS), a provider of innovative IT solutions that drive business value, recently announced that William "Buddy" Gillespie has joined the company as Director of Healthcare Solutions.

"This is an important step for our organization as we continue to develop more IT solutions and resources for the healthcare industry," said Jim Sweeney, DSS President & CEO. "We recognize the extreme pressure that federal mandates, meaningful use and other factors have put on the healthcare IT departments. Buddy's participation will enable us to have a more extensive reach to healthcare organizations to provide education, consulting and ultimately IT solutions to make their organization more efficient and productive."

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



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ON LEADERSHIP

(Continued from page 24)

"When we talk about quality, we are talking about quality of product or service. But we are also talking about the quality of our relationships and the quality of our communications and the quality of our promises to each other. And so, it is reasonable to talk about quality in terms of truth and integrity."

What he succeeded in doing was building trust and team spirit through leading by example, an inexpensive but oft neglected *modus operandi*.

Fads in management can never substitute for leadership

Fads come and go, but the value of truly innovative thinking and inspiration is timeless. Those who devote themselves to it and combine it with gritty determination will continue to be rewarded for their efforts, leaving a trail of disenfranchised imitators in their wake. Such is the nature of the free market. Businesses that flourish will be those with leaders that invest in the personal

growth and development of their people, including themselves. Continuous improvement must be a personal, as well as a corporate activity.

Are we doomed to a future of endless new trends in management that flare up, run their courses, then fizzle and give way to the next wave? There will always be a certain amount of such activity, but having sound leadership is the best means to avoid replicating that cycle. But it is difficult to imagine what could put an end to what we've been seeing decade in and decade out since *Principles of Scientific Management* appeared in 1911. After all, if "thinking out of the box" can itself become just another trite catchphrase, what should we expect? ▣

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)

Gillespie's position is a critical part of the company's continued efforts to develop a core focus on Healthcare IT Solutions, and set the stage for future growth. His responsibilities will include direct consulting with clients, assessing and improving healthcare solution offerings, helping drive the DSS brand into the healthcare community, and initiating relationships with hospitals and practices for future business development.

Mr. Gillespie served as Vice President, CIO and Chief Technology Officer at WellSpan Health for over 15 years and is currently Program Chair for the newly founded Central PA HIMSS Chapter and Chair of the Health Information Exchange Committee for the Pennsylvania eHealth Initiative. Gillespie brings a wealth of knowledge and experience to DSS. "I have an enormous amount of respect for DSS and find their products, services and people set them apart as a premier IT solutions provider for healthcare organizations," Buddy Gillespie said. "I admire what the company has achieved to date, and I want to help it achieve even more."

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Provided by William M. Schultz, Wells Fargo Advisors

If you can answer “yes” to either of the following questions, then maybe it is: “Are you the sole employee of your business?” or “Does your business employ only you, your co-owners and spouses?” Chances are — even if you did answer “yes” — you’ve never considered establishing a 401(k) plan to save for retirement because you think they’re strictly for corporations. They’re not. Tax law changes have made 401(k) plans attractive for the very smallest businesses — especially if you’re looking to make substantial contributions.

An Individual 401(k) is a unique retirement savings opportunity designed for corporations, partnerships and sole proprietorships which employee only owners, their spouses and certain family members. If you’re an independent consultant, real estate agent or accountant, an Individual 401(k) may be a good retirement plan option for you.

Currently, the maximum employer contribution to this type of plan is up to 25 percent of eligible compensation. Additionally, employee salary deferrals are not included in the 25 percent -of-pay limit. As a result, you can contribute a full 25 percent of your salary to an Individual 401(k) in addition to the \$16,500 salary deferral limit (\$22,000 if you’re age 50 or older) for 2010. However, total contributions cannot exceed the lesser of 100 percent of income or \$49,000 (\$54,500 is you’re 50 or older).

There are also other plan benefits that an Individual 401(k) plan brings to the table:

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Take a look at how an Individual 401(k) plan compares with other popular retirement plans for small business owners. Let’s say you are younger than 50 years of age, own an incorporated business and earn \$150,000 in salary this year.

(See “Financial Success” on page 30)

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FINANCIAL SUCCESS

(Continued from page 29)

With a SEP IRA plan, you would be able to contribute \$37,500 in 2010 toward your retirement savings. For a SIMPLE IRA plan, you would only be able to contribute up to \$16,000. However, with an Individual 401(k), you would be able to contribute up to \$49,000 to your retirement fund, increasing the compounding power of your nest egg.

The example shows that you can certainly stand to benefit from the higher contribution amounts allowed with an Individual 401(k). While this plan may be a bit more costly than a SEP IRA or a SIMPLE IRA because of the tax reporting requirements and annual administrative fee, the ability to make higher contributions may make it more cost-effective. Another benefit of this type of plan is that all contributions are tax deductible and can accumulate tax deferred until withdrawn. In addition, contribution amounts are completely discretionary, so you have the option each year to change or discontinue them.

Finally, if you have a regular 401(k) plan from a previous employer but are now self-employed, you are able to consolidate your assets into an Individual 401(k). And if you are employed at a company that offers a 401(k) but you also own your own business, you may contribute to both plans (certain limitations apply).

The most important thing about any retirement plan is to begin saving as soon as possible. Your Financial Advisor can help you decide what the best retirement plan option is for you. 

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PROFILE

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Strategically located in Pottstown at the border of Montgomery County and Chester County on the Route 422 corridor, Seidel Planning & Design, Ltd is a multi-faceted landscape architecture and land use planning firm that provides design and consulting services for greenfield and redevelopment sites across a variety of industries and real estate markets. Most notably, Seidel Planning provides services associated with retail, commercial and industrial development, single and multi-family residential development, and telecommunications and renewable energy development.

Despite the challenging economic conditions over the past several years, Seidel Planning has experienced strong company growth by adapting to changing real estate conditions, diversifying the services offered to clients, and by providing exceptional land development solutions to the real estate industry. In only six short years of incorporation, Seidel Planning has demonstrated a commanding knowledge of accepted planning and design practices and has gained an impeccable reputation

for an unparalleled understanding of the local zoning and development regulations of Municipalities throughout the tri-state area. The staff at Seidel Planning can frequently be seen at local government meetings and has represented clients in hundreds of Municipalities on over 500 project sites throughout Pennsylvania, Delaware, New Jersey, Virginia, and Washington DC.

Seidel Planning works with its clients to determine and subsequently achieve the highest and best use of a site. To do so, the firm efficiently balances a client's resources and development goals with that of the local municipality, the community, and its responsibilities to the natural environment. Some of the services provided by Seidel Planning & Design include; zoning ordinance interpretation, land use planning, GIS and base plan mapping, landscape design, expert planning testimony, and acquisition of land use, development and construction approvals.

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Phoenixville welcomes outside events, be it an elegant wedding of 150, or an intimate dinner for 10. Phoenixville Country Club's knowledgeable and thoughtful staff can help plan the perfect event. Our Ballroom, overlooking the golf course, accommodates 150 for dinner and dancing. The clubhouse also features our Main Dining Room, with fireplace and deck, the cozy Terrace Room, and the 19th Hole grill room, all of which can be used for private functions.

Our members enjoy a wide range of golf tournaments and events during the year that are designed to appeal to all golfers. The men's and women's golf teams and annual season-long tournaments attract more competitive golfers. Informal tournaments and special events appeal to the recreational golfers.

Phoenixville Country Club has been described as one of the area's best-kept secrets. Our golf course has been rated one of the best nine-hole courses in the WORLD by one of the most reputable and well-known golf historians and architects, Tom Doak. In his classic book, *The Confidential Guide to Golf Courses*, Doak ranked Phoenixville CC as the 6th best nine-hole golf course in the world. "The 3,500 square feet greens are sharply canted," Doak writes, "leaving no substitute for pin-point accuracy on the approaches. Most of the bunkering is basic but Merion pro Bill Kittleman has added some remarkable fairway bunkers at the 5th and 8th holes, restoring the original Hugh Wilson flair." 🏌️

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The speed at which the hands of time move is often amazing. Change occurs daily and yet the results of change can often take so long to be measurable. The Chamber, as well as businesses throughout the Tri-County area, have been in survival mode for the past couple of years with the hope that prosperity will once again find our Region. We as the leaders of our companies have refocused our attention on good old fashioned business practices - lead with revenue and control expenses - and have recommitted ourselves to strengthening our business, knowing that 2011 will be the beginning of a successful future.

In 2011, the TriCounty Area Chamber of Commerce and the Board of Directors also needed to take steps to lay the foundation for its membership going forward. Responding to the wants and needs of our current members, we have rededicated ourselves to the growth that is critical to our overall success. Staff has reached out by way of social media and conventional means to increase membership, and our organization continues to expand and strengthen itself by adding and retaining dedicated and pro active business owners who share our vision.

As you know, part of the Chamber's mission is to create significant opportunities for business and organizations to gather and connect on a regular basis in order to strengthen the business community through networking. Already this year, we have hosted many outstanding events: Economic Development Luncheon, Annual Dinner, Boyertown Area Progress Dinner, and the Chamber Golf Outing;

all have had spectacular support and attendance. They have created enormous opportunities for our membership to network and expand their businesses and personal contacts. I am pleased to report that the feedback has been exceptional and the consensus is that these events cannot be missed. We have also had fantastic, interactive monthly breakfast meetings with engaging topics. Our guest speakers have shared business ideas and successful strategies that have proven beneficial for our Members.

As leaders in business we need to set the example for others to follow and operate our businesses with a renewed commitment for success. Although the Chamber's role in continuing to offer outstanding programming and events to meet its members' needs will remain steady, your commitment to Chamber membership and your participation in the Chamber events are a vital component for businesses and organizations in our region to strengthen and grow.

I encourage you to make the most of your membership by attending events and most of all, remember to support your fellow Chamber businesses.

Lastly, I wanted to thank the Chamber staff, board, and members for the dedication and commitment to strengthening our chamber. Together we were able to focus on our members and local communities during these difficult times. It has been my pleasure serving as your Chairman and look forward to serving in the next year. A special thank you to two board members leaving the board as of July 1, 2011, Scott Detar of Maillie, Falconiero & Co., LLP and John Sartor of Gilmore & Associates. We thank you for your dedication to and support of the TriCounty Area Chamber. We welcome to the Chamber Board of Directors, effective July 1, 2011, Rick Lewis of Lewis Environmental and Richard Graver of Victory Bank.

Terese Brittingham,
TCACC Chairman of the Board

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

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Ashley Slaughter, Marketing and Communications Assistant,
ashley@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!

EVEN SUPERHEROES DON'T FIGHT CRIME ALONE

Let the TriCounty Chamber be your business sidekick.



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

"The Chamber has provided my company and me many opportunities. Our membership has been very valuable over the years."

– MARISSA G. LOCASCIO, 1031 CORP.

WELCOME NEW MEMBERS!

Look who's joined us...

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

Last Call by Neiman Marcus
18 Lightcap Road, Suite 753
Pottstown, PA 19464 (610.326.4230)
Retail Sales; Department Stores; Jewelers; Malls/Outlets/Shopping Centers
Last Call by Neiman Marcus is a division of Neiman Marcus Group. Last Call by Neiman Marcus is an outlet store carrying a combination of products from their 41 Neiman Marcus and two Bergdorf Goodman full-line stores and catalogs and product bought directly from market.

Right at Home
60 Pottstown Pike, Suite 8
Chester Springs, PA 19425
www.rightathome.net/chestersprings
(610.458.5050)
Home Health Care Services; Senior Services
Right at Home is an in-home care and assistance agency, providing quality care to seniors and disabled persons since 1995. Our services enable loved ones to remain independent and enjoy healthy lives in the comfort of a familiar environment.

Visiting Angels
100 Porter Street, Suite 112
Pottstown, PA 19464
www.visitingangels.com/pottstown
(610.906.1924)
Senior Services; Home Health Care Services; Personal Care Products/Services
Visiting Angels provides non-medical home care to not only seniors, but any adult who might need assistance to stay in their own home and remain independent.

FREE EVENTS:

CHAMBER 101

Thursday, July 7, 3:30PM
AND Tuesday, July 19, 8AM

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

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

COFFEE SPONSOR

Thank you
Walnut
Woods
for their
May Coffee Sponsorship.



COFFEE SPONSOR

Thank you
French Creek
Golf Club
for their June Coffee Sponsorship.



THANK YOU TO PAST MEMBERSHIP MIXER SPONSORS

February 2011



April 2011



May 2011



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

33 Years
Oletowne Jewelers

30 Years
Diamond
Credit Union

20 Years
Friendship House
Limerick Bowl
Precision Polymer
Products, Inc.

15 Years
Sound Marketing
Resources

1 Year
Goose's Tobacco
Outlet & Café
The Growth Coach
Ott Funeral
Home, Inc.
The Post Publications
(Career Education
Media Ventures)
J.H. White Financial
Services, LLC

Member Renewals

ACLAMO Family Center
Axiom WebWorks

Barry Isett &
Associates, Inc.
Bella Vista
Golf Course, Ltd.
Boyertown Area
Community
Wellness Council
Ches-Mont Disposal, LLC

CMIT Solutions
of Northern
Chester County
Coventry Corners
Delaware County Solid
Waste Authority
Glasgow Manor, Inc.
Greater Pottstown Area
HR Association

Innovative
Kitchens and Baths
Jesse Baro, Inc.
John J. Cione and Co.
Keystone Green
Building Services, LLC
Limerick Township
Economic
Development Council
Little Italy Pizzeria/
The Pour House

Locker Room
Storage, Inc.
Manatawny Manor
Marshall
Geoscience, Inc.
Michael G.
Marwick, D.D.S.
Montgomery
County Economic
Development Corp.

Owen J. Roberts
School District
PA Industrial
Equipment, Inc.
Penn Environmental &
Remediation, Inc.
Perkiomen
Valley Academy
Pottstown
Industrial Complex

Schuylkill River National
& State Heritage Area
Sealstrip Corporation
Spring Ford
Country Club
St. Aloysius School
Virtual Farm
Creative, Inc.
Wyndham Advisors, LLC

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

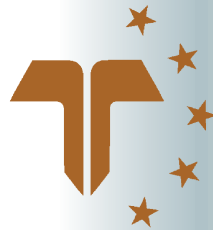


TRICOUNTY AREA
CHAMBER OF COMMERCE

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

EVENTS

Thurs., July 7 3:30 PM	CHAMBER 101 <i>Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown PA, 19464</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No charge; Reservation required
Tues., July 19 8 AM	CHAMBER 101 <i>Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown PA, 19464</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No charge; Reservation required
Wed., July 20 4:30 – 6:30 PM	MEMBERSHIP MIXER <i>Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468</i> Join us on the deck, weather permitting, while you enjoy refreshments and NETWORK with fellow Chamber Members. No charge; Members only; Reservations appreciated

SAVE THE DATES

Tues., Aug. 23 4:30-6:30	MEMBERSHIP MIXER <i>First Niagara Bank, One Security Plaza, Pottstown, PA 19464</i> No charge; Members only; Reservations appreciated
Tues., Sept 13 7-7:30 AM 7:30 AM	Membership Breakfast <i>Spring Ford Country Club, 48 Country Club Rd., Royersford, PA 19468</i> Networking Program Come and hear Rob Wonderling, President and CEO of the Greater Philadelphia Chamber of Commerce present "Inspiring Action Through Leadership". \$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member

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.**



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



TRICOUNTY AREA
CHAMBER OF COMMERCE

ATTEND LEADERSHIP TRI-COUNTY!

Thinking about joining Leadership Tri-County Class of 2012? Join us for one of these informational sessions on just what Leadership Tri-County has to offer.

Leadership Tri-County Class of 2012 is sponsored by: John Middleton an Altria Group

Tues., July 19 3:30 PM	LEADERSHIP TRI-COUNTY ORIENTATION <i>Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown PA, 19464</i>
Thurs., July 21 8:30 AM	LEADERSHIP TRI-COUNTY ORIENTATION <i>Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown PA, 19464</i>

Leadership

TRI-COUNTY

Interested in developing into a
local leader and
giving back to your community
by serving on a non-profit board of directors?

Join the
Leadership Tri-County
Class of
2012

Contact Eileen Dautrich, Director of Leadership Tri-County
at 610.326.2900 or eileen@tricountyareachamber.com
to obtain an application or for more information.

THIS UNIQUE AND INFORMATIVE, 10 MONTH PROGRAM BEGINS IN
SEPTEMBER OF 2011!

The Class of 2012 is
Sponsored By:

John Middleton
an Altria Company

***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.

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

BECAUSE YOU *Belong...* MEMBER BENEFITS

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

FEATURED MEMBER BENEFIT OF THE MONTH

In 2009, the TriCounty Area Chamber of Commerce (TCACC) announced a new partnership with Health Proponent®, division of Health Advocate®, Inc., the nation's leading independent healthcare advocacy and assistance company, serving over 15 million Americans. The TCACC is here to remind you that this health advocacy service is available for purchase, at a discounted rate, to Chamber Members and their families. Health Proponent® helps Americans to personally navigate the healthcare system and resolve clinical and insurance-related issues, to save time and money. The company's Personal Health Advocates, usually registered nurses or benefits and claims experts, can assist with finding the name of a nearby specialist or straightening out months of insurance bills.

MEMBERSHIP TO HEALTH PROPONENT® INCLUDES:

- Help finding doctors, dentists, hospitals and other providers
- Assistance with billing issues
- Explanation of complex conditions
- Research on the latest treatment options
- Expediting appointments
- Facilitating transfer of medical records, X-rays, test results
- Assistance with senior issues
- Insurance coverage clarification
- Medical bill negotiation
- Access to Online Health Tools

In addition, the service assists you as well as your spouse, dependent children, and parents and parents-in-law. Health Proponent lifts the burden and saves you and your entire family time, money and worry.

Health Advocate's time and money-saving services have been featured on CBS Nightly News; NBC 10's Be Well, Stay Well with Renee Chenault-Fattah; PBS 39 in Bethlehem; Fox 29's Real Deal with Michelle Buckman; and numerous print and web publications such as, *Business Week*, *Fortune*, *USA Today*, *Philadelphia Business Journal*, and many more.

TCACC recognizes that healthcare is a vital component to business and has made it a PRIORITY to provide their member businesses with additional opportunities for access to a variety of services to save employees of member businesses valuable time and energy. For more information on how your business can take full advantage of this unique advocacy and assistance program, please contact the Chamber Office at 610.326.2900.

HealthProponent® ABOUT HEALTH PROPONENT®:

Health Proponent® is the consumer division of Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company. The company helps millions of Americans to personally navigate the healthcare system and resolve clinical and insurance-related issues, to save time and money. Founded in 2001, Health Advocate™ is headquartered in suburban Philadelphia with sales offices nationwide. Health Advocate™ has been recognized as one of America's fastest growing private companies by Inc.500 and is rated one of Philadelphia magazine's Top 20 Places to Work. Independent. Confidential. Convenient. Health Proponent® is not an affiliation of the TriCounty Area Chamber of Commerce or any insurance or third party provider. Health Proponent® does not replace health insurance coverage, provide medical care or recommend treatment.

Exclusively for TriCounty Area Chamber of Commerce Members

Healthcare + Insurance Headaches?

Get relief now

We wanted to let you know about a special, new program for you and your family. Health Proponent® offers access to expert, personalized help to resolve a full range of healthcare and insurance-related problems, and can save you time, money and worry.

[Learn More](#)

HealthProponent® can help:

- Resolve insurance claims and assist with billing problems and payment arrangements
- Find the right doctors, hospitals, dentists and other leading healthcare providers anywhere in the country
- Negotiate reduction of medical bills
- Organize medical records with Online Health Tools
- Compare medical care options with Medical Decision Support™ Tool
- ...and much more

Questions? Call 866.939.3435

About Health Proponent

Health Proponent is an independent benefit brought to you by our organization. Health Proponent is the consumer division of Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company. Health Proponent is not affiliated with any insurance or third party provider. Health Proponent does not replace health insurance coverage, provide medical care or recommend treatment.

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@tricityareachamber.com or call 610.326.2900. **Thank you to our June Newsmagazine Insert Sponsors: 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 tricityareachamber.com! Share the Business Directory at tricityareachamber.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.

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: **Automotive Technician/Mechanic**

CONSIGNMENT TICKETS

The Chamber offers a wide variety of discounts to its Members.

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

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TRICOUNTY AREA CHAMBER'S 31ST ANNUAL Golf Outing & Dinner

Presented by:

Exelon
Nuclear

CONGRATULATIONS WINNING TEAMS!



1



2



3



4

The TriCounty Area Chamber of Commerce hosted its Annual Golf Outing at Spring Hollow Golf Club on June 13th. This picturesque beautiful day provided golfers blue skies and warm sun to make it the perfect day for the Outing. Attendees to this event enjoyed a buffet lunch, 18 holes of golf, a successful networking reception and stayed to enjoy a delicious dinner with friends, colleagues, and fellow Chamber Members. A special thank you to Tri-County Toyota for providing the Toyota Camry lease prize on hole 18; unfortunately we did not have anyone lucky enough to sink a hole in one. The winner of the "Closest to the Pin" contest was Tom McCouch, "Longest Drive" was David Lindenmuth, and "Straightest Drive" was Richard Dhein. Thank you to everyone that participated! 🏌️

1 FIRST PLACE: (left to right) Richard Dhein, Fred Reim, Otto Delibertis, and Chris Lucci

2 FIRST PLACE: (left to right) Walt Kontra, Rod Martin, Trevor Martin, and Andy Stamy

3 SECOND PLACE: (left to right) John Pachuta, Anthony Acerbo, Michael Faith and Dave Lindenmuth

4 THIRD PLACE: (left to right) Michael Henzes, Denise Davis, and Jeff Simon

***THANK YOU to ALL the sponsors and volunteers
for making this event possible:***

Dinner Sponsor:



Golf Cart Sponsor:



Lunch Sponsor:



Goodie Bag Sponsor:



Course Snack Sponsor:



Trophy Sponsor:



Going the Extra Yard:



Hole Sponsors: C. Raymond Davis & Sons, Inc.; Cabot Supermetals; Corporate Psychological Resource Center; Diamond Credit Union; Exelon Nuclear; Keller Williams Realty Group; Martin Stone Quarries, Inc.; McCormick Chiropractic; Media Fusion Technologies, Inc.; Meridian Bank; National Penn; O'Donnell, Weiss & Mattei, P.C.; The Victory Bank

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June Membership Breakfast

On June 9, 2011, the TriCounty Area Chamber of Commerce held their last Membership Breakfast of the program year featuring keynote speaker Dave Kraybill, Executive Director of the Pottstown Area Health & Wellness Foundation. "Health Care: Your Community's Return on Investment Working Together to Improve Outcomes and Lower Costs" was the title of Kraybill's presentation to attendees at the June Breakfast.

Kraybill covered a wide range of information about what the Foundation is doing in and around the community to increase healthy lifestyles. He started by saying that early investment in children, increased physical activity, and improved nutrition will yield improved health, education, and economic outcomes for the community. This statement falls in line with the goals of the Foundation, which include funding programs and solutions for long-term improvement in healthy behaviors, promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living, improving parks, programming and the built environment to increase access and physical activity, creating and promoting social networks involving healthy living, funding programs for physical health and emotional well-being, as well as funding learning opportunities and strategic planning to strengthen non-profits.

The emphasis on disease prevention was astounding. Kraybill provided breath taking statistics such as 80 % of disease is preventable over a lifetime, 65% of disease is preventable in old or mature age, and 90% of heart disease and 90% of diabetes in preventable through healthy living.

Investments are being heavily made by the Foundation in teaching healthy living in our area schools. The Foundation has hundreds of thousands of dollars invested in programs such as Boyertown Area School



DAVID LAWRENCE

District's Brain Body Connection, Owen J. Roberts School District's Fit for Life program, and Pottstown School District's PEAK and Healthy School Communities Initiative, just to name a few. The Foundation is also dedicated to parks and recreation projects in the area such as the Schuylkill River Trail and the Spray Park located in Memorial Park, and the Coventry Woods Trail System.

The Foundation believes that awareness leads to change and they are doing everything they can to accomplish their goals. For more information on the Pottstown Area Health and Wellness Foundation visit www.missionhealthyliving.org.

A special thank you to Montgomery County Child Care Consortium for sponsoring June's Membership Breakfast and providing additional speakers David Lawrence, Chair of Children's Movement of Florida, and Jeff Sparagana, Assistant Superintendent of the Pottstown School District. Mr. Lawrence's remarks were focused on the importance and the benefits of focusing on the proper education of our youth at an early age and Dr. Sparagana noted steps Pottstown School District is taking in that effort. Both gentlemen's remarks were a perfect lead in to David Kraybill's message focused on "Your Community's Return on Investment."



DAVID KRAYBILL



Tim Forester, The Hill School and Chamber Ambassador, welcomes New Member Brian Griffiths of Strong Point Graphics.

MONTGOMERY COUNTY
CHILD CARE
CONSORTIUM



WWW.MCCS.ORG

No need to worry if you missed June's Breakfast. Membership Breakfasts resume in September. If your company is interested in sponsoring a Breakfast event this fall, contact Kitty at kitty@tricountyareachamber.com or call 610.326.2900.

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

R-Phils

ANOTHER SUCCESSFUL NIGHT AT THE READING PHILLIES!

Thanks to all the Chamber Members who attended this event! More than 5,000 tickets were turned in at the game held Friday, May 13. This night brought in a great crowd for the Reading Phillies double header! The event would not have been possible without the help of our Chamber Member sponsors and the support of the Reading Phillies!

Thank you to the following sponsors who participated in making this event successful:

Sponsors: Orlando Law Offices, P.C.; Berks County Abstract Company; Keller Williams Realty Group; Brandywine Institute of Orthopaedics; About All Floors; H&H Systems, Inc.; Malvern Federal Savings Bank; Chestnut Knoll; Media Fusion Technologies. 📺

LOOKING FOR COURSE CREDIT AND HANDS-ON BUSINESS EXPERIENCE?

The Chamber is currently accepting resumes from students who are looking to gain business experience.

An internship at the Chamber is a great way to increase personal and professional knowledge and understanding about the business environment by completing daily hands-on tasks. Internships are unpaid, but we will work with the student's school with evaluations if they are receiving course credit. A previous intern at the Chamber says, "You can be taught essential skills in the classroom, but an internship is what really allows you to showcase your talents and use them to help your community." If you know of a student who is interested in working an internship at the Chamber, please have them contact Eileen Dautrich and email their resume to eileen@tricountyareachamber.com. 📧

JOIN LEADERSHIP TRI-COUNTY CLASS OF 2012 APPLY NOW!

If you are interested in being a part of Leadership Tri-County Class of 2012, join us for one of our informational orientation sessions held on Tuesday, July 19, 2011 at 3:30 PM or Thursday July 21, 2011 at 8:30 AM at the Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464. Don't miss out on this amazing opportunity to develop into a local leader and give back to the community by serving on a non-profit board of directors and to create a valuable business relationship with several peers.

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



Sponsored by John Middleton



Southeastern Berks, Northern Chester and Western Montgomery Counties. These individuals 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@tricountyareachamber.com to obtain an application or for more information. 📧

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

BEHIND THE SCENES OF THE TRICOUNTY NETWORK IMPACT OF MARCELLUS SHALE

Drilling in the Marcellus Shale has stirred up controversy since the drilling has started. Most of this controversy pertains to environmental questions and a possible tax on the companies involved. Governor Corbett has stated that he is adamantly opposed to any form of additional tax on these companies.

A Patriot News article acknowledged that the industries responsible for drilling in the Marcellus Shale region of Pennsylvania have created nearly 48,000 jobs in the past year. Out of those 48,000 jobs 71 percent of them were obtained by Pennsylvania residents. The Department of Labor and Industry published their monthly report several weeks ago; in the report they state that there has been a 1,300 percent increase in Marcellus industry jobs in the northern tier counties of Bradford, Sullivan, Susquehanna, Tioga and

Wyoming since 2008. In addition to the Northern Tier counties the central counties of Lycoming, Clinton, Centre, Columbia and Northumberland saw a job increase of more than 660 percent.

The Scranton Times also recognized the extreme shift in an article describing the continual drop in unemployment in the region. The Scranton Times make note of the fact that April has been the sixth consecutive month that the unemployment rate has decreased. April's 8.4 percent unemployment rate for the regions metropolitan areas is down a considerable amount from last year, which was 9.7 percent. The numbers are only expected to keep dropping.

While the job growth is exciting, many feel, including those within the industry, that a moderate tax or fee on natural gas extraction is timely and would not adversely affect

the industry's job growth. Several different plans have been introduced, and indeed, the top two Senate Republican leaders are supporting a fee, although with different offsets. Senator Scarnati, President Pro Tempore, introduced a plan that would see any fees go to local municipalities to offset costs they are incurring due to the blossoming industry.

Senator Dominic Pileggi, Majority Leader, is advocating for a plan that would see revenues collected from the Marcellus Shale industry go to help Senior Citizens with the property taxes. Sen. Pileggi's plan would lead to the Industry to also pay Senator Scarnati's local impact fee if both bills are enacted.

Representative Nick Miccarelli has introduced legislation similar to Sen Pileggi's, but revenues collected on Marcellus Shale would instead cut the state's personal income tax. 📺

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

WHAT CAN PARENTS DO WHEN THEIR CHILD IS BEING BULLIED?

Plus, Tips To Help Kids Heal And Move On

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

It's a helpless feeling when you know your child is hurting and you're not sure how to fix the problem or even where to begin. What would you do if you discover your child is being bullied? Your initial inclination might be to stop the bullying, but that may actually do more harm than good. But, there are things that can be done to begin to alleviate the situation and work toward a resolution.

What You Should Not Do

Once you've determined your child is being bullied, you may think it's a good idea to call and talk to the bully's parents. This can be detrimental, especially if the child you think is the culprit is not the right child—this can be especially true with cyberbullying. Also, if the parent does take action and punish his or her child, the child may turn around and make even more trouble for your child.

Trying to mediate a bullying situation yourself by bringing together your child and the bully to "work it out" is not a good idea either. It may further traumatize your child and send the wrong message to both parties. Remember, bullying is a form of victimization; it's not a conflict. Other things that parents should *not* do include:

- Asking your child to solve the bullying problem. The child will likely suffer further. This is not something that will go away on its own and requires adult intervention.
- Advising your child to fight back—this may violate a school conduct code and your child may be seriously injured. Plus, answering violence with more violence only perpetuates the problem.
- Blaming your child. It's likely she has done nothing to provoke the bullying. However, have an honest look at your child's social skills and behaviors. If your child is hyperactive, impulsive or overly talkative, the bully may be reacting out of annoyance. This doesn't make the bullying right, but it

may offer an explanation. If your child easily irritates people, seek help from a counselor so that your child can better learn the informal social rules of his or her peer group.

- Allowing or encouraging your child to respond to threatening messages or texts—this can backfire on your child. Don't respond, and start to save all evidence.

What You Should Do

There are three major steps parents should take when they find out their child is being bullied or cyberbullied.

STEP ONE – GATHER INFORMATION

Many kids are embarrassed to say they have been bullied—you may have only one chance to step in—so listen carefully and learn as much as you can. It's important to take the bullying seriously. You also should emphasize with your child that bullying is wrong, not his or her fault and praise him or her for telling you about it. As you're talking, gather all the information on what has been happening—where, when, how, who. Then create a written record and have your child start to keep a journal of all instances. If the bullying is or includes cyberbullying, keep all texts and emails, and print out and SAVE all evidence. Don't wait until your list gets longer or your child's journal fills up—it's important to address the situation as soon as you are aware of it, but continue keeping track of the situation. Be sure to keep the lines of communication open with your child.

STEP TWO – CONTACT THE SCHOOL

If the bullying is occurring at school make the school aware of the situation. You should also ask to see the school's bullying policy. The school should investigate your concerns and inform you of the outcome. Give them a reasonable amount of time to investigate both sides of the story—however, it should not take more than a week. Do not expect that you will be part of any meeting with the children involved or your child. This could be embarrassing and intimidating for your child. If the bullying continues and the school is not doing anything else, you should contact school administrators or the superintendent for help. Don't give up. Remain persistent and ask that you are kept informed at all times.

If the bullying does not occur at school, it is still a good idea to alert your child's teacher or principal so they are aware of the situation and can watch for any unacceptable behaviors.

STEP THREE – EDUCATE YOUR CHILD

While the bully situation is being addressed, take time to educate your child about how to act if a bullying episode occurs. First, he or she should just avoid the bully as best he or she can. If he or she must see the bully, your child should put on a poker face and act as though the bully's behavior does not bother him or her and walk away as soon as possible. You can also teach your child safety strategies, like seeking help from an adult if he or she feels threatened. Above all else, make sure your child has a safe and loving home environment where he or she can take shelter and express his or her feelings in a non-judgmental way.

After Care

After your child has been the victim of bullying and it has come to an end, there are ways to help your child become more resilient to bullying and maybe prevent further incidents. Suggest and facilitate activi-

ties for him or her to get involved in, like music, sports or art outside the school environment—a fresh start with some new peers can build confidence. Encourage your child to make contact with the friendlier students—his or her teacher may be able to suggest such students. You can also role-play how your child should react if someone starts to bully him again. It might seem awkward at first, but it will give your child practice in being assertive and brave, but not aggressive. Your child needs to feel he or she can retain power in a bullying situation.

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

So remember, the most important thing to remember is **do not keep quiet** about bullying incidents. Hold the bully accountable for his or her actions, because 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!

POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION ANNOUNCES TWO NEW APPOINTMENTS TO BOARD OF DIRECTORS

April 26, 2011, Pottstown, PA – The Pottstown Area Health & Wellness Foundation is pleased to announce two, three-year appointments to its Board of Directors. The new Directors are Myra G. Forrest, Ed.D., Associate Professor of Education at Immaculata University, and Todd Alderfer, Senior Vice President and Director of Commercial Banking of National Penn's Eastern Region.

"These two individuals will bring specific talents and expe-

riences to our board," comments David Kraybill, Executive Director of the Foundation. "Their willingness to serve the Foundation and their community is to be commended. We value their opinions and expertise and appreciate their time commitment in assisting us with moving the dial as we continue to improve health and wellness in our community." In addition to their Board assignment, Dr. Forrest will serve on the Grants and Strategic Planning committees. Mr. Alderfer will serve on the Grants and Finance committees. ■

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

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WOW - WOMEN OF THE WORKFORCE



"I love the opportunity to speak to and learn from like minded business owners."

– Terese Brittingham,
Keller Williams Realty Group

May WOW-Community Updates

On May 19, 2011, Adrienne Blank, Main Street Manager of Boyertown, Daniel Kerr, Township Manager of Limerick, and Jason Bobst, Borough Manager of Pottstown presented updates on their respective communities at May's Women of the Workforce (WOW) Luncheon.

Updates from the Boyertown community include a current streetscape project to consist of new sidewalks, benches, trees and street lights. Blank stated that the borough has received \$475,000 through grants for construction of the first project which should start in Spring 2012. Blank also reminded the audience that the Boyertown Farmers Market is in its fifth season and has a lot of exciting guests, events and cooking demonstrations planned, in addition to their wonderful selection of the finest locally grown products.

She mentioned events which take place the third Saturday of each month in downtown Boyertown including fun events, activities, dining and shopping specials, story time at the Boyertown Library, entertainment at the Historic State Theater, art classes at Studio B, and more. For more information on events such as the Dog Days of Summer, the car show, and Oktoberfest visit www.boyertownpa.org.

Dan Kerr reminded attendees that

from the 1990s through 2000, Limerick was the fastest growing community in Montgomery County. To continue that growth, Limerick Township is currently planning a new footprint going forward for the next 15 years to include the Sanatoga area, Lewis Road corridor, and the Ridge Pike corridor. They are looking to develop a streetscape plan for Ridge Pike and to purchase seven acres for a recreation area in Linfield. The township has already refurbished Manderach Park. Around the Philadelphia Premium Outlets, \$14 million worth of improvements are projected to service development.

Jason Bobst informed attendees that the main focus for the Pottstown Borough is through the Pottstown Area Industrial Development (PAID, Inc.). While PAID, Inc. has accomplished great things for the area over the past 50 years, it is moving into a new era. The first priority for the newly reformed PAID, Inc. is to hire an Economic Development Director. They are looking for someone with a vision to focus on the Riverfront and Downtown and address issues such as economic development, quality of life in town, and assisting our existing businesses to be successful. Bobst also mentioned the need to stabilize the tax base due to the fact that approximately 48% of properties are rental properties in the borough. ■

Thank you to May WOW sponsor French Creek Golf Club and WOW sponsor and event host, Frederick Mennonite Community



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BUSINESS OF THE MONTH

BUSINESS OF THE MONTH IS CHOSEN AT RANDOM THROUGH A BUSINESS CARD DRAWING AT CHAMBER EVENTS, OR BY PARTICIPATING IN OTHER CHAMBER PROGRAMS, SUCH AS SURVEYS.

POTTSTOWN SCHOOL DISTRICT

The award winning Pottstown School District serves its student population of over 3,000 students through a variety of academic, vocational, and business education programs providing them with quality learning opportunities. World class standards emphasize continuing staff development programs. The school district has come a long way from the first Pottstown public high school built in 1854 housed in what was known as the Streeper Building. The building was not very large with only four classrooms. The rest of the school district's classes were scattered in buildings throughout town. At one time, in 1862, every building standing at Chestnut and Walnut Streets was used as a high school.

Today, the district is comprised of nine buildings. The main Administration Building is located in close proximity to downtown Pottstown. There is also an Administrative Annex in the north end of town. There are five elementary buildings: Barth, Edgewood, Franklin, Lincoln, and Rupert. Each serves as a neighborhood learning center. A large campus with athletic playing fields and a stadium houses our two secondary schools. One, a traditional but newly renovated middle school, is located at one end of the campus and at the other a renovated and modernized four grade high school which is one of only seven comprehensive high schools in the state of Pennsylvania providing students with both career technology offerings and academic requirements at one location.

We have recently received notification that for the second consecutive year all seven of our schools achieved standards set by the No Child Left Behind National Program. Adequate Yearly Progress is how the state measures the achievement of school districts. Our schools have met the standards set for participation rate, graduation rate, and academic performance. The success we have experienced has been achieved because of the efforts of our motivated students, dedicated staff members, enthusiastic administrators, supportive school board, and partnership with parents and community. We hope you share our sense of pride and enthusiasm in this accomplishment. We will continue to set our goals high and meet our challenges with professionalism, dedication, and commitment. We are happy to provide the best educational opportunities for our students. Our school board, administrators, staff, and students want to play a significant role in **"building a better tomorrow and becoming the cornerstone of our community."**

We are guided by six basic principles of high performing schools and communities: (1) common mission, vision, values, and goals; (2) ensuring achievement for all students through systems of prevention and intervention; (3) collaborative teaming focused on teaching and learning; (4) using data to guide decision making and continuous improvement; (5) gaining active engagement from family and community; (6) building sustainable leadership capacity.

In these times of dwindling resources, it is imperative for public education to reach out in a significant way to create and develop business education partnerships, and develop these connections in ways that support the economic growth of our community. Entrepreneurship is a theme that can connect public education with the TriCounty Area Chamber of Commerce, business partners, borough government, Montgomery County Community College, as



well religious and non-profit organizations.

Pottstown High School has expanded significantly the role of the transition coordinator Toni Rapp. Her responsibility has been developing and monitoring career and work exploration, internships and work study programs. The development of jobs and work partnerships in the community provides opportunities to train and work in the community in which the students live. Several businesses this year opened their doors to allow students the opportunity to obtain the valuable hard and soft skills necessary for competitive employment. Mrs. Rapp encourages more local businesses to contact her at the high school 610-970-6707 to see how they can open their doors for unpaid opportunities. "Opportunities for students to learn employment skills while still in school will benefit the community ten-fold in what the student will be able to contribute back to the community as an adult."

Pottstown has a unique opportunity to create within the five and a half square miles of the borough a learning lab that sets offerings to develop entrepreneurial and educational opportunities for our community. Superintendent Dr. Reed D. Lindley has developed school district outreach teams for the purpose of developing strategies to meet and recruit potential business partnerships. District teams will meet with groups of community members to solidify a core membership. The teams will collaborate with principals, supervisors, and others to ensure an open dialogue and a systematic integration with district partners. Individual outreach teams have been designated for the following areas: (1) Literacy; (2) The Arts; (3) STEM (Science Technology Engineering and Mathematics); (4) Character Education/Civic Engagement; (5) Athletics; (6) Finance/Resources; (7) Entrepreneurship; (8) Family Support.

We recognize the importance of the development of partnerships with our local businesses and community leaders. We appreciate that our parents and guardians are a critical element to the academic success of our students. We look forward to the opportunity to share our pride in the Pottstown School District's people, programs, and facilities. We extend an open invitation to visit our schools. Information about the school district can be found on our website www.potttownschools.com, our building principal's newsletters, press releases, our publication of Pottstown Pride which is issued in January, April, and August, our Educational Forum program featured on WPAZ, and our Spotighting Pottstown School District monthly television program aired on PCTV Channel 98. Please feel free to contact the school district through John Armato at jarmato@potttownsd.org or office telephone 610-323-6274. Together our partnership will help to develop the 21st century leaders of tomorrow. ■

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

"WALK TO PROSPERITY" (from a muddy-boots-on-the-ground Commercial Agent)



By Jim Adams, Sr. Sales and Leasing Agent,
NAI Keystone Commercial & Industrial, LLC

Often the first point of contact for prospective relocating employers is the Commercial Real Estate Agent . . . as they say, "I am one."

In site selector parlance, we often hear the terms "Laborshed" and "Shovel ready." The "Ride to Prosperity" addresses both of these colossal requirements. Berks should and can win. I'll explain, and give examples

WORKFORCE AND TALENT DEVELOPMENT . . . keeping/attracting good workers!

I've been involved in businesses in diverse locations, and Berks has the most dedicated and industrious workforces I've seen! But Team Leader Ed McCann of Berks' Workforce Investment Board wants to make it even better, e.g. implementation of the first technical academy in industrial maintenance and "mechatronics." Mechatronics is the course-name commonly used in Europe to indicate the blending of today's technology employing both electronics and mechanics. This workgroup also met with sixteen organizations to enhance retention services to Reading High School's "at-risk" dropouts. Today's employers demand a better trained and educated workforce . . . er . . . I mean laborshed.

SITES AND INFRASTRUCTURE ..finding new site opportunities!

Take a look around— no shortage of Commercial and Industrial buildings, however, employers today must have the MOST efficient production facility and its got to be energy efficient too. Berks County Planning Commission's Glenn Knoblauch lead the team that identified and contacted more than twenty site owners who owned smaller, but more "shovel ready" sites. Further, Berks County's Industrial Development Authority held a groundbreaking at its nearly shovel ready 318-acre Bethel-area Berks Park 78. On the drawing board is the Authority's development of an Airport Research/Commerce Park, its working title identifying the currently underutilized 70 buildable acres behind the Reading Airport.

New sites, great workforce. We Commercial Real Estate agents love to get our boots muddy—in Berks! 🍷

More details at www.RideToProsperity.com
or Berks Economic Partnership 610.376.4237.
Jim Adams can be reached at 610.780.9792.



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RIDE TO PROSPERITY

STRATEGIES FOR ECONOMIC COMPETITIVENESS IN GREATER READING

ONE YEAR LATER: A PROGRESS REPORT

On June 17, 2010, a coalition of eight leading economic development and workforce organizations in the Greater Reading Area, with support from EntreWorks Consulting, released a comprehensive document titled Ride to Prosperity: Strategies for Economic Competitiveness in Greater Reading. The document outlined a roadmap structure for participating organizations to come together and brainstorm, and develop pathways to drive economic development that can be put in place over a five-year period. Participating organizations include: The Berks County Industrial Development Authority, the Berks County Planning Commission, the Berks County Workforce Investment Board, the Berks Economic Partnership, the City of Reading, the Greater Berks Development Fund, the Greater Reading Chamber of Commerce and Industry, and the Greater Reading Convention and Visitors Bureau.

On June 9 of this year, co-chairs Jon Scott, President and CEO, Berks Economic Partnership and Ellen Horan, President, Greater Reading Chamber of Commerce and Industry, along with seven other economic development professionals — Tom McKeon, Berks County Industrial Authority; Glenn Knoblauch, County of Berks Planning Commission; Dan Robinson, City of Reading; Ed Swoyer, Greater Berks Development Fund; Crystal Seitz, Greater Reading Convention and Visitors Bureau; Ed McCann, Berks County Workforce Investment Board; and Erik

Pages, EntreWorks Consulting — reported on the group's progress after one year on the five key themes and action plans outlined in the original document.

"We worked steadfastly for over three quarters of a year," Scott said, "to develop and articulate what we collectively consider to be the top economic development priorities for our region." Scott explained the Ride to Prosperity document is not meant to replace any existing documents or previous studies, but rather to provide a specific outline with tangible action items and recommendations that the

group could accomplish, as a region, over the next three to five years. It was determined that there were five critical areas that needed to be focused on, and each one of these work areas has a team leader, Scott said, before inviting each to highlight and showcase accomplishments that have been made during the first 12 months of the Ride to Prosperity initiative, and announcing the launch of a website at www.RidetoProsperity.com, where interested parties can get up-to-date information of the progress being made and contribute ideas to the process.

Innovation and Entrepreneurship

Team Leader: Ellen Horan



Ellen Horan and her group are working on stimulating the growth of new businesses and supporting faster growth paths for existing businesses. "Our overall goal is to improve our ability, as a community, to nurture and support high growth entrepreneurs," Horan said, indicating there are two action areas her group is pursuing: To increase programming to develop more of an entrepreneurial culture, and to have targeted investment to existing firms to get them on a growth path.

(See "Ride to Prosperity" on page 47)

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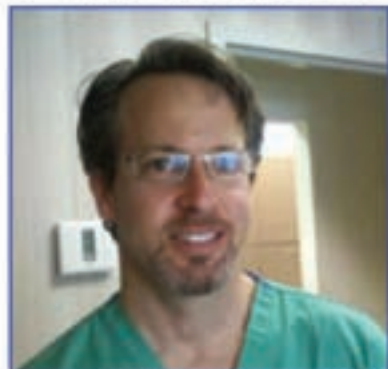
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WHY DOES IT TAKE SO LONG?



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Many frustrations occur with delays in projects and progress in the downtown. It seems like it always takes a long time to get anything done. The problem is a function of the process and how the process is processed.

Working as a private sector representative to a public sector process is sometimes confusing and drawn out. A Main Street Manager is sometimes confronted with issues that never seem to go away because it just takes too long to get things done. The problem is not one thing but can be a number of things, and how they relate to the process.

If there is a project that needs government approvals there are a whole plethora of items that will dictate the time that it takes to complete a task. The Borough or City Council only meets a finite number of times as a group and if you have a meeting after that time you need to wait until the next meeting.

If there is a need to get planning commission approval for an item, it will be necessary to meet the planning commission and Borough or city council. If that meeting that follows the planning commission requires some formal action like a public hearing, then upon approval of the planning commission there will be an advertisement posted concerning the hearing. The meeting will have to be advertised for two weeks to provide notice to the community in case anyone wants to come and support or oppose the project.

There is always the potential for a project to need approval by a third party like the commonwealth or the county and you will need to meet on their administrative timetable. This timetable is a little more complex because you are dealing with schedules and minds of, in many cases, long-term employees that are not as flexible as you would like.

Using the above scenario let postulate the following circumstance... someone comes to your group and says "guess what kids, my rich uncle Yahoootie died and left me some cash and I want to donate 20 benches to the downtown." The group says "yeah let's do it."

Your main street lies on a state road and you will need to get permission from Penn Dot to put a structure in the right of way. Say the Commonwealth comes back and says you need a Highway occupancy permit (HOP). You must then locate where the benches will be on a scale drawing.

So the group figures that since they are maybe eight to weeks out perhaps it is best to run the approval process in tandem with the planning commission and the commonwealth application

(See "Downtown Marketing & Development" on page 48)



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RIDE TO PROSPERITY

(Continued from page 45)

Speaking about the entrepreneurial culture within the community, Horan said the report suggested a focus on the region's young people, to help them learn more about entrepreneurship, to expand entrepreneurial offerings at Reading Area Community College, and utilization of the Keystone Innovation Zone (KIZ) as a catalyst in working with area colleges.

Horan reported significant progress in each of these areas. Penn State Berks as added a new Entrepreneurship minor and a two-year certificate program, she said. Alvernia and Kutztown have added coursework on entrepreneurship and innovation, and RACC has added online curriculums in entrepreneurship, as well as online programs to assist businesses in specific types of entrepreneurial areas such as starting a catering business, consulting business, or getting into real estate. Horan also reported growth in participation in Students in Free Enterprise (SIFE) chapters at area four-year colleges. A Business Idea competition was initiated with college students and seed grants for professor research were created.

Horan also reported on the establishment of the Business Resource Center (BRC) by the Greater Reading Chamber

of Commerce and Industry. The group also organized a "Summit for Success" event, focusing on entrepreneurship and small business workshops attended by more than 200 individuals.

Horan's group also worked with Sheila Miller to start the Downtown Reading Farmers Market, now beginning its second year. "The goal is to grow and expand that market down Penn Street," Horan said.

In addition, through Keystone Innovation Zone, a \$50,000 grant was obtained to contract with Innovation Transfer Network to increase intellectual commercialization activity and opportunities with area college students, professors, and local businesses, to work on "real life projects," Horan said.

Workforce/Talent Development



Team Leader: Ed McCann

McCann's group focused on how to improve educational outcomes in the community, especially in terms of high school, community college, and college completion rates, and building industry partnerships

(See "Ride to Prosperity" on page 49)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 46)

being done during the same time frame. Then perhaps you find out that the borough or the city would rather you have permission from them before you apply to the commonwealth, just so everyone is on the same page.

Luckily, you can get on the agenda for the next planning commission meeting with what could be as little as two weeks advance notice . . . but they also want to see a scale drawing. So you find someone who can provide the drawing but you missed your window of two weeks prior to the meeting. (Drawing — two weeks).

You submit the drawing a few days after the last planning commission meeting. You then wait four weeks for the meeting (Planning Commission — four weeks).

When you get to the Planning Commission some attorney that opposes anything that is ever proposed gets up and scolds the committee for encouraging ne'er-do-wells to hang out downtown. He seems to have a concern on his part that the homeless will live on the benches. The planning commission recommends the plan but you could add an additional four weeks if they need to check some of the fine points of the argument against you.

The planning commission then writes a letter to the council supporting the application and that triggers your meeting with the borough or city council. In most cases it will be a meeting that takes place not at the next meeting but the following meeting because it takes time to compose the letter and send to the council. (two weeks to send the letter).

When your time arrives in front of council, you are 12 weeks into the process and they like the idea no matter what the angry attorney from the neighborhood says to the contrary. They say okay and apply for the HOP.

It then takes you like 12 weeks to get it through the process, and because you are

on fire with your progress, you get positive results that will get you through at the end of 26 weeks.

Then you order the benches and they come in say . . . four weeks and are installed within four weeks. You are at 34 weeks under the best possible circumstance. If the time lines do not match and you have six weeks on items instead of four weeks it will slip by quickly.

Beware it is easy to get lulled into acceptance of the a week here and a week there throughout the process . . . hours turn into days, days to months and months to years.

If there is a question by the angry attorney that needs review add four weeks for the next meeting. If the angry attorney wants to talk legalese and you need the solicitor to look at the project, add another four weeks. If the benches are on a grade greater than two percent look for delays while the Penn Dot people check you handicapped accessibility and add another 12 to 26 weeks for a determination.

It would be nice if someone gifted the organization money and wanted to put an amenity on the streetscape, and you just could order the amenity and then install it. But alas it is not like that. What it is like has built in delays to assure conformity and safety.

This project illustrates why, in the revitalization process, you must go what I call "wide," and have a lot of projects working all at once, and go as quickly as you can on all fronts. This will enable a group to see progress and accomplishments because once the queue is set, the projects will proceed in rapid order even if they are caught up in the procedural process for an extended period of time.

The more you do, the more you will have to do and the more you will accomplish. If you wait for one thing to be done before you start the next you will be doomed. ☹

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RIDE TO PROSPERITY

(Continued from page 47)

as a vehicle to update skills of the incumbent workforce and facilitate communication between industry, education, and workforce development.

"The importance of workforce development in connection to economic development has really grown considerably over the last several years," McCann said. "Workforce development is now one of the principal differentiators in competing with other sites within the state, or outside of the state or even the country, for economic development."

Employing what he called a "multiple exit point technical training strategy," McCann's group implemented the first "Technical Academy," in Industrial Maintenance/Mechatronics, through Berks Career and Technology Center and Reading Area Community College (RACC). "Mechatronics is a discipline which requires elements of electrical engineering, mechanical engineering, and process control technology, along with basic information technology," McCann explained, pointing out increasingly this technology drives automated manufacturing. "It's the kind of technology that has enabled American manufacturers who have adopted it, to produce the same

kind of output they did before, or more, with a much smaller but much better educated workforce," McCann said.

"A lot of the jobs that are very critical to industry today are technical jobs which require not necessarily a baccalaureate degree, but certainly some degree of technical training past high school," McCann said. "I think it's important to construct that system in such a way that going through secondary school is adequate to prepare people for an entry level job in that kind of an occupation, but also it gives a young person the opportunity to gain advanced standing either in associate degree programs or apprenticeship programs, and hopefully for those programs to be further articulated to the possibility of baccalaureate programs." To that end, McCann's group developed and agreed upon required articulations between RACC, Penn State Berks, California University of PA and Purdue/Lafayette on acceptance of RACC credits for baccalaureate degree programs.

McCann reported the group identified and met with 16 organizations providing retention services to Reading High School students. In addition, they

(See "Ride to Prosperity" on page 50)

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RIDE TO PROSPERITY

(Continued from page 49)

developed a joint PowerPoint presentation and marketing brochure for the five local colleges and universities to better promote the areas degree completion programs. "The Technical Academy concept which was signed into agreement during the course of this year between RACC and Berks Career Technology Center," McCann said, "which enables secondary students to come direct with essentially 15 college credits and also come to them with two basic industry certifications already by the time they graduate from high school, cutting their associate degree time down at RACC to one year, and giving them the ability to move on into the work force in technical jobs, or into baccalaureate level studies."

McCann's group has also worked on expanding the use of the Work Keys Assessment System to more employers and more secondary schools along with the CareerLink Business Services staff and Greater Reading Area Chamber staff.

In addition, they have worked to expand participation in degree completion programs which all of the area colleges have in place. "They take people already in the workforce and give them the opportunity to go back and finish

degrees that perhaps they had to drop out of in order to pursue their jobs."

Sites and Infrastructure



**Team Leader:
Glenn Knoblauch**

Knoblauch's team is working on identifying and securing additional shovel-ready industrial sites for potential business customers. The team utilized the Berks Planning Commission's Geographic Information System (GIS) to re-examine industrial sites, and created an inventory of 25 sites of 10-50 acres available for potential development, appropriately zoned with access to sewer, water, and the local highway network. The group, with the assistance of BEP president Jon Scott, contacted property owners of the 25 sites to determine interest in future development and marketing assistance.

"Relative to our infrastructure mission, we surveyed all sewer and water providers in Berks County for information on costs, capacity, and future plans for expansion," Knoblauch said. Knoblauch's group has engaged the services of National Management Associates, a municipal consulting firm based in Montgomery County, to report on

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regionalization and financial recommendations to increase sewer and water capacity in order to facilitate economic development.

Another area of focus for Knoblauch's group was education and training for municipal officials. "We partnered with the Center for Excellence in Community Leadership at Albright College to develop training and education programs for municipal officials," Knoblauch said.

Knoblauch also reported that progress has been made towards the development of several 300+ acre sites in Amity Township, New Morgan, Berks Park 78, and the Airport Research/Commerce Park Project in Bern Township. "We have opened up discussions with a couple of municipalities for some future large acreage regional industrial parks," Knoblauch said.

Quality of Place and Quality of Life Initiatives



Team Leader: Crystal Seitz

Seitz and her group are working on steps that will help make Berks County a more attractive location for current residents, potential new residents, and visitors. "Quality of place is an important factor," Seitz said. "It affects business decisions, college student enrollment and tourism interests, as well as it generates a great place for people to live who already reside in our community. We know that by creating a strong quality of life, we can create stronger economic development for the area."

Seitz reported that a new look and brand has been developed for the downtown and the Penn Corridor. "That is the hub of our county and the place people should be migrating to spend time," Seitz said. Penn Corridor marketing efforts have included: Monthly calendar cards in Spanish and English; E-Newsletters; Social media; and a show on Berks County TV, Corridor Happenings.

The Greater Reading Convention and Visitors Bureau (GRCVB) has worked with outside travel and meeting/convention planner publications to develop stories around the Corridor. An arts and culture brochure was developed and printed—an ongoing focus for the GRCVB. "We are developing a survey and doing research to determine what features, in terms of arts and culture, the area can capitalize on in terms of offering something special and unique," Seitz explained. "We know tourism drives more restaurants, more shops, more small business, more attractions, and that's really good for the local residents."

Also, Greater Reading Young Professionals, in conjunction with Leadership Berks held a Community Fair featuring more than 100 businesses to showcase the community and business opportunities to 400 young professionals and college students, to interest them in staying in the region. "The group will continue to foster relationships with colleges to increase student participation and awareness of the event and plan to hold another one in the fall," Seitz said.

Targeted Clusters



Team Leader: Jon Scott

Scott's group is working on identifying what industry clusters offer the best prospects for future business development and job opportunities and for retaining existing businesses. Scott reported his group has developed top business priority lists for Greater Reading's two "dominant" business clusters: Advanced and Diversified Manufacturing (44 percent of 2011 prospects) and Agriculture/Food Processing, Packaging and Production (22 percent of 2011 prospects). "BEP has created new collateral marketing pieces to support outreach efforts on behalf of these two clusters," Scott said.

(See "Ride to Prosperity" on page 53)



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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. \$995,000

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) 1/4-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 PERKOWEN 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 (\$500,000); LOT #2-5.70 ACRES (\$210,000); LOT #3-5.62 ACRES (\$210,000); LOT #4-5.54 ACRES (\$190,000); LOT #5-5.59 ACRES (\$180,000). INDUSTRIAL ZONING PERFECT FOR MANY USES. EASY ACCESS TO ROUTES 10, 176, PA TURNPIKE AND NEW MORGAN DEVELOPMENT. PERFECT FOR MOBILE HOME DEVELOPMENT WITH SPECIAL ZONING EXCEPTION. \$1,000,000

FOR SALE- (ZC2120) 1178 COMMERCIAL 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

SOLD (ZC2128) 385 LAURELWOOD ROAD, POTTSTOWN-

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FOR SALE- (ZC2121) 0000 BUCKWALTER ROAD, SPRING CITY, INCOME PRODUCING HORSE FARM. BARN WITH 34 STALLS, 2 BUILDINGS EACH WITH 3 RENTAL UNITS PLUS 2 OTHER RENTAL UNITS TOTALING 8 RENTAL UNITS. EXTRA INCOME FROM HORSE BOARDING. BEAUTIFUL FENCED PROPERTY WITH DEVELOPMENT POTENTIAL FOR RESIDENTIAL SITES. \$1,200,000

FOR SALE- (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN, 3825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. LOWER LEVEL (BASEMENT) CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. \$225,000

FOR SALE- (ZC2124) 115 HIGH STREET, POTTSTOWN, DOWNTOWN RESTAURANT WITH SOLID FINANCIAL RECORDS. SALE PRICE INCLUDES FURNISHINGS AND SOME EQUIPMENT, AS WELL AS BUSINESS NAME. SELLERS WILL CONSIDER SOME OWNER FINANCING AS WELL AS HELPING TO TRAIN NEW OWNER. CALL FOR DETAILS ON FINANCIALS, FURNISHINGS AND EQUIPMENT LIST. \$174,900

FOR SALE- (ZC2125) 39 S. READING AVENUE, BOYERTOWN, BOYERTOWN BORO 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. \$459,000

FOR SALE- (ZC2126) 133 S. RICHMOND STREET, FLEETWOOD, SINGLE BRICK CORNER PROPERTY W/LARGE REAR YARD. FIRST FLOOR CURRENTLY AN OPERATING LAUNDROMAT. SECOND FLOOR 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- (ZC2132) 3575 SCHUYLKILL ROAD, SPRING CITY, EAST VINCENT TOWNSHIP COMMERCIAL PROPERTY. HIGHWAY EXPOSURE. FEATURES INCLUDE PUBLIC SEWER, ONSITE WELL, GAS HOT WATER, ONSITE GAS, 200AMP ELECTRIC SERVICE. \$725,000

FOR SALE- (ZC2133) 3629 SCHUYLKILL RD., 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

FOR SALE- (ZC2135) 1147 E. SCHUYLKILL ROAD, POTTSTOWN, INTERESTING. THIS HOME WAS BUILT BY BETHLEHEM STEEL. IT IS CONSTRUCTED OF STEEL AND CONCRETE. ALL FLOORS ARE CONCRETE. WOOD/BRICK EXTERIOR, PITCHED ROOF, ONSITE WELL, PUBLIC SEWER, OIL HOT WATER. WASHER AND DRYER ARE INCLUDED. \$219,900

FOR SALE- (ZC2136) 2000 RIDGE ROAD, KNAUERSTOWN-HIGH VISIBILITY ROOM FOR 10 CARS INSIDE. AUTO REPAIR SHOP, PLUMB, ELEC. BUSINESS, ETC. 1,296SF OFFICE SPACE, 3,816SF DETACHED GARAGE SPACE. WELL WATER, ONSITE SEPTIC. \$250,000

FOR SALE- (ZC2137) 956 POTTSTOWN PIKE, CHESTER SPRINGS- 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 100. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. \$2,500,000

FOR SALE- (ZC2138) 1014 GRAVEL PIKE, PALM, FORMER BENNETT AUTO DEALERSHIP-ZONED MULTI USE WITH MANY POSSIBILITIES. 3 BUILDINGS, INCLUDING SHOWROOM, MAINTENANCE & REPAIR BUILDING. LARGE HOME ON PROPERTY WHICH CAN BE USED FOR RESIDENCE OR OTHER USES. POSSIBLE OWNER FINANCING. WHOLE PARCEL ALSO FOR LEASE AT \$17,500 PER MONTH, TRIPLE NNN WITH 5 YEAR LEASE. \$1,600,000

FOR SALE- (ZC2139) MAIN STREET, LINFIELD, LIMERICK TOWNSHIP DELI & SANDWICH SHOP. REAL ESTATE, BUSINESS AND EQUIPMENT INCLUDED IN SALE PRICE. CALL FOR INFORMATION & SHOWINGS. \$290,000

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

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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

FOR SALE- (ZC2145) INCOME PRODUCING PROPERTY- 15 STORAGE UNITS, 40X60 BUILDING, 30X30 BUILDING PLUS OUTSIDE STORAGE RENTAL. 3 ACRES OF GROUND. VARIOUS POSSIBILITIES. CALL FOR INCOME AND EXPENSES. \$370,000

FOR SALE- (ZC2146) 1001 N. HANOVER STREET, POTTSTOWN- NEWER 8 UNIT APARTMENT BUILDING. ALL UNITS ARE 2BR AND FULLY LEASED. 8 RANGES & 8 DISHWASHERS INCLUDED IN PRICE. CALL FOR INCOME & EXPENSES. \$625,000

FOR SALE- (ZC2147) 1310 MAIN STREET, LINFIELD- SINGLE TWO STORY FARMHOUSE w/COMMERCIAL ALLOWANCE. HOUSE FEATURES 2BR, 1BA AND DECK OVERLOOKING THE RIVER ON 3 ACRES OF PARTIALLY WOODED LAND. ZONED R3 w/APPROVED VARIANCES. CALL FOR DETAILS. \$495,000

FOR SALE- (ZC2148) 57 SCHUYLKILL RD., POTTSTOWN- 7,832SF COMMERCIAL WAREHOUSE ZONED C2 IN NORTH CONVENTY TOWNSHIP. 3 OVERHEAD DOORS (10X10), 3 PHASE ELECTRIC, SECURITY SYSTEM, PUBLIC WATER AND SEWER, OIL HOT AIR HEAT. CALL FOR DETAILS. \$385,000

PENDING

PENDING- (ZC2141) 301 S. RAILROAD STREET, MYERSTOWN- FORMER PERSONAL CARE FACILITY. 15 BRs 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 7,346SF PROPERTY ON CORNER LOT IN QUIET NEIGHBORHOOD. POSSIBLE OWNER FINANCING. \$298,000

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(ZC21012) 1200 E. High St. Office Building, Pottstown-Suites from 200-1300SF. \$12.50/SF includes all utilities.

(ZC21033) N. Keim Street, North End, Pottstown- 1,850SF retail/office space, plenty of offstreet parking. \$8-10/SF

(ZC21070) 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!

(ZC21080) Lemon Street, West Pottsgrove- 10,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates.

(ZC21083) Boyertown Professional Space- 2nd floor, 720SF including 3 large offices, reception area, general work area and restroom. Utilities included. \$750/Month

(ZC21087) 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.

(ZC21098) 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.

(ZC21099) 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

(ZC21110) 850 West High Street, Pottstown- 850SF zoned commercial. Many possibilities. Additional 850SF on lower level with garage also included in lease. \$900/Month NNN plus grass cutting. Minimum 1 year lease requested.

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(ZC21112) 933 N. Charlotte St., Pottstown- 2 office suites avail. Each approx. 1,000SF w/a bathroom, internet avail. and both on the bottom floor. One suite is set up for a medical office with plumbing in exam rooms. \$1,025/ Month + utilities.

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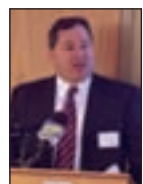
RIDE TO PROSPERITY

(Continued from page 51)

Scott's group established a dynamic Alternative/Renewable Energy committee led by Jim Kurtz of Reading Electric Renewables. "This committee has now been meeting for over a year," Scott said, "and several sub-committees have been formed to focus on items such as supply chain and vendor opportunities, battery storage capabilities, Marcellus Shale, and waste and energy applications, including bio-mass." Almost 20 entities are playing an active role in this committee, Scott said, "... and one of the committee's primary goals is to use the activity that is being demonstrated today in the energy space to attract, retain and grow jobs in this region."

Scott reported that Berks Economic Partnership (BEP) marketing efforts are 100 percent focused on the five targeted industry clusters which include the aforementioned Advanced and Diversified Manufacturing and Agriculture/Food Processing, Packaging and Production, as well as Business and Financial Services (12 percent of 2011 prospect activity), Alternative Energy (10 percent). "All of our 2011 trade show activities and efforts involve the five targeted business clusters, and BEP continues to partner aggressively with various entities such as Medical Device Manufacturing," Scott said.

A BEP institute was held on May 25, 2011 featuring nationally recognized Site Selector Dennis Donovan — who provided insight and strategic recommendations to cluster development activities in addition to suggestions surrounding the Ride to Prosperity to enhance economic development in the region. "It was great to hear the (Donovan) rated BEP's website as being in the top ten percent for economic development," Scott said, "because that's our portal to the outside world, open 24-7, and he also said that the services that are provided by our collection of economic development partners was really second to none."



Following Scott's remarks, Erik Pages, EntreWorks Consulting, offered a "big picture" assessment of the collective activities of the working groups. "You can not overemphasize how important this process of building a collaborative team of these eight organizations is, and they are now living and breathing collaboration as opposed to just talking about it," Pages said.

"The second thing that's very important is the building of foundations," Pages explained. "This first year has really been about foundation building. Next year will be hardcore implementation.

We already have a lot of achievements, but there will be a lot more activity, and more things happening over the next two years because these systems have been put in place."

"Last, but not least, is momentum," Pages said. "This was not a new vision for Berks County. This was designed as a bridging analysis and strategy to take the studies that had been done and build a system to implement and move the ball forward. Hopefully, we've built a system and some momentum, so when Berks County decides to update their Vision 2000 plan, you now have a team and a collaborative structure and networks in place that is ready to go. That's the really benefit of this process — building a collaborative structure, hitting your marks in terms of achieving some of the progress we've talked about, and setting up a structure to move forward in the future."



Tracy Hoffman, chairman, Greater Reading Chamber of Commerce & Industry, concluded the presentation. "You've seen a lot of great progress, but there's more to be done,"

Hoffman said. "The hard work is just beginning. I'm proud of the progress that's been made. There are many good things happening in our community and not just from those you've heard today. It takes a community. All of the groups represented here today have taken the strategies outlined in the Road to Prosperity and incorporated them into their short-term work plans and their long-term strategic plans. The boards of directors of these organizations are willing to stand behind and be accountable for the Ride to Prosperity progress, so the next steps we can expect to see and support include the kick-off of a shared workspace for early stage entrepreneurs; development of a branded message around arts and culture in Greater Reading; a new orientation program for incoming college freshmen, to help introduce them to our community; a one-stop shop for the Penn Corridor to facilitate new storefront development; growth of our technical academy concept to each of the technology centers, and expansion to other careers and training beyond mechatronics; increased involvement from local officials in economic development training; continued development of the Bethel site, among others; growth of the Food Innovation Network; and focused marketing on Greater Reading to our identified business clusters." ■

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New Legislation Will Affect Retirement Plan Sponsors



FINANCIAL SUCCESS

By Al Matarazzo, President, Main Line Financial Advisors

If you are a retirement plan sponsor, then you must be aware that last year witnessed the passage of new legislation affecting the responsibilities of retirement plan sponsors and the fiduciaries that drive plan decisions.

In July 2010, a set of final regulations were delivered that required retirement plan service providers to bring a new level of transparency to their disclosure of fees paid by the plan and any correspondent conflicts of interest among plan service providers. The new regulations for service provider disclosure were to be implemented starting July 16, 2011. July 16th is now here and in the past year the Department of Labor has fielded a variety of comments regarding the format of these disclosures and the costs that would arise for plan sponsors as they transitioned to the new reporting requirements. Fortunately, for many plan sponsors, the DOL has proposed moving the deadline for compliance to January 1, 2012.

For plan sponsors there are two important components to compliance with the new legislation. First and foremost is to adopt and implement the standards being set forth by the Department of Labor. Plan sponsors will be required to gather information on the fees paid to various service providers to the plan. Providers may include record-keepers, custodians, and advisors. In complying with the regulations, plan sponsors must disclose the fee arrangements that the plan has entered with each provider; however, more importantly it must assess the reasonableness of the fees being charged to the plan. Second, plan sponsors must comply with these regulations

within the time frame set forth by the Department of Labor.

In extending the period for compliance to 2012, plan sponsors have been given a reprieve. This reprieve gives plan sponsors a great opportunity to take adequate time to review the reasonableness of the fees their plan is currently charged and then determine what other service providers may have to offer their plan participants. Oftentimes plan sponsors can reduce costs and improve services provided to plan participants by either renegotiating their current service contracts or moving their assets to new providers. The catalyst of regulatory change has given plan sponsors an opportunity to bring better long-term value to their retirement plan participants.

If you are unsure, as a plan sponsor, how to readily evaluate all the services provided to your plan or the fees being paid, it may be best to hire an independent and objective consultant. The technology community has invested significant resources in creating applications that allow plan sponsors to view how their fees, investment performance, and participant involvement stack up relative to comparably sized and situated companies. Please contact Main Line Financial Advisors at 610.323.5860 to speak to a retirement plan consultant about the options available to you. 🏠



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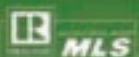
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SUSTAINABLE CONSTRUCTION

By William Felton

This is an appropriate time of year, mid-summer, to talk about water and water conservation. This is the time of year that we start to experience drought conditions, and our water supplies, during some summers, start to diminish, forcing some communities to regulate water use with the banning of lawn watering and car washing. It is also the time of year when we see some of the most devastating storms and the flooding they cause.

The three aspects of water we'll address are water conservation, water treatment and disposal, and water reuse and storm water management. By reducing our water use we can also reduce the water flowing out that has to be treated at the sewer plant.

Water Conservation

The first place to look to reduce our water use is our plumbing fixtures, toilets, faucets, and shower heads.

A typical toilet that was installed ten plus years ago used five-seven gallons of water per flush. The regulated standard for a new toilet is 1.6 gallons per flush. This can be reduced to one gallon or less per flush on some models. A new class of toilet, which is gaining popularity, is the dual flush toilet, which offer a reduced flush for liquids and paper only, and a regular flush for solids. A toilet which uses no water is a composting toilet.

These toilets use biological decomposition to break down the waste into a few buckets of humus per year. A composting toilet is expensive compared to a standard flush toilet, but that cost may be offset by the reduced need for a standard septic system, and is certainly an integral part of a water-conserving waste water system.

The next biggest water user is showers. Water conserving shower heads should use less than 2.5 gallons per minute, and that can be reduced to less than 1.5 gallons per minute with some of the most efficient models. Also don't forget when we reduce our shower flow rate, we are also reducing hot water use so we're saving energy as well, which brings up another area of water use, waiting for the hot water to reach the point of use. Most plumbing supply systems, in a new home, use a manifold distribution system, which incorporates a separate water

(See "Sustainable Construction" on page 61)

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SK Advertising +Design Finds a New Home in Downtown Pottstown

SK Advertising+Design recently announced the completion of their move to 16 N. Evans Street in Pottstown. The new building will give the agency a more efficient working space, while still maintaining a presence in the downtown Pottstown area. The agency has spent more than 30 years at their previous address, 800 High Street.

"There was a clear need for a more efficient office to meet the needs of the business, as well as to accommodate our current business model. It's a model we have had in place for the past two years that supports our sustainable objectives allowing design staff to work from remote studios. The new location was the final piece of the puzzle. We look forward to the adventure ahead in our new working environment and welcome our clients in to see the new space," said Paul Kennedy, president.

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SUSTAINABLE CONSTRUCTION

(Continued from page 59)

line to each fixture. This type of water delivery system allows for reduced water pipe diameter, which reduces the amount of water that is standing by to be delivered to the shower. Another technology to reduce the standby hot water use is to install a hot water loop, regulated by a circulator and a thermostat.

Aerators are a very inexpensive way to reduce water flow and can usually be added to existing shower heads and faucets. Valves with easy to operate levers can be helpful to turn water on and off while using the bathroom and kitchen sinks.

Another big water user is the clothes washer. The new front-loading washers use at least half as much water as a top-loading washer. These new washers also extract more water during the spin cycle which helps save energy during drying.

Waste Water

Waste water is a concern because of the cost of treatment and the environmental impact of discharging the treated water into our streams and rivers. Some municipalities have systems that have waste water and storm water in the same pipe system, causing the treatment

plants to be overwhelmed during a large rain storm. Another byproduct from the treatment plant is the residual solid waste. This waste is spread on farm fields or sent to landfills. There is concern that this waste may contain certain pollutants. If you cannot connect to the public system, you have to build an on site septic system.

One alternative method to deal with waste water is a grey wastewater system. With this system there are two sewer drainpipe systems, one for the toilets, (black water), and one for the showers and sinks. There are many variations on grey water reuse, but typically it is collected, filtered, and dispersed to an irrigation system. One model of a grey water irrigation system is a constructed wetland. With this system, the grey water flows through specific soils and plants designed to absorb and filter the grey water after which it can be used for additional irrigation or discharged.

Another technology for dealing with waste water is called a "Living Machine." A living machine is more sophisticated than the constructed

(See "Sustainable Construction" on page 62)

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SUSTAINABLE CONSTRUCTION

(Continued from page 61)

wetland in that it uses more biological organisms, including some types of snails and fish, to breakdown and digest the pollutants. The treated water can then be reused to flush toilets, in irrigation systems or discharged. Because of cost and operating consideration, these systems are more suited for office buildings or as a residential community system.

Water Reuse

A very simple and practical way to save water is with rain water harvesting. Ancient civilizations used this basic method for collecting water for irrigation. A modern system in our climate can reuse the rain water for flushing toilets, washing cars, irrigation, and with a proper filtering system, washing clothes and showering. The system would collect the rain water off the roof and direct it into a cistern. The first water off the roof during a storm, which would contain particulates and pollutants, would be flushed out before entering the cistern. The cistern would be designed and sized to meet the needs of the intended use and to match the average rainfall. A pump system, or gravity, would then work to direct the water to its intended use.

Rainwater harvesting is also an integral part of a storm water management system, which is a requirement in almost all new construction projects in this part of Pennsylvania. Another way to reduce storm water runoff is to reduce the impervious surface of the project by reducing the size of roadways, driveways and parking areas and by using alternative products, such as porous paving and pavers, to allow the rain water to penetrate back into the ground. 'Rain gardens' are one of the latest design ideas in storm water management. A rain garden incorporates retention and infiltration along with intensive planting to absorb and evaporate water back into the atmosphere, to mimic the natural way undeveloped land would deal with rain water and runoff.

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

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



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