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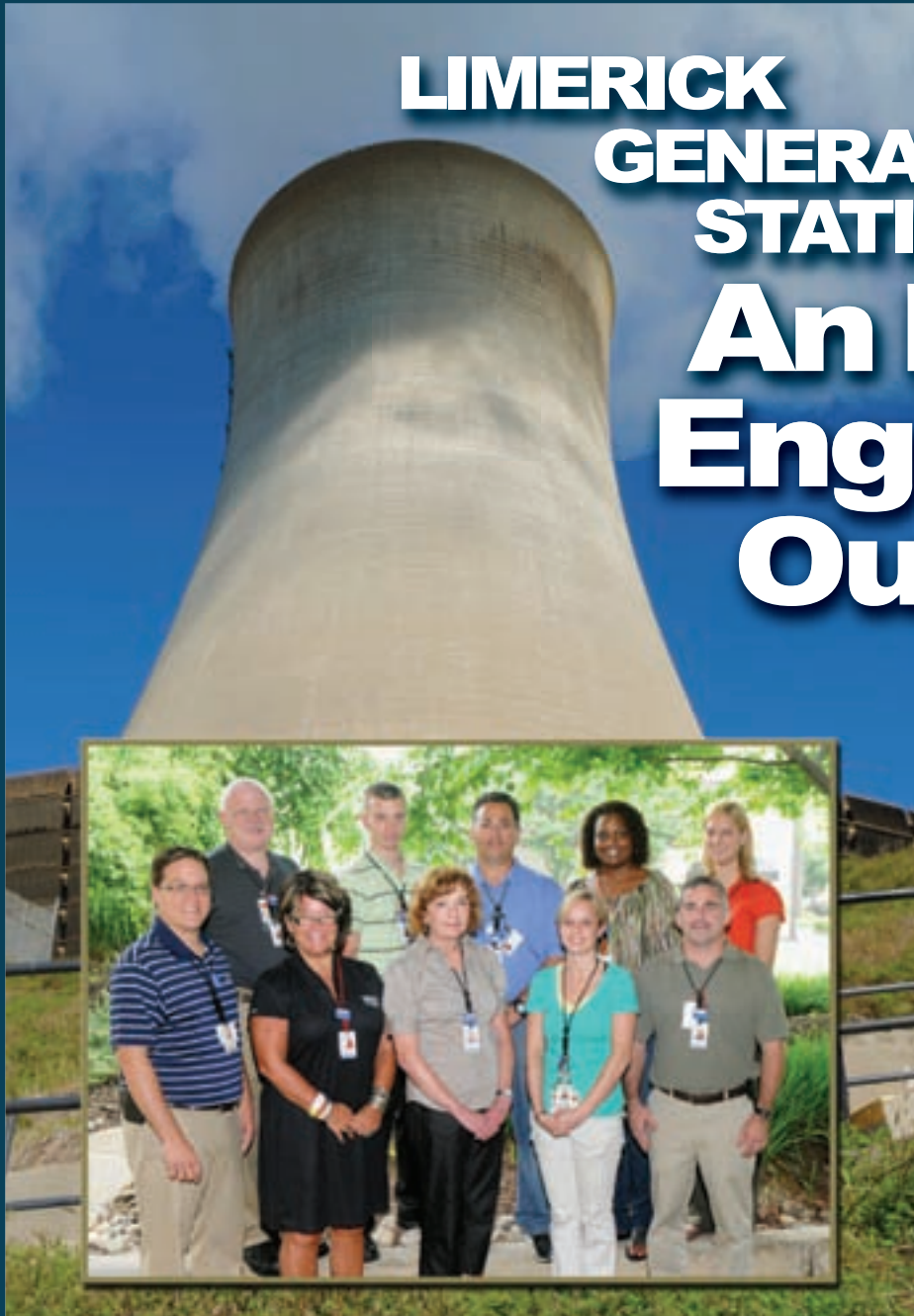


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In This Issue | AUGUST 2011



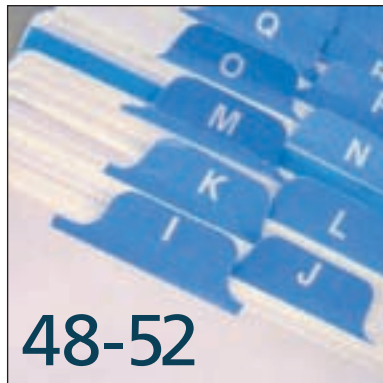
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48-52

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LIMERICK GENERATING STATION



Limerick Generating Station replaced Limerick Unit 2's three main power transformers in spring 2011. Limerick's Unit 1's transformers will be replaced by 2016. Limerick employees are dedicated to operating the plant safely and reliably now and into the future.

An Economic Engine for Our Region

Limerick Generating Station, a clean, safe and reliable energy source, generates enough electricity to power over two million homes and does so while pumping millions of dollars into the local economy.

To quantify Limerick's electric system reliability, economic and environmental benefits, Continental Economics, Inc. prepared a report on Limerick's benefits to the surrounding community. Continental Economic, Inc.'s full report can be found at www.exeloncorp.com/limerick.

The report found Limerick Generating Station's overall annual economic impact totals over \$200 million. Direct economic impacts accrue from expenditures made by Exelon Nuclear in Pennsylvania, including \$75 million in employee wages and salaries, \$35 million in purchases of goods and services and \$2.9 million in property tax payments. These direct economic impacts support an additional 600 jobs and \$115 million of economic output in the state economy.

Additionally, because Limerick Generating Station is an inexpensive, always-on source of electricity, the operation of Limerick Generating Station lowers electricity prices for consumers. In 2010, the operation of Limerick reduced wholesale energy costs in Pennsylvania by \$880 million, thus lowering consumers' electricity bills. Limerick also helps to maintain uninterrupted electric service and prevents transmission network overloads.

"Limerick Generating Station is a key leader of the business community in the tri-county area," said Eileen Dautrich, TriCounty Area Chamber of Commerce President. "As one of the largest employers in the region, they create significant economic benefits for our community by providing professional employment opportunities to tri-county area residents as well as providing financial support to the local municipalities, school districts, and non-profit organizations."

Limerick's 800-plus employees live in Montgomery, Chester and Berks Counties and they are as dedicated to the safe operation of Limerick Generating Station as they are to supporting the local community where they live and work. Many employees participate in fundraising opportunities for local non-profit organizations.



Limerick Generating Station employees accept the Campaign Performance of the Year Award from the United Way of Southeastern Pennsylvania.

In fact, last year, through various fundraising events and direct contributions, Limerick employees donated over \$132,000 to the United Way of Southeastern Pennsylvania and raised an additional \$60,000 in the annual Limerick Charity Golf Outing.

"Exelon Nuclear's campaign continues to exceed expectations as the dedicated campaign committee works tirelessly to increase participation, especially encouraging first-time donors," said Jill Michal, president and CEO of United Way of Southeastern Pennsylvania. "Their energy, enthusiasm and commitment to United Way are improving the lives of individuals and families in southeastern Pennsylvania, bringing in \$132,000, a 28 percent increase over 2009's Campaign; this is a company that really understands the importance of investing in this community."

Plant employees recently collected over 300 pounds of food items for the North Coventry Food Pantry and volunteered at the food pantry to sort and ready the items for distribution.

Limerick Generating Station also supports local first responders through monetary donations and training opportunities. The plant's emergency preparedness staff offers specialized training to offsite personnel, including police officers, fire fighters and other emergency management personnel to coordinate the area's emergency response plan. In 2010, the plant donated approximately \$55,000 to first responders to support upgrades to their equipment or facilities.

Limerick's contribution to emergency responders is just part the station's larger community contributions program. The plant committed \$500,000 over four years to Limerick Township to support their parks and recreation programs and emergency responders.

"Limerick Generating Station's contribution to the township has helped us greatly over the past few years to upgrade our recreational facilities for the good of all of our residents," said Limerick Township Supervisor Joseph St. Pedro. "These funds are being used to offset upgrades that will come in 2011 within the Linfield Sports Park so that additional teams will be able to use our fields and families and organizations can use the pavilions."

(See "Cover Story" on page 6)

**For more information
about Limerick Generating
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COVER STORY

(Continued from page 5)

A Safe and Reliable Energy Source

Limerick Generating Station continues to invest in the plant to ensure its continued safe and reliable operations. Large capital investments in plant equipment ensure that the plant remains modernized and can continue to operate safely. Limerick recently applied to the Nuclear Regulatory Commission seeking their approval to renew the operating license for an additional 20 years. Nuclear energy plants are originally licensed to operate for 40 years. The 40-year term reflects the amortization period generally used by electric utilities for large capital investments and is not based on the intended life of the plant. License renewal approval from the NRC will allow Limerick to operate through 2049.

In just the past five years, Exelon has spent millions of dollars on capital projects to improve and modernize equip-

ment to enhance plant operations and safety at Limerick. This past spring, Exelon replaced unit 2's three main power transformers. Transformers increase the voltage of the electricity that is generated before it is sent to the power grid. Unit 1's transformers will be replaced by 2016. The entire project is a \$94 million investment in the future reliability of the plant.

"Exelon Nuclear is committed to safely operating Limerick Generating Station," said Bill Maguire, Limerick Generating Station Site Vice President. "During the license renewal process, we will show the NRC that we have appropriate plans in place to ensure we can safely maintain our plant equipment throughout the life of the plant. We will continue to make large capital investments to ensure the continued safety and reliability of our plant equipment."

(See "Cover Story" on page 8)

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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.

(See "Financial Success" on page 9)



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COVER STORY

(Continued from page 6)

A Clean Energy Source

Limerick Generating Station is a base-load energy source, which means it is always on, producing electricity for the region's power grid. Without the Limerick plant, power would need to come from an alternate source to meet demands. Limerick produces electricity without producing greenhouse gas emissions. However, if Limerick was

retired from service, replacing the electricity it currently produces would require increased natural gas-fired or coal-fired generation — both producers of carbon dioxide emissions. Without Limerick, Continental Economics, Inc. estimated that carbon dioxide emissions would increase by 13.2 million tons, equivalent to the emissions of over 2.5 million cars. 🚗

**For more information about
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FINANCIAL SUCCESS

(Continued from page 7)

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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FOCUS ON EDUCATION

BUZZ AROUND THE BLOCK

This month's Buzz column looks at educational opportunities in our region, and some of the area's leading educational institutions providing those opportunities on primary, secondary, post-secondary and workforce continuing education levels.

Montgomery County Community College

Whether you want to start your own business, work for a large corporation or advance in your career, Montgomery County Community College offers several business programs to meet your needs.

Earning your associate's degree in the Business Administration program will allow you to transfer to a four-year college or university to earn your bachelor's degree in finance, international business, management, marketing, human resources management and information systems. As a convenient option for working students, the program may also be completed entirely online.

If you are seeking a career in the finance field, the College offers an associate's degree program in Accounting that will give you the skills you need to obtain an entry level job in accounting, payroll, auditing or bookkeeping.

If you currently have a bachelor's degree and want to advance your accounting or finance career, our accelerated Certified Public Accountant program will help you get to that next level. The program includes all the accounting courses you will need for the CPA exam in an accelerated, ten-week format.

Offered at the Central Campus in Blue Bell, all classes meet once a week for 4.5 hours in the evening. While taking the CPA program accounting courses, you can also earn credits toward an Accounting Specialty Certificate.

Looking to start your own business? The College also offers a Starting a Successful Woman-Owned Business Certificate Program through the Division of Workforce Development and Continuing Education (WDCE). We also have a Center for Entrepreneurial Studies with a business incubator and a variety of workshops and services. An Entrepreneurial Certificate can be earned either through the WDCE or the Business and Computer Science Division.

Registration is going on now for the fall semester, which begins on Aug. 31 and runs through Dec. 20. MCCC offers 30 programs at its West Campus, 101 College Drive, Pottstown, and 85 programs at its Central Campus, 340 DeKalb Pike, Blue Bell.

To learn more about MCCC and to see all the College has to offer, schedule a visit to one of our campuses. Visits can now be scheduled online at www.mc3.edu/admissions/visiting.

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



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ARE YOU MISCLASSIFYING YOUR EMPLOYEES AS INDEPENDENT CONTRACTORS?



LEGAL PERSPECTIVES

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

On October 13, 2010, former Governor Ed Rendell signed into law *House Bill 400*, establishing the Construction Workplace Misclassification Act (CWMA). This new law went into effect on February 10, 2011, and will have a dramatic impact on all construction companies utilizing independent contractors. For years a much-debated issue in Workers' Compensation, employment, and tax law has been the treatment of workers as independent contractors. This new law will further shape whether workers are considered employees or independent contractors.

Generally, if a worker is an independent contractor, workers' compensation benefits are not available for any injuries sustained on the job. The independent contractor must have his or her own insurance. The practical effect of this is that many employers would classify, or misclassify, their workers as independent contractors, when they were actually employees. By calling workers independent contractors, employers can avoid the cost of carrying expensive workers' compensation benefits, and can be kept out of long and costly litigation over work injuries. This practice is especially prevalent in construction businesses, such as roofing and general contracting, where workers compensation insurance is pro-

hibitively expensive, and injuries are often quite severe and debilitating.

For many years, the workers' compensation courts have muddled by with a relatively vague test which basically came down to how much control an employer had over a worker to determine whether that worker was an employee or an independent contractor. However, under the CWMA, an individual who performs construction work may be considered and paid as an independent contractor only if:

- The individual has a *written* contract;
- The individual is free from control or direction over performance of such services, both under the contract and in fact; or

(See "Legal Perspectives" on page 14)

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BUZZ AROUND THE BLOCK

(Continued from page 11)

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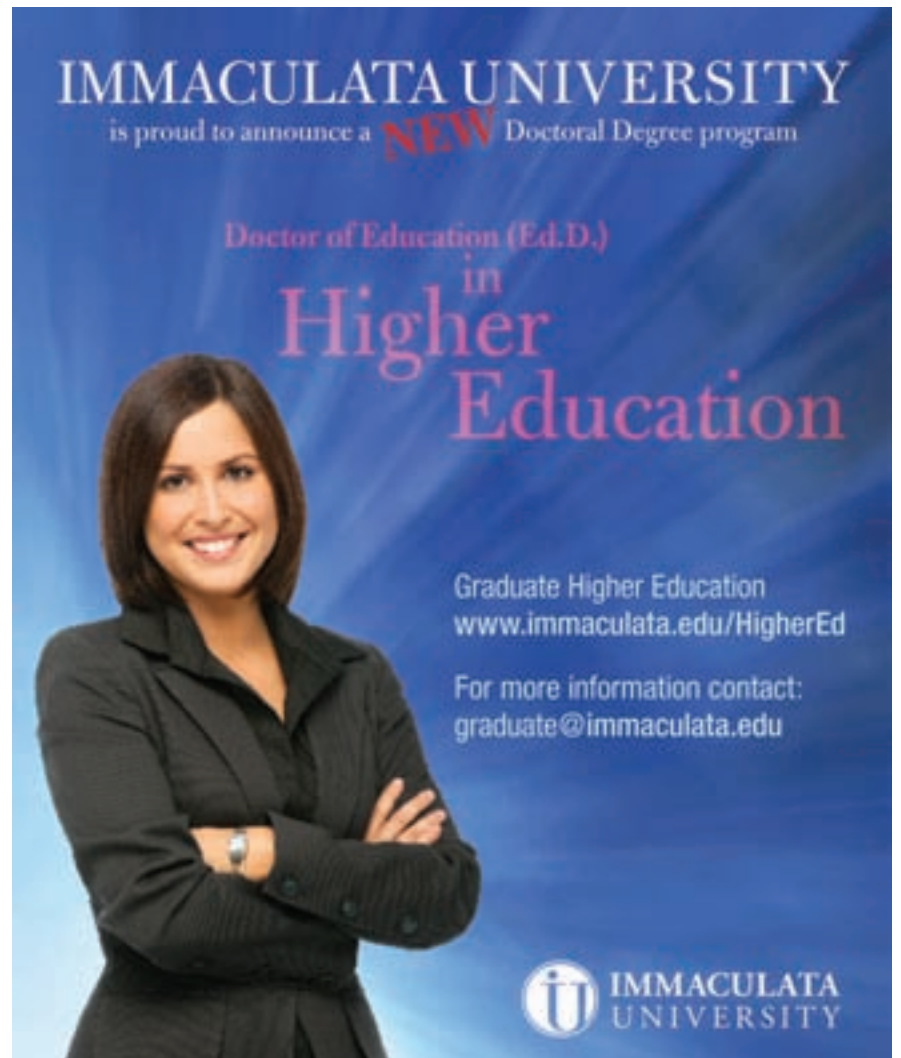
The **College of Graduate Studies** provides an array of doctoral and master's programs, together with numerous post-baccalaureate certificates. Immaculata offers doctoral degrees in educational leadership, clinical psychology, and—new for fall 2011—higher education. Eight master's programs are available in cultural and linguistic diversity, counseling psychology, educational leadership, music therapy, nursing, nutrition and dietetics, and public relations. Immaculata's emphasis on compassion-

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



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LEGAL PERSPECTIVES

(Continued from page 12)

• The individual is customarily engaged in an independently established trade, occupation, profession, or business.

Thus, a written contract seems to be essential; however, this aspect alone certainly would not suffice. For years, many employers have simply written up Employment Agreements, which name employees as independent contractors. However, the addition of codified degrees of control over services and the addition of an "individual (who) is customarily engaged in an independently established trade," certainly clarifies things even further.

Before the CWMA, employers seeking to be free of the liability and costs of workers' compensation insurance could attempt to do so by simply having each worker sign a contract labeling each worker as an independent contractor. However, under the new law there must be a definitive lack of control over a true independent contractor, and there would likely need to be a showing that this worker is not simply performing a task for the employer, but rather, that the worker performs this task independently as part of an established trade or business. Thus, a showing that the worker

performs the same task for numerous employers would be an ideal way to meet the above requirement.

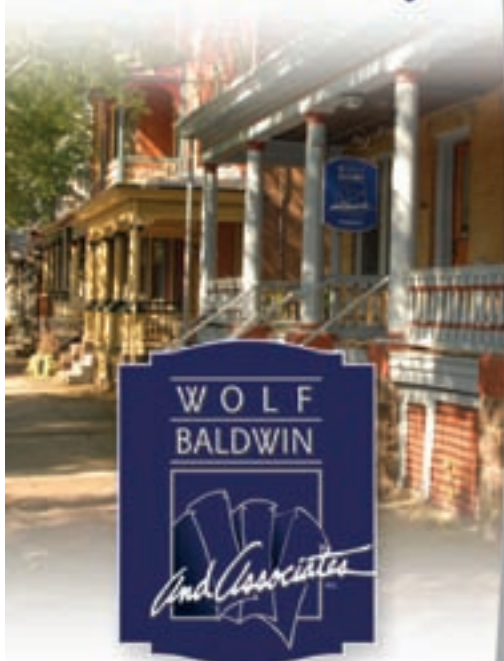
With respect to the third criteria above, the CWMA states that an individual is customarily engaged in an independently established trade, occupation, profession, or business only if:

- The individual possesses his/her own tools;
- The individual's arrangement is such that he/she can realize a profit or suffer a loss as a result of the individual's performance of services through a business in which the individual has a proprietary interest;
- The individual maintains a separate business location; or
- The individual previously worked as a bona fide independent contractor (as defined by the CWMA) or holds him/herself out to the public as a bona fide independent contractor.

These requirements basically codify the factors that workers' comp lawyers have used for many years. When workers supply their own tools, the typical conclusion is that they are not just

(See "Legal Perspectives" on page 16)

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Buzz Around the Block

(Continued from page 13)

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Franklin Commons' close proximity to Phoenixville's bustling downtown with restaurants and shopping opportunities also helps to make Neumann's Phoenixville site an attractive choice for busy evening and weekend students.

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



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LEGAL PERSPECTIVES

(Continued from page 14)

employees, but outside contractors, who clearly possess a skill and specialized knowledge that requires tools to perform that service. For example, an electrician who is hired by a contractor to wire a home and comes with his own tools to do so is clearly an independent contractor. However, an electrician who wires a home with tools provided by the contractor would certainly be more likely to be considered an employee.

The second requirement regarding profits or losses seems to indicate that while an employee gets paid for a job whether performed well or not, an independent contractor would be more likely to lose money on a poorly performed job, or conversely make more of a profit on a job performed well and under budget.

Under the CWMA, there are many hurdles to clear in order to establish that a worker should be classified as an independent contractor. The overwhelming majority of workers in the construction industry in Pennsylvania who are currently classified as independent contractors will now be considered employees. Further, the failure to withhold Federal or State income taxes or pay unemployment compensation contributions or workers

compensation premiums will not be considered in determining whether an individual is an independent contractor.

Under the CWMA, the consequences for misclassifying an individual as an independent contractor are severe. Administrative penalties may be up to \$1,000.00 for the first violation, and up to \$2,500.00 for each subsequent violation, and each misclassification of a worker is considered a separate offense. In addition, violations of the CWMA can lead to a "stop work" Order requiring the cessation of work by misclassified individuals within 24 hours, individual liability, and criminal sanctions. Thus, it is clear the Pennsylvania legislature means business, and plans to stomp out any abuse of the classification of workers as independent contractors to avoid the liability under the *Workers' Compensation Act*. Questions about this new law and its impact on workers' compensation or employment issues should be directed to competent counsel. ■

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

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Buzz Around the Block

(Continued from page 15)

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

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

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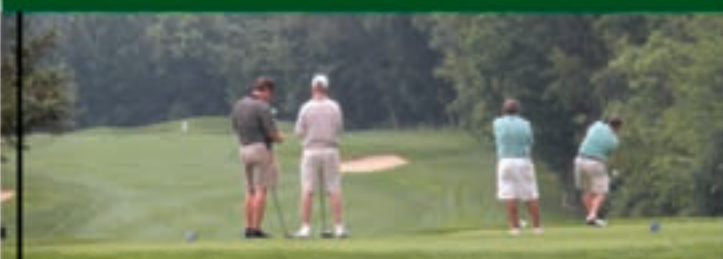
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AN EMPHASIS ON STRATEGIC PLANNING

One Sign of Effective Leadership



ON LEADERSHIP

By Kenneth D. Richardson, PhD, Redwood Enterprises

“He who fails to plan is planning to fail.” – WINSTON CHURCHILL

A lot of discussions of leadership focus on the qualities that define success, and such discussions certainly have their place. We must keep in mind however, that qualities such as “vision,” “determination,” or “empathy” are not actual behaviors, but abstractions. And while abstractions are useful for theorizing, it is what leaders actually do that really matters.

There is no question about it that leadership is invariably the single most influential factor that determines success and failure in business, but such statements alone tell us only part of what we really need to know. What we really need to ask ourselves are more behaviorally oriented questions regarding what kinds of things successful leaders actually do that accounts for the results that they produce. So let's focus for the moment on a few things that effective leaders do.

Effective leaders insist on sound strategic planning

If you look at businesses that flourish while their competitors struggle, among the observable differences is that their leaders place an emphasis on strategy. They make sure that (1) an appropriate strategic plan is in place, (2) that it is the

basis for their day-to-day activities, and (3) that it is regularly reviewed and adjusted. While this sounds simple and obvious, many business owners do not adhere to this set of standards and suffer as a result.

Some don't even have a written plan — these are invariably outperformed by their competitors who do. Others go to the trouble to assemble a plan as a matter of course, but then don't regularly review and revise it. The result is that it gathers dust in some obscure place and has very little to do with day-to-day operations. Both of the above are variations on what might be called “non-strategic” approaches to doing business, and their consequences can be quite severe.

When you see organizations that are consistently dealing with unanticipated problems and expending energy “putting out fires,” it's usually because they manage their affairs in one of the two above fashions. At the very least, adhering to a good strategic plan will reduce errors, oversights, and other setbacks that waste time and resources. At most, it can be a means of achieving incredible growth and prosperity.

(See “On Leadership” on page 20)

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Western Montgomery Career and Technology Center

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)

Strategic planning as an ongoing, organic process

Really great companies (e.g., Proctor & Gamble, Johnson & Johnson) that have demonstrated success over the long haul owe their success to diligent and ongoing attention to their emphasis on developing strong plans, and then carefully follow through with their execution. Strategizing, implementation, evaluation, and revision are woven into their corporate cultures and day-to-day practices. Granted, the two examples cited above are corporate giants, but the truth is that all businesses benefit from planning, regardless of size.

Beginning with the end in mind

Whether your desire is to improve your position in the market, expand into new ones, reduce costs, or meet external challenges, you'll only be as successful as your strategy for doing so is appropriate. Being proactive is an absolute must, especially in the tumultuous and challenging times in which we live. Oddly enough however, we continue to see complacency and reactivity characterize the management of many businesses, much to their detriment.

One result is that they end up reacting to unanticipated problems, constantly beset by issues that could have been avoided. Meanwhile, their more proactive competitors claim and profit from business that could have been theirs. As has so often been paraphrased, people don't plan to fail — they fail to plan.

What should a functional strategic plan look like? Below is a list of "must includes," but this should be only regarded as a schematic. It takes genuine dedication, creativity, and hard work to turn it into a road map to success. It should however, include at least the following:

- **Vision:** An Idealized future of your business in terms of what you intend to accomplish several years down the road.
- **Core values:** Ethical principles that will not be compromised under any circumstances. Any principle that can be bent, twisted, or ignored under any circumstance should not be included.
- **External analysis:** Everything outside your organization that needs to be considered. This means that you'll be seriously involved in a lot of research.

(See "On Leadership" on page 22)

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BUZZ AROUND THE BLOCK

(Continued from page 19)

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

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ON LEADERSHIP

(Continued from page 20)

• **Internal analysis:** Your resources, capabilities, strengths, and limitations.

• **Mission/objectives:** What you intend to get done within a specific limited time frame (12-18 months is common). Limit the number of objectives to those that are essential, so as to be realistic. Many successful planning processes will specify four to seven objectives at a time.

• **Critical goal categories:** Areas of activity for which you'll be setting specific business goals (e.g., increasing sales, cutting costs, hiring & training of personnel, expanding/reducing range of products offered, etc.)

• **Specific goals:** These must be measurable, attainable, and realistic. It's important to quantify these in terms of tangible outcomes.

• **Action steps:** Exactly what you'll be doing to realize these proposed outcomes.

All of these phases are interrelated, united by your vision and values. Vision and values together (along with a lot serious and thorough reflection) should provide the guiding light for the rest of the development process.

Managing the planning process: The devil is in the details

Insisting on having a functional plan is the easy part. Leading a business through the process of getting one in place is another matter. Since this is almost always a group effort, anticipate problems stemming from the fact that human beings have egos and are by nature imperfect beings. Anyone who has ever participated in a planning process knows that the experience can be as exasperating as it is exhilarating. As a student of group dynamics, I've always been intrigued and amazed at what such endeavors reveal about human nature.

Funny things happen when people convene to address problems, even with the best of intentions. History shows us that such activity often brings out the good, the bad, and the ugly in people, so get ready for a ride. This is where wise and noble leadership becomes an essential if the process is to yield a plan that will serve the organization well, because variations on the following group processes have been known to derail planning efforts:

(See "On Leadership" on page 24)

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BUZZ AROUND THE BLOCK

(Continued from page 21)

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Education Is an Investment

By Christopher R. Tompkins, Headmaster

As a parent of three children of varied academic abilities and with a myriad of interests, I often wonder what their future will bring. I assume my children will go to college and I assume that they will do well, since I am an educator. Yet, I have to admit, the world we live in is changing so very quickly that it is hard to assume or predict anything. I can, though, provide my children with the best possible education, one that demands hard work from them, supports them in areas where they may need help, pushes them to expand their horizons, and inspires them to

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



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ON LEADERSHIP

(Continued from page 22)

• **Intra-group conflict:** Inability to reach consensus due to animosity among those involved. Many organizations and communities suffer because egos and personal agendas take precedence over solving critical problems.

• **Diffusion of purpose:** Even groups that are not hampered by conflict often fail to produce, due to meandering and directionless meetings that go nowhere and yield little in terms of results. This usually means that the group lacks imagination, information, or both.

• **Groupthink:** Bad decisions due to a breakdown in critical thinking because the group lacks diversity of thought. Irving Janis, the psychologist that coined the term, studied the disastrous results wrought by planning done in groups in which agreement took precedence over exploring alternative possibilities to a sufficient degree.

Errant and unproductive meetings are common, and many observers suggest that they are the rule rather than the exception. This is where strong leadership makes all the difference in the world.

Effective leaders anticipate and minimize destructive group processes

Although many definitions of effective leadership exist, my favorite ones are those that emphasize actions leading to desirable results. Good leaders are those that have a good sense of *Murphy's Law* applied to human activity. They are driven by goals themselves, and manage to keep individual group members focused on outcomes rather than the petty things that so often distract people.

They tend to be strong in their technical knowledge, but are also wonderful applied psychologists. Most of all, they tend to be patient and in command of themselves. The research literature on effective leadership consistently shows that they tend to be passionate, but rarely are they impulsive or temperamental. They are almost invariably of good moral character.

Warren Bennis, the well known expert on leadership spent years interviewing people who were well known for their ability to consistently lead their organizations to success. He identified four areas

(See "On Leadership" on page 26)

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BUZZ AROUND THE BLOCK

(Continued from page 23)

risk being their best. Yes, I used the word risk. Why? Well, because in an uncertain world, risk is the key to success.

Too often in today's society we accept the notion that our school's or children's education is "good enough." As an educator and a parent, "good enough" just does not cut it. In most Asian nations, education is considered an investment on the same level as stocks and real estate. Families will put aside many luxuries and even some basics in order to provide their children with a top educational opportunity. Many of those families invest in an American education — typically at one of the hundreds of boarding and day schools that are clustered in New England and here in the Mid-Atlantic region, mostly in Greater Philadelphia.

Exceptional education is a part of the history of Philadelphia. Whether we credit our extensive German heritage or that of the Society of Friends (Quakers), we know that we are surrounded by some of the finest schools in the nation. Schools like The Perkiomen School in Pennsburg offer students vast opportunities to expand their horizons — to take risks at being their best in a safe, supportive, and challenging environment.

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student is involved in an after school program each and every day, which includes competitive Model United Nations, robotics, championship athletics, and a math team that is ranked in the top five in the region and state virtually every year.

Independent schools cannot promise entrance to an Ivy League School, although their college lists are impressive since their missions are focused on college matriculation. As small, intimate institutions that are completely focused on their students, independent schools can promise that they will know their students, that they will care for them, that they will educate them for life, not just for a test, and that they will give them the knowledge and skills necessary to succeed as active and productive global citizens.

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

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ON LEADERSHIP

(Continued from page 24)

of strength that characterized the leaders that he studied, which he described in terms of what they were good at managing. These were: Management of attention (an unwavering focus on those things that mattered most to their organizations); management of meaning (the ability to communicate effectively); management of trust; and management of self.

Perhaps what accounts for their success is their ability to engage in a constant process of self-improvement, always in a state of "becoming." Interestingly enough, experts on leadership insist that leadership is something that can be developed in most people, to the extent to which they are genuinely concerned with personal growth.

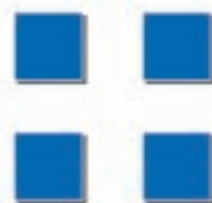
Some problems with contemporary popular culture

What is disturbing is that our culture is so focused on issues associated with immediate gratification, despite what we know about the value of planning and staying focused on the future. From all accounts, our schools have become places in which bullying and other anti-

social behaviors are common, and our politicians display behaviors that are often anything but those that we would associate with effective leadership.

Many Americans agree that our country is headed in the wrong direction, but have few suggestions for ways to put us on the right track. Given such a consensus, it is peculiar that we fail to act on what we know. It may very well be that our popular culture, with its focus on immediate gratification has become our problem. There seems to have been a resurgence of interest in the values expressed by those that founded our country and warned us of some of the things we are now seeing. Perhaps by focusing on history and understanding our past, can we plan for a better future. ■

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)

When “good enough” is NOT “good enough,” take a look at the options available to you in your neighborhood. You may just find the right match for your children as they risk being their best.

West-Mont Christian Academy offers High School “Winterim”

West-Mont Christian Academy is proud to announce the addition of a Winterim Session this winter to its high school program. Winterim (Winter Interim) is an innovative curricular feature started at Wheaton Academy in 1991. Winterim is a two-week January term that is designed to increase learning opportunities for students that they could not normally experience in a given school year. Students are given 15-20 new classes to choose from each year beyond the normal high school curriculum. They also have the unique opportunity to travel around the world through a variety of educational and mission trips.

In addition, as juniors and seniors, WCA students have the rare opportunity to experience a profession first-hand before deciding on a major by completing

an internship during this period. Students seeking to go to college may also use the Winterim time to visit college campuses.

Winterim truly means opportunities for West-Mont Christian Academy students.

West-Mont’s Fine Arts Program is also offering its high school students a new Saturday morning Acting class for the 2011-12 school year. The WCA Fine Arts Program features instrumental and choral programs for all grades, visual and creative Arts, as well as a high school vocal ensemble, which performs at area venues throughout the year.

West-Mont Christian Academy, located at 873 S. Hanover St, North Coventry Twp., Pottstown, has over 300 students K-12 and offers a full academic, athletic, and fine-arts program. The school is fully accredited through the Middle States Association of Schools and Colleges and the Association of Christian School International. For more information, please visit www.West-Mont.org or call 610.326.7690.

(See “Buzz Around the Block” on page 28)

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BUZZ AROUND THE BLOCK

(Continued from page 27)

The Pottstown Dance Theatre

The Pottstown Dance Theatre, owned and directed by International Dance Artist Michelle Jones Wurtz, will be traveling to London in August of 2012 during the much-anticipated Summer Olympic Games. The Theatre was chosen by a search committee from the American Alliance of Performing Arts Educators, a non-profit company that presents student arts organizations both domestically and internationally. Nineteen dancers will be performing and many guests and chaperones will be attending the performances and events.

Ms. Wurtz is no stranger to international travel in her career. For the past eight years she has performed, choreographed, and taught at the International Dance Festival in Ladek Zdroj, Poland; and she has toured the country as a performer. Her professional company of the Tri-County Performing Arts Center, was a headlining group last year at the Festival. During her time overseas, she has worked with some of the world's most prestigious dance professionals

from France, Switzerland, Poland, and Russia to name a few. Currently, two former principal dancers from the Kirov Ballet, Andrei Ustinov and Elena Martinson, are faculty members at the Theatre.

The Theatre is currently gearing up for the 2011-2012 school season and has various classes for both children and adults. There are various styles and ability levels at the school, and students have many options for putting together curricula. The "After-School" program allows students to take classes that they enjoy and learn an art form with friends. "Intensive Program" students take three ballet classes weekly and one other dance style such as Jazz, Modern, Tap, Hip-Hop, Break-Dance, African, or Irish. "Academy" students come for four hours weekly during the daytime, and have unlimited access to all classes in the evening. If you're looking for a dance school that teaches true artistry and nurtures talent, this is the area's best. For more information, call the school at 610.323.2569, or visit the website at www.pottstowndance.com. 📞



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HOW INTEREST RATE CHANGES MAY AFFECT YOUR INVESTMENTS



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Provided by William M. Schultz, Wells Fargo Advisors

The rise and fall of interest rates is one of the biggest factors influencing the economy, financial markets and our daily lives. It is important to have a basic understanding of how interest rate changes

could affect not only your wallet but also your investment portfolio.

Simply put, interest rates help control the flow of money in the economy. Typically the Federal Reserve lowers interest rates to jump-start the economy. Lower interest rates mean consumers may be willing to spend more money, as the cost to finance a purchase is relatively inexpensive. This stimulates the economy in a variety of ways, including increased revenues from products sold to the consumers and taxes generated from those sales. Investors, on the other hand, have a different perspective.

Bond Investors: As interest rates fall, the prices of previously issued bonds tend to rise. The new issues are offered at lower, less appealing rates. That makes bonds with higher interest rates much more desirable and that much more in demand. On the other hand, those who plan to hold their bonds to maturity aren't really affected by falling rates, with the exception of reinvestment risk.

One way issuers may take advantage of falling rates, is by calling their outstanding bonds and issuing new bonds at lower rates. Once the higher interest paying bonds are called, investors looking for

a fixed rate of return are faced with lower yielding fixed income alternatives. To offset this risk, it's important to have a diverse portfolio of fixed income investments with a variety of maturities and call features to withstand fluctuations in rates.

Stock Investors: Falling interest rates tend to have a positive impact on the stock market, especially stocks of growth companies. Companies that tend to borrow money to finance expansions tend to benefit from declining rates. Paying lower rates of interest decreases the cost of the debt, which may positively affect a company's bottom line. The stock prices of those companies may rise as a result, driving the market in such a way that prices of other stocks may follow suit.

When the Federal Reserve decides to raise interest rates, its goal is usually to slow down an overheating economy. Changes in interest rates tend to affect the economy slowly — it can take as long as 12 to 18 months for the effects of the change to permeate the entire economy. Slowly, as the cost of borrowing increases, banks lend less money and businesses put growth and expansion on hold.

(See "Financial Success" on page 30)

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FINANCIAL SUCCESS

(Continued from page 29)

Consumers may begin to cut back on spending as the expense of financing a purchase increases. This reverses the effects that lower interest rates had on the economy and, again, investors are affected differently.

Bond investors: In a rising interest rate scenario, the demand for bonds with lower interest rates declines. New bond issues are offered at higher, more appealing rates, driving the price of existing bonds lower.

Stock investors: Rising interest rates can have a positive or negative impact on the stock market. In some cases, rising rates can send jitters through the market, resulting in falling stock prices. In other cases, the stock market may respond favorably.

In addition, rising interest rates may affect certain industry groups more than others. For instance, growth companies often find it necessary to borrow money in order to expand. Rising interest rates increase the cost of their debt, which in turn decreases profit. As a result, the prices of their stocks may fall.

If you're interested in learning more about what changing interest rates mean for you, a Financial Advisor can help you better understand the effects interest rates may have on your portfolio.

Stocks offer long-term growth potential, but may fluctuate more and provide less current income than other investments. Bonds offer a fixed rate of return and investment principal if held to maturity. In addition to market and interest rate risk, bonds are also subject to default risk, the risk that companies or individuals will be unable to make the required payments on their debt obligations. ■

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RECAP:

- March Chamber Membership Breakfast – results of emailed survey shared
- April Route 422 Business Advisor – shared those results again
- May – conducted paper survey of those individuals in attendance at Membership Breakfast (also emailed survey to membership May 12)

Did you participate in any of the surveys? The purpose of this article is to focus on the results of the Member Benefit Survey conducted at the May Membership Breakfast.

We have communicated the details of new and/or existing member benefit opportunities with those individuals that had selected specific member benefits listed on the survey as something they would have an interest in participating in. We are happy to share the details with you at this time and encourage you to contact the Chamber office if you would like more information about any of the following member benefits.

Out of 58 responses:

34 people have an interest in participating in an "email marketing opportunity."

- The Chamber is offering sponsorship of the weekly emails distributed to the Chamber membership! Check out page 39 of this issue for more information.
- The Chamber has an existing relationship with Talk Fusion for video email marketing. Call the Chamber office if you would like to be invited to the next Talk Fusion session at the Chamber office.

27 indicated they would participate in an opportunity to "market to new homeowners & new residents through direct mail."

- STAY TUNED! I have a meeting scheduled with a Chamber Member company to discuss the possibility of rolling out a program like this to the membership in the near future.

23 were interested in website advertising.

- Jeff Dentler, our VP of Finance and Technology, personally contacted those individuals to share with them the opportunities that exist on the Chamber website. Our statistics tell us which pages receive the most hits and we would love to have your company gain exposure being visible on our most active pages.

21 surveyed participants have an interest in posting job openings on the Chamber website.

- Those individuals who indicated they would participate with job postings were contacted by the Chamber office in an effort for us to gain details on how the posting process would best meet their needs. Since posting is not currently available, we want to make sure that we create the proper format to fill the memberships' recommendations.

21 members indicated an interest in the Chamber providing a resource for finding grants.

- STAY TUNED! We have been asked to schedule a meeting that will provide our Members access to a local resource. We will notify the membership when the meeting is scheduled.

If you were not contacted directly about the member benefits listed above, do not hesitate to contact the Chamber Office and we will be happy to forward you information about the program you are interested in.

Is there a member benefit that would assist your company that the Chamber does not currently offer? Let me know what your need is and we can try and find an appropriate product or service. Feel free to contact me – 610.326.2900; eileen@tricityareachamber.com

Thank you for your support of the Chamber; do not forget to support your fellow Members – **ALWAYS BUY CHAMBER!**

P.S. Please note the new Chamber QR code that is found on this page. We will be using this code as much as possible on items shared with the membership and public. Remember to encourage employees and customers to use the Business Directory on the website for their products and services!



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

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.

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

THE POWER OF THE NETWORK JOIN TODAY!

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

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



*"The TriCounty Chamber has been
'the voice' for business in our area."*

– KAYTE CONNELLY, BEST PRINCIPLED SOLUTIONS, LLC

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.

Costco
14 W. Lightcap Rd.
Pottstown, PA 19464
610.323.0784
www.costco.com

Retail Sales; Malls / Outlets /
Shopping Centers

Costco Wholesale is opening a new location
in Limerick on August 17, 2011 at 8 AM. The
company is known internationally for offer-
ing 61 million members quality name brand
merchandise at incredible values. To become
a member stop by or visit costco.com.

**ALWAYS
BUY CHAMBER!**

The Loft at Limerick Golf Club
765 N. Lewis Rd.
Limerick, PA 19468
610.495.6945
www.theloftatlimerick.com

Caterers / Banquet Services

The Loft at Limerick Golf Club is a premier wed-
ding and events facility that can accommodate
corporate events, single or multi-day, which can
include golf and team-building packages, and
expo events, such as murder mystery dinner the-
atres and comedy shows, which are open to the
public. They offer full service catering, seated
and buffet menu options. A full service bar is also
available. The Loft has picturesque views for
photos of your special occasion and an event
coordinator on site to help you with the details
of your event.

FREE EVENTS: CHAMBER 101

Thursday, August 4, 3:30PM AND Tuesday, August 16, 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.

CHAMBER MEMBER UPDATES

If your business moves to a new loca-
tion 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.



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

*HAPPY ANNIVERSARY to
the following Members:*

33 Years

Boenning &
Scattergood, Inc.
Evans, Hauseman &
Richard, Inc.
Hollenbach
Construction, Inc.
Houck & Gofus
Funeral Home, Inc.
Mitchellson
Corporation
Pottstown
School District
Schumacher & Benner
Funeral Home
Wausnock
State Farm Insurance

20 Years

Chuck's
Auto Salvage, Inc.

5 Years

East Coast Seed
Connection
IPS Laser Express
Norco Fire Company
Wells & Sons
Chimney Service, Inc.

1 Year

Java Heaven
Money Management
International
Physician's Care
Surgical Hospital
Your Claim to Fame

Member Renewals

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

422 Business Center
Avante
Apartments
Baird's Catering
Boyertown Area Youth
Baseball, Ltd.
Brode & Brooks, Inc.
Catagnus
Funeral Home
Comfort Inn & Suites
David McSurdy D.M.D.
Orthodontists
Dolan &
Mayerson, PC
Epps Advertising
Falco and
Associates, Inc.
Financial Voyages
Fox Ridge at
Lakeside Apartments
French &
Pickering Creeks
Conservation Trust
Gilbertsville Area
Community Ambulance
Service
H & H Systems, Inc.
Holiday Inn
Express – Limerick
Jacquet
Mid Atlantic, Inc.

Larry E. Hoffa
& Company, P.C.
Laserworx, LLC
Martin Stone
Quarries, Inc.
McCormick Chiropractic
McGee Electric, LLC
Mom's House, Inc. of
Greater Philadelphia
National Penn Investors
Trust Company
Occupational
Health – CarePlex
Pennsylvania American
Water
Philadelphia
Premium Outlets
Pottstown Area Police
Athletic League
Pottstown
Auto Parts, Inc.
Reading Phillies Baseball
Club
Reinhart & Co., CPA's
Ron Black Agency
Sports Enterprise, Inc.
Susquehanna Bank
The Victory Bank
Thomas L.
Zeigler, P.E., Inc.

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@tricityareachamber.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., Aug. 4**
3:30 PM
CHAMBER 101
Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown PA, 19464*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
No charge; Reservation required
- Tues., Aug. 16**
8 AM
CHAMBER 101
Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown PA 19464*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
No charge; Reservation required
- Tues., Aug. 23**
4:30 – 6:30 PM
BUSINESS CARD EXCHANGE
First Niagara Bank, One Security Plaza, Pottstown, PA 19464
Enjoy networking and refreshments with Members and clients. Help in thanking First Niagara for their community involvement, as this particular branch will be closing at the end of August.
No charge; Members only; Reservations appreciated

SAVE THE DATES

- Wed., Sept. 7**
12 – 1:30 PM
POWER NETWORKING LUNCHEON
Brookside Country Club, Prospect and Adams Streets, Pottstown, PA 19464
Looking to gain business contacts and promote your products and services? This is your chance to NETWORK full speed ahead. Bring plenty of business cards as this new format of **SPEED NETWORKING** will allow you to meet face-to-face with other Chamber member businesses.
Limited to two representatives per company. \$15 per Member; Members only
- Tues., Sept. 13**
7 – 7:30 AM
7:30 AM
MEMBERSHIP BREAKFAST
Spring Ford Country Club, 48 Country Club Road, Royersford, PA 19468
Networking Program
Rob Wonderling, President and CEO of the Greater Philadelphia Chamber of Commerce, will present "Inspiring Action Through Leadership". Listen to this engaging presentation and get the chance to network with TriCounty Members.
\$25 per Member pre-paid; \$30 per Member invoiced; \$50 per non-member
Sponsored By: The Victory Bank; John Middleton, an Altria Company
- Tues., Sept. 22**
11:30 AM – 1:30 PM
WOW LUNCHEON
Details to Come. \$28 per Member prepaid or at the door; \$36 per Member invoiced; Members only
- Tues., Sept. 27**
5-7 PM
MULTI CHAMBER MIXER
French Creek Golf Club, 4500 Conestoga Road, Elverson, PA 19520
Join the TriCounty Area, the Chester County, the Exton Region, and the Western Chester County Chambers of Commerce for this special multi chamber mixer. There will be delicious food and drinks and plenty of networking with friends, old and new, while enjoying French Creek Golf Club.
No charge; Members only; Reservations encouraged
- Tues., Oct. 11**
8 – 11 AM
BUSINESS EQUIPMENT RECYCLING DAY
Pottstown Industrial Complex, Keim Street, Pottstown 19464
This event is hosted by the Chamber's Environmental Education Committee. Items must be company equipment. NO personal employee items.
No charge; Members only; Reservations required
- Tues., October 4**
7:30 – 9 AM
SPECIAL BREAKFAST PRESENTATION
Brookside Country Club, Prospect and Adams Streets, Pottstown
October is Domestic Violence Awareness Month – The presentation will feature a documentary on a victim of domestic violence.
Members only; No charge to Members; Reservations will be limited
Sponsored by: The Verizon Foundation

***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.

ECONOMIC DEVELOPMENT LUNCHEON 2011

SAVE THE DATE

Tuesday, October 18, 2011

11:30 AM— 1:30 PM

Copperfield Inn at Lakeside

594 West Ridge Pike
Limerick, PA 19468

Featured Guest Speaker

Steven Wray,
Executive Director of the
Economy League of
Greater Philadelphia

Sponsorship Opportunities Available

Please consider being a sponsor at this regional economic development event.
For sponsorship information please contact the Chamber Office.

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:

COUPON PROGRAM

FEATURED MEMBER BENEFIT OF THE MONTH

ALWAYS BUY CHAMBER

As an added benefit of membership, your Chamber has instituted a **FREE** Coupon program. Formerly known as the Member-to-Member Discount program, the purpose of the printable coupons, offering a discount or special promotion, is to encourage, promote, and retain business with Chamber Members (Always Buy Chamber). The expanded Coupon program can now be made available to the general public (Public Coupons) or can still be restricted to fellow Chamber Members (Member-to-Member Coupons).

If you would like to offer a coupon, please visit the Members Only section to create your own coupon. If you would like to shop Chamber Members who offer a coupon please look for the ABC icon that appears in the Business Directory listings.  And please remember to practice your ABC's - Always Buy Chamber!

For a complete list of Members who offer coupons, from the Business Directory search page enter the word coupon in the Business Name search box and click the Search! button.

NEWSMAGAZINE INSERT SPONSOR!



Each month Member businesses are sent the Chamber's official newsmagazine, *Route 422 Business Advisor*, reaching nearly 1,000 Chamber Member representatives. As a sponsor, your marketing flyer

will be inserted into the Chamber Members' mailings. This Members Only marketing opportunity will get the word out about your business. All you have to do is supply the Chamber with your insert and the Chamber will do the rest of the work for YOU! For more information, please email Eileen Dautrich at eileen@tricountyareachamber.com or call 610.326.2900.

JOIN OUR GROUPS ON FACEBOOK AND LINKEDIN

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

ALWAYS BUY CHAMBER

Visit the Business Directory at tricountyareachamber.com! Share the Business Directory at tricountyareachamber.com with your co-workers and contacts – encourage everyone to ALWAYS BUY CHAMBER! – Check out a Chamber Member that can provide you with goods and services you need.

CONSIGNMENT TICKETS

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

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



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 the complete resume file at any time they are seeking to fill an opening. This month's resumes include: **Food Service – 1; Machine Operator – 1**

JOB POSTING

Interested in posting your companies job openings on the Chamber website? Contact Jeff at jeff@tricountychamber.com or call 610.326.2900 and let him know how the Chamber can best help you fill the openings at your company.

Visit tricountyareachamber.com for more information on YOUR Member benefits!

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

BECAUSE YOU *Belong...* MEMBER BENEFITS

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

COFFEE SPONSORSHIP



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

Sponsor - \$50.00 per month

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

ENHANCE YOUR LISTING IN THE CHAMBER'S WEBSITE DIRECTORY

Make your business stand out with an enhanced listing in the online directory. An enhanced listing is an affordable way you can increase your online directory referrals up to 150%. Features may include your logo, color, a highlighted box, and up to 25 words of descriptive text. If your business appears in multiple categories, all the listings will be enhanced.

Listing upgrades are unlimited, so every member can enhance their listing!

BRONZE: \$50 per Year — Website Link

SILVER: \$75 per Year — Business Description, Email Link, and Website Link

GOLD: \$100 per Year — Logo/Image, Map Link, Business Description, Email Link, and Website Link

PLATINUM: \$125 per Year — Highlighted box with colored background, Logo/Image, Map Link, Business Description, Email Link, and Website Link



For more information about enhancing your listing in the Chamber's website directory or any other website sponsorship opportunities on tricountyareachamber.com, please email Jeff Dentler at jeff@tricountyareachamber.com or call 610.326.2900.



WOMEN OF THE WORKFORCE

We appreciate your participation in the **TriCounty Area Chamber of Commerce Women of the Workforce program**. We hope you are a member of the Chamber's LinkedIn group. If not, join. A subgroup about WOW was also created within the Chamber's LinkedIn group. Join and participate in discussions and event notifications. Just another way to network with women in business!

Mark Your Calendars... Dates for the 2011-2012 program year are here!

September 22, 2011	February 7, 2012
October 12, 2011	March 15, 2012
November 16, 2011	April 17, 2012 (Breakfast)
December 15, 2011	May 15, 2012
January 10, 2012	June 19, 2012

PREPAY AND SAVE! \$28 X 10 EVENTS = \$280 BUT YOU PAY \$230!

Do you attend WOW events every month?

If so, register for all 10 WOW events during 2011-2012 and receive a discount as well as your company being entered for a drawing for a free sponsorship for a WOW Luncheon.

Get your company name out for everyone to see. Be a co-sponsor of a 2011-2012 WOW Luncheon.

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

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

***2 sponsorships available per luncheon**

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

The next WOW Luncheon is Tuesday, September 22, 2011 at 11:30 AM. September marks the beginning of a new year of programs for the Chamber. If you are interested in sponsoring a WOW Luncheon over the next year, contact Kitty at kitty@tricountyareachamber.com or call 610.326.2900.

ROOM RENTALS

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



YOUR MEMBERSHIP MEANS YOU WILL BE SEEN

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

NEW! EMAIL MARKETING

The Chamber would like to introduce a new way to showcase your business to the Chamber Membership - reaching them through the Chamber's email correspondence.

The Chamber sends out emails at least twice a month to the Membership and is now offering Chamber Members the option of a monthly sponsorship of two separate emails. Emails to the membership typically cover upcoming Chamber events, local government issues related to business, and other opportunities that the Chamber has to offer and will now include your company's message.

Monthly Sponsorship of Email Includes:

Included in two separate emails in one month

Your Company Information located in the top half of the email including Company Logo; 75-Word Teaser; Link to Website

The cost to take advantage of this visibility to over 1,000 recipients of this email is \$50 per month.

If you are interested in sponsoring a month, please contact Ashley at ashley@tricountyareachamber.com or call 610.326.2900.

Members, it's simple.

REFER a business & if they JOIN TCACC, you will receive a \$50 Referral Incentive.

As a Member, all you have to do is tell others why you **VALUE** your Chamber Membership. If the business **JOINS**, you will receive a \$50 credit towards your Chamber participation as our thank you for making your Chamber a **PRIORITY**. See, it's simple.

Call 610.326.2900
or visit us on the web at
tricountyareachamber.com.



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

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.

NEW HANOVER UNITED METHODIST CHURCH



An Open Door & Open Hearts

At New Hanover United Methodist Church, we focus on what unites us—our faith in Jesus Christ and the belief that He sacrificed His life to save us from our sins. NHUMC is a place where you can be open about your failures and pain. Here, you can just be yourself. God loves you and accepts you just as you are and so do we.

"We try to be real and relevant," Senior Pastor David Lewis says about the ministry that he started in 1988. "We know we're not perfect; we are all sinners. We apply the Gospel in relevant ways to people's lives and concerns, and people respond to that."

By connecting with people where they are spiritually and lifting them up to where God wants them to be, NHUMC teaches and encourages people to be the hands and feet of Jesus and to reach out and help their neighbors.

As needs arise, the congregation's giving spirit grows. At Christmas, for example, the congregation donated \$35,000 collected during its church services to the Pottstown Cluster of Religious Communities to assist with the restoration of its building.

In the spring, they raised \$32,000 to send 65 youth on mission trips to Maine, Montana, Guatemala and Schuylkill County. When Urban Promise International asked for support to build a boys' orphanage in Malawi, the congregation responded with \$45,000.

As two children in the congregation faced serious medical conditions and complications, the congregation rallied to provide funds to retrofit their homes. To further these efforts, NHUMC established a non-profit organization, Happy 2 Be Home, to help families provide suitable home environments for their children with long-term, multiple disabilities.

On Aug. 13, NHUMC will host its annual "If You Build It, They Will Run" 5K Run/Walk. The proceeds this year will help launch Happy 2 Be Home.

In addition to these service projects, Associate Pastor Gil Vining, along with numerous volunteers of the congregation, perform various acts of kindness, including a clean-up day at New Hanover Township Fire Company and teacher and staff appreciation days at area schools.

The congregation's willingness to serve and readiness to assist result from NHUMC's heart-changing, powerful worship services. Pastor for Worship Craig Biondi, through his passion and musical expertise, connects people to God during worship, as he masterfully blends contemporary and traditional songs of faith. A Texas native and new addition to NHUMC's staff, Pastor Craig recently moved to Allentown with his wife, Lynsey, a surgeon, and his daughter, Lula.



NHUMC believes in nurturing the spiritual development of children by sharing God's love, teaching the Bible in creative and relevant ways and showing them how to be Christians. Under the direction of Children's Ministry Coordinator Zeena Hooper, the Children's Ministry includes Gloryville (Sunday School, Nurturing Center and Puppet Ministry), Adventure Club for fifth and sixth graders, Vacation Bible School, and an annual Children's Christmas Musical. We also have a fully licensed day care and preschool, Creative Moments.

United House Student Ministries, led by Pastor Rick Adams, transforms the lives of teens in grades 7 through 12. About 200 teens of all backgrounds gather at NHUMC's United House every Wednesday from 6:45 to 8:45 p.m. to actively worship God through music with the praise band.

Here, youth can share their concerns and learn about God's love and grace, as they receive support, kindness and encouragement from Pastor Rick, Youth Ministry Coordinator Steph Farmer and the volunteer youth leaders.

To best serve this growing congregation of 800-plus adults who regularly worship each week, NHUMC recently introduced small-group ministry. Gilbertsville resident Brian Young coordinates this new ministry in which people meet regularly in each other's homes to share their faith and study God's word.

"We want people to feel welcome here and join us in worship," Director of Lay Ministry Monica Shanley said. "You don't have to become a member but just be willing to commit with your prayers, presence, service and witness."

Come and visit NHUMC, 2211 Swamp Pike, Gilbertsville, Pa. 19525. Worship services are held Saturdays at 5 p.m. and Sundays at 8, 9 and 10:30 a.m. For more information, visit <http://newhanoverumc.org> or call 610-323-2353.



PRIORITIES

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

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

A prosperous community means prosperous business.



Visit tricountyareachamber.com for Chamber Events and Community Events

422business.com Route 422 Business Advisor

Visit us online to view valuable supplemental content – its FREE!

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

... AND MORE!



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

JUNE MEMBERSHIP MIXER

Thank you
to the host of the
June Membership Mixer –
Klein Transportation



RIBBON CUTTING



KLEIN TRANSPORTATION

Klein Transportation, 1336 Benjamin Franklin Highway, Douglassville, PA, celebrated their newly renovated office facility with the TriCounty Area Chamber Membership and Ambassadors, Klein Transportation staff, and Greater Reading Chamber members. The new renovations coincide with Klein's expanded service to New York City including tickets to all Broadway Shows.

Pictured left to right: Janet Flack, TriCounty Chamber Ambassador; Eileen Dautrich, President of TriCounty Chamber; Linda Lovenstein, Greater Reading Chamber Ambassador; John Coakley, Klein Transportation; Barb Dlugolecki, Klein Transportation; Wayne Klein and Adele Klein (with scissors), Klein Transportation; Ashley Hoke, Klein Transportation; David Green, Greater Reading Chamber Ambassador; Tim Forrester, TriCounty Chamber Ambassador.

JOIN LEADERSHIP TRI-COUNTY CLASS OF 2012 **APPLY NOW!**

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

WHY YOU DON'T WANT TO MISS OUT:

- Get the opportunity to develop into a local leader.
- Give back to the community by serving on a non-profit board of directors.
- Create a valuable business relationship with several peers.

Receive an in depth look into what is going on in the different areas of the community.

WHEN THE PROGRAM STARTS:

This unique and informative 10 month program begins in September of 2011.

WHO YOU SHOULD CONTACT:

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RIBBON CUTTING



POTTSTOWN CLUSTER OF RELIGIOUS COMMUNITIES

Pottstown Cluster of Religious Communities (PCRC), 57 North Franklin Street, Pottstown PA, celebrated their newly opened office with the TriCounty Area Chamber. The building has been renovated and opened for business this July. This building will help the PCRC continue to accomplish their goal to "give a hand up, not a hand out", and expand many of their services to the community.

The TriCounty Area Chamber helped celebrate the opening of the Pottstown Cluster of Religious Communities at their new Pottstown location. Pictured left to right: Chamber Ambassador Hanna Hartman; Chamber Ambassador Adele Klein; Executive Director Barbara Wilhelmy; Board President George Bell; Chaplain Gary Pace; Board Member Allan Altschull; Chamber Ambassadors Tim Forester, Janet Flack and Betsy Chapman.

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WHAT IF YOUR CHILD IS THE BULLY?

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

No parent wants to receive a call from the school and hear that his or her child is bullying another child. At first, your reaction might be disbelief, defensiveness or anger that the school is overreacting or the school is accusing your child unfairly. However, after you've taken the time to evaluate the entire situation, it's important to not make excuses for your child's behavior, but remain open-minded. So, even though this negative behavior might be embarrassing, confusing and shameful to you, it is far better to address it now, then to deny it and think the behavior will stop or improve without intervention. It won't, and in fact, it is likely to get worse.

Signs Your Child Might Be a Bully

Bullying is not normal "kids being kids" behavior. It is very different from routine childhood conflicts. It is intentional behavior that is meant to hurt and dominate another person—and bullies understand their behavior is harming others—in fact, many get satisfaction from making others feel bad. Bullying is a lack of imbalance of power between the bully and his or her target. Bullying can be physical, verbal, emotional or sexual, and it includes harassment via email, chat room, instant messaging or text.

There is no typical bully—they come from all backgrounds, races, income levels, family situations, genders and religions. They can be the big bruiser of a sixth-grader or the petite and pretty fourth-grader. They can be popular or the loner. There are however, traits that children may exhibit that can indicate they are, or have the predisposition to bully. And, often the behavior begins at a very young age—before the child is even in school.

BULLY TRAITS:

- Is quick to blame others and is unwilling to accept responsibility for his or her actions
- Lacks empathy, compassion and understanding for others' feelings
- Is aggressive with others (including parents and teachers) and frequently hits or pushes other kids
- Has immature social and interpersonal skills and has trouble following the rules
- Is academically below average
- Has low self-esteem—bullies to boost his or her ego
- Wants to be in control or have power over others—thinks fear equals respect
- Is bullied or abused by a parent or older sibling
- Has parents who are unable to set limits, are inconsistent with discipline, do not provide supervision or do not take an interest in their child's life
- Role models parent's bullying behavior to others (e.g., parent yelling at a server in a restaurant for a bad meal, refusing to listen to someone else's point of view in an argument, or screaming at a grocery cashier for a mistake)

How to Handle the Problem

Once you've determined your child is bullying others, your first response should not be to yell or scream or punish him. Do not threaten or inflict physical abuse or physical violence; this only perpetuates the bully behavior. However, it is critical he understands that you have zero tolerance for bullying. The next step is to help your child stop being a bully.

First, talk with your child and find out why he is bullying. Explore how he feels about himself, ask if

he is being bullied by someone else, and invite an open discussion. You may want to try to find out if your child's friends are also bullying. Also, let him know that bullying is not okay under any circumstances and you will not tolerate it. Be specific about what will happen if the bullying continues using meaningful consequences like loss of privileges.

Another important step is to teach your child about empathy, respect and compassion. Children who bully often lack awareness of how others feel, or don't care. The child needs to understand how his or her behavior makes others feel when he or she bullies and *<i>why that matters.</i>* A good technique to teach empathy is role reversal. Help your child practice different ways of handling situations. You can take turns playing the part of the bully and the victim. This may help your child understand what it's like to be in the other person's shoes. This is an exercise that may need to be repeated several times.

Take a look at your family situation and teach by example. Are you modeling non-violent behavior? Do you encourage cooperative, noncompetitive play? You may need to help your child learn different ways to resolve conflict and deal with feelings such as anger, insecurity or frustration.

As you work with your child, remember to provide positive feedback when he or she handles conflict well, shows compassion for others or finds a positive way to

deal with his or her feelings. Also, changing behavior will take time. Try to be realistic and patient as your child learns new ways of handling his or her feelings and conflict. Keep your love and support visible.

It is also okay to seek help for your child. Good choices would be his doctor, teacher, school principal, school social worker or a psychologist.

The long-lasting effects of bullying have consequences not only for the bullied child, but for the bully, too. A child who bullies now and doesn't learn to stop is likely to carry this behavior with him or her into adulthood, which can affect future relationships with friends, spouses and children. But even before that, as the child grows into an adult, he or she is at a much higher risk for carrying out other forms of youth violence. Bully behavior is also associated with substance use, delinquency, emotional disturbance and physical health symptoms.

The most important thing is to recognize that there is a problem with your child's behavior. Next is to take the steps to address the problem and get your child back on track to becoming a well-balanced adult. Bullying hurts everyone. Parents can play a significant role in stopping the behavior, which will have immeasurable rewards for all. ■



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!

FAIR SHARE ACT PASSED

2002 saw the introduction of what was later to become the concept of the Fair Share Act. This legislation addressed the issue of the unfair joint and several liability practices in Pennsylvania - defendants held liable in personal injury lawsuits could currently be held responsible for the full damages awarded, regardless of the percentage of fault. The Fair Share Act corrects this inequity and hold defendants who are found less than 60 percent liable only responsible for the relative amount of damages. Joint and Several Reform is about fairness - where the percentage of fault equals the percentage of financial responsibility and is not decided by juries who see all business of having endless means. As it stands now, Joint and Several Liability is an outdated common law rule that is damaging to economic development, businesses and hospitals throughout the Commonwealth.

The Chamber of Commerce has long advocated for this type of legal reform which was adopted by the General Assembly in 2002 and signed by Governor Mark Schweiker but struck down by the Pennsylvania Supreme Court on procedural grounds. The Fair Share Act was approved again by lawmakers, but vetoed by Governor Rendell in 2006 despite his campaign pledge to support Joint and Several Liability Reforms. This latest development is a crucial step in improving Pennsylvania's economic future.

In June of this year Governor Tom Corbett signed the current "Fair Share Act" into law at a news conference held in the Capitol Rotunda. He noted this day is "a very historic day in Pennsylvania." Gov. Corbett stated the new legislation reforms the way damages are recovered in civil lawsuits and announces to the rest of the world that "Pennsylvania is open for business." The governor emphasized this legislation is "critical to improving the state's legal climate, which has a direct impact on our economic climate." He noted the bill affects "the cost of goods and services, the cost of health care, and will encourage companies to move here, start here, grow here, and stay here in Pennsylvania."

The Chamber celebrates this positive step for legal reform and would like to thank the members of the TriCounty Area Legislative Delegation who supported this latest and successful effort; Senator John Rafferty, Senator Bob Mensch, Senator Andrew Dinniman, Senator Judy Schwank (solely final passage), Representative John Lawrence, Representative David Maloney, Representative Marcy Toepel, Representative Thomas Quigley, Representative Tim Hennessey (solely final passage) Representative Douglas Reichley, Representative Curt Schroder, and Representative Michael Vereb. ■

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WOW - WOMEN OF THE WORKFORCE



"WOW gives me the opportunity to meet new and interesting people from the community."

– Leslie Unger, The Victory Bank

June WOW Update

At June's WOW Luncheon, Deb Takes, Bank CEO for First Priority Bank and Executive Vice President of First Priority Financial Corporation, provided the keynote address, speaking about her personal and professional story. Takes' story is one of sacrifice that led to success. She said that her path to success was not instantaneous; it took 40 years for her to become the success she dreamed of. Her advice to the business women in attendance was to "define what success means to you and what results you wish

"Define what success means to you and what results you wish to achieve."

to achieve." Takes said she was on a "relentless quest to be the best" and sacrificed much of her personal life for her business life. Despite the costs of being successful, Takes has found fulfillment beyond that of her success in the banking industry in the young adult book that she wrote for her niece in order to change her view of individuality and self-esteem. Takes was generous enough to give a copy to attendees so that they could give it to a young adult in their life as an "end of school year" gift.

WOW Book Club The TriCounty Area Chamber of Commerce Women of the Workforce Group is starting a Book Club!

Read the following book over the summer and join us at the October WOW Luncheon for a facilitated discussion and presentation about the book.

**5 Dysfunctions
of a Team: A
Leadership Fable
By: Patrick Lencioni**



Join us in September for the start of our new program year.

For more information on sponsoring an event in the fall, call Kitty at 610.326.2900 or email her at kitty@tricountyareachamber.com.

FALL INTERNSHIPS AVAILABLE

LOOKING FOR COURSE CREDIT AND HANDS-ON BUSINESS EXPERIENCE?

The Chamber is currently accepting resumes for fall internships 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.

THE CORRIDOR IS GROWING

What you are about to read should come as no surprise; the US 422 Corridor has grown significantly since the year 2000. For anyone who commutes on the highway, this fact is exhibited daily with back-ups reaching the eastern border Limerick Township. If you have driven the side roads you see houses where it used to be farms and forest. The corridor has grown, and now, thanks to the availability of new Census data, we can accurately measure that growth.

How much has the corridor grown? In 2000, when the last census was taken, there were 210,573 residents; in 2010, that number grew to 230,568 (note that data from all census tracts is not available and these numbers exclude East Vincent Township, Schuylkill Township, and parts of western Lower Providence Township). That represents almost a 10% increase in population corridor wide. Who were the big winners with this growth, Limerick Township and Upper Providence Township. Both saw growth top 4000 new residents. While most of the corridor localities experienced solid growth in population, not all areas were so fortunate; parts of Pottstown lost population, some sections losing close to 250 residents.

New population means a need for new housing, so it is no surprise to see that the corridor added housing units to accom-

modate the 20,000 new residents. In 2000 the housing stock included 86,319 units (rental and owned, occupied and vacant); in 2010 that number jumped to 97,397, a 12% increase in housing. Who were the big winners, same as the population winners, Limerick Township and Upper Providence Township. Upper Providence added 2004 units, Limerick added 1757.



Shayne Trimbell,
Project Coordinator,
GVF Transportation



What does all this growth mean? The strong growth in both housing and population means that there are ample new customers to purchase products, use services, visit restaurants, and spend money (income data has not been released by the Census Bureau). The increasing population is also putting a much greater demand on the infrastructure, and is largely responsible for many of the traffic back-ups commuters experience. With the increased number of housing units it means a decrease in open space, forested lands, and agricultural lands. The corridor that was once primarily farm based has become a bedroom community for the region's workforce.

This growth is not expected to slow, and it is likely that in 2020 when the Census is taken again, the growth rates will be similar to what they were in 2010. Growth over the past decade has stressed the infrastructure, but growth over the

next decade does not need to be as consumptive on the land and infrastructure. Through implementing the principles of the US 422 Corridor Master Plan, and adopted by many municipalities, the corridor can continue to grow but not use nearly as much land and cause much less traffic congestion. Shifting growth to multi-use centers that combine retail space, office space and residential living, many trips made by car today could be made by foot or by bike. Investing in our public transportation system by expanding bus service and extending rail service could provide another option to make longer trips, instead of the current obligatory use of the automobile. Using technological advances to allow people to work from home, rather than spend time in traffic will make our workforce more productive and less stressed.

Growth is inevitable, as exhibited by the past decade, but how growth is managed is all up to the corridor officials, residents and businesses. Choosing a path that improves the quality of life and providing for more options will ultimately make the US 422 Corridor a desirable place to live and do business. Continuing on the path of unmanaged growth will only make the problems of today much worse tomorrow.

Shayne Trimbell works as Manager of Projects and Development with GVF. To reach Shayne by email: stimbell@gvftma.com, or by phone: (610)635-3559.

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PRESERVING HISTORIC RESOURCES IN REVITALIZATION



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

One of the ways that Main Street programs seek to revitalize is through the historic restoration of the downtown. Classified as the "Design" point of the Main Street four points, restoration of the downtown is a key element. The historic downtown could be the cornerstone for marketing efforts in the revitalization project.

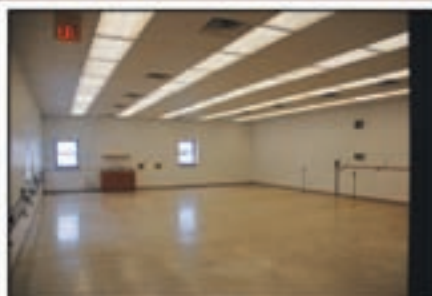
I have been in many towns, and each town has its own preference to historic restoration of the buildings. Towns like Lock Haven were very into fixing up and restoring the historic resources and towns like DuBois were less likely to preserve the past. It is a double edged sword for the developer or building owner. The building looks better if it is restored properly, but is usually cost more dollars to do it right.

Some of the improvements that need to be done in the downtown are not privately owned, and are part of a streetscape or public space improvement project. These improvements go beyond the private owner, and there is a need to deal with government entities. Government entities are seldom flexible and many times have rules and regulations that will affect the outcome of your project. I have had this happen to me on some of the streetscape projects that I have completed.

I had a bad experience in Phoenixville when PennDot delayed the streetscape on the issue of handicapped access. The issue has weighed heavily on my mind for the last couple of years, as I thought about how projects are treated

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

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 44)

by government agencies. I thought extensively about the dynamics of how things are made to be the same throughout the road system.

So, much to my surprise, when I was traveling in Germany a couple of weeks back, a public improvement project was happening on a street located in the small burg of Hattenheim, where I was visiting. Hattenheim is a small town with narrow roads and cobblestone wherever you go. What made me smile was that they were fixing some things underground, and were going to end up with a streetscape that looked like it did when they started.

I thought back to how things were done in America, and there would have been different improvements that would have to be completed in order to meet the regulations tied to the funding source. How easy it would be to not have to care about the other issues attached to a project, and only concentrate on the project.

Recently some of the towns on the main line in Lower Merion had been

asked to remove their old signs to put in the new reflective, larger signs as recommended by the US Department of Transportation. The township asked for and received a waiver that ended up being signed by the Secretary of Transportation.

There are so many rules and regulations that have been established for public streetscape improvements that they are on the verge of creating one big look-a-like country. Historic street signs are being replaced by mandate. Plastic handicapped ramps are installed at the end of the street no matter what the spec delineates. We are becoming one big mall, as everything must be standardized.

It is a "Homogenization of America" ... where everything is starting to be standardized and everything starts to look the same. Quaint little intricacies of smaller towns are being swallowed up by an aesthetic that may or may not be appropriate to the historic character of the downtown. Now, that is not to say
(See "Downtown Marketing & Development" on page 48)



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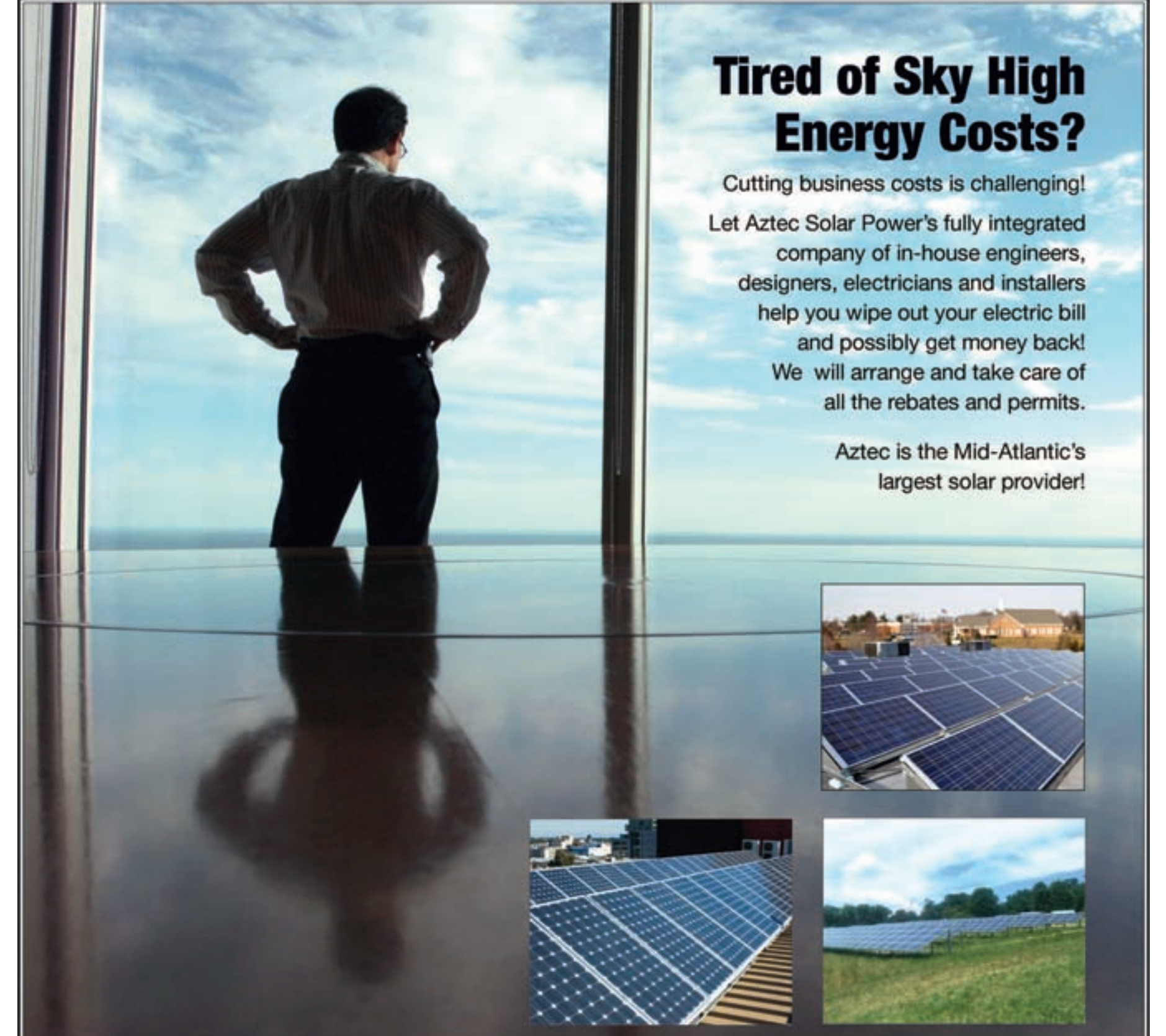
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 46)

there are not waivers as the folks in Lower Merion showed us, but it cost them to find out. Tax dollars that could go for something else are being spent in defense of something the municipality already had, which someone is taking away from them to make the street look the same as the street in the neighboring community.

I wondered if maybe people's eyes have changed over the years, and what was appropriate lettering in the past is now not appropriate because of some evolutionary change in the retina. Perhaps the eye socket has undergone some change that, although not noticeable to the human eye, renders street signs without reflective glow in the dark tape unreadable.

Then I thought back to the residents of Hattenheim, who in their zeal to reconstruct the street true to their heritage, were reusing the cobblestones from another era. Does Europe know something we do not? Have they hung on to the narrow streets cobblestones just as a whim? On the other hand, are they preserving history and the character of their town?

Once an architectural detail or quaint feature is taken away and replaced by a modern day interpretation, it hurts the identity of the town, as it tends to provide the town with a homogenized look. The look of the next town down the road ... the Main Street approach is quite the opposite as it advocates design as part of the charm and marketing effort. 🏠



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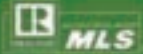
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LIGHTING



SUSTAINABLE CONSTRUCTION

By William Felton

Lighting technology has come a long way since the invention of the incandescent light bulb, 100 years ago. We could write a thesis on lighting values, colors, temperatures, etc., which is why there are designers and engineers who specialize in lighting. The lighting in a building affects humans physiologically and psychologically so there is much to be considered with lighting design and selection to create a comfortable environment. About 30 percent of energy consumed in all buildings is for lighting, with about 12 percent energy use for lighting in residential buildings. So what lighting strategies do we want to consider in a 'green' home?

Daylighting

Daylighting is a simple approach to using the sun's light to light our home through the use of windows, traditional skylights, and a new type of skylight called a tubular skylight. A tubular skylight collects sunlight at the roof and through the use of reflectors sends a beam of light to the inside of the house. One 14" tubular skylight can provide the light output of several 100-watt incandescent light bulbs. Tubular skylights also lose less energy than a traditional skylight that delivers the same amount of light.

Window size and placement are not just a consideration for ventilation and how the house looks on the outside, but also how they provide light to the inside. How a room is used should be

an integral part of the lighting design strategy for the house. A room used in the morning should be oriented to the east to take advantage of the rising sun, and rooms used in the afternoon, such as a family room, oriented toward west to take advantage of the sun's light as it travels toward setting. We also need to consider the seasonal course of the sun and provide proper shading to control light and regulate heat gain through some windows.

The position and color of the ceiling and walls will also have an effect on the light in a room. A clerestory, a row of windows near the top of the roof, is another way to get light and solar energy into areas of the house that may have limited windows.

(See "Sustainable Construction" on page 55)

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

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(Continued from page 53)

Electric Lighting

Electric lighting is made up of three components— the fixture, the lamp, (bulb), and the control (switch). Light fixtures are installed as either surface mounted or recessed in the ceiling or walls, or mounted as indirect lighting, under cabinets or in coffered ceilings.

The incandescent bulb, after 100 years of use, is rapidly becoming a dinosaur. Only 10 percent of the electricity used to power an incandescent bulb provides light. The other 90 percent goes to produce heat.

Fluorescent tubes and compact fluorescent bulbs (CFLs) are becoming the standard source of light in a home. The new fluorescents do not have the flicker problems that they used to and are available in a wide range of color to create the appropriate ambiance and meet the lighting needs of the task at hand. The cost to operate a CFL is 25 percent the cost of operating an incandescent bulb. CFLs are also now available as a dimmable bulb.

Light Emitting Diodes (LEDs) are a very efficient light source that have been used in industrial applications, such as automotive and electrical equipment and commercial applications such as exit signs, street lights, and traffic lights. As this technology develops, the LED will become an efficient and affordable choice for residential lighting as well.

Energy efficient lighting controls include dimmers, motion sensors and occupancy sensors. When using dimmers we have to make sure to match the appropriate dimmer to the fixture it controls. Motion and occupancy sensors are energy savers and also provide convenience and safety as well.

Other topics to be addressed in this series will include energy, heating and cooling, 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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SOCIAL MEDIA'S ROLE IN TODAY'S WORKPLACE



By Maria L. Novak

In my business, with Social Media being an integral part of Marketing and Business Development, I am often questioned on the role it plays when employees have access to Social Media while working.

I am not an HR Professional, however, there are certain aspects of Marketing that often overlap with Human Resources and many policies need to be integrated into an Employee Handbook which are essential to the development of the business.

Do you really know what your employees are posting on the Internet?

The increased use of social media sites can create some questions and concerns within the workplace. The expansion of the Internet and sites

where individuals can post information have been a great asset for business, particularly small businesses. Your business might even have a Facebook page and you can use this as a communication tool to reach existing customers and potential customers. However, there are also some challenges that come along with this increased technology, particularly when it comes to employee privacy rights.

(See "Social Media" on page 58)

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Fraser is headquartered in West Reading with offices in Bala Cynwyd, Harrisburg, and the Lehigh Valley. For more information on Fraser AIS, visit their web at www.fraser-ais.com, call 1.800.422.8599 ext 166, or email GlobalSupport@fraser-ais.com.

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SOCIAL MEDIA

(Continued from page 56)

The key concern that enters the picture is the employees' use of time on social media sites while they are supposed to be working, thus, creating loss of productivity. When can an employee use social media, and what are employees allowed to post?

The more challenging aspect of social media sites for employers is the actual information that an employee may post on a site. Is it potentially harassing behavior toward another employee? Is the employee posting information about the company that could violate any nondisclosure policies or agreements? In order for companies to gain a better handle on these situations, it is recommended that organizations have clear Internet usage and social media policies written into their Employee Handbooks.

A good policy should provide the following:

- Instructions to employees on what is and is not permissible with regard to using the Internet at work.

- Clear information about the employer's right to monitor employee computers within the workplace and require employees to acknowledge in writing that they should not have an expectation of privacy for anything that is sent, received or stored on the company's computer systems.

- Restrictions on the use of personal phones and other electronic devices while on company time.

- Consequences for employees if they are in violation of the Internet Usage and Social Media policies. 📄

For more information on Social Media policies or Employee Handbooks, please feel free to contact Maria Novak, owner of Marketing Solutions & Business Development, a firm in West Chester, PA, offering creative marketing services for small & medium sized businesses. For more information, contact Maria at 610.405.0633 or MariaNovak001@yahoo.com or visit www.Maria-L-Novak.webs.com

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Ask SCORE

Make Employee Retention A TOP PRIORITY

The expression, "good help is hard to find," has never been more accurate. Competition for talented workers is intense in most locations and specialties, and the "best of the best" know it. If they're unsatisfied with their current job, they have no qualms about looking for something else.

Retailing motivated, productive employees is a critical concern for small business owners, as they often play a key role in the growth and success of the enterprise. A survey by Robert Half International, conducted by an independent research firm, examined the reasons that "top" employees, those considered good performers by their bosses, left the business. Here's what they found:

- **Limited advancement opportunity:**
39 percent
- **Unhappy with management:**
23 percent
- **Lack of recognition:** 17 percent
- **Inadequate salary/benefits:** 11 percent
 - **Bored:** 6 percent
- **Lifestyle change, such as moving:**
2 percent
- **Other/don't know:** 2 percent

The message for business owners is clear, says Max Messmer, CEO of Robert Half. "Helping top performers reach their goals is essential to keeping them. The best employees are ambitious and may not stay in a job long if it lacks growth potential."

Retaining good employees can be a challenge to small business, particularly when compensation or advancement is involved, but it's not an insurmountable one. If promotions aren't an option at

your business, you can still find ways to reward extra effort. It doesn't have to be money. If budgets are tight, consider a more flexible schedule or larger workspace. Praise should be frequent and personalized, but it does not have to be costly or time consuming. A simple thank you note can be an effective motivator.

Take the pulse of employee perceptions in your business. Are they happy doing what they do? Ask their opinions on the work environment and changes that might enhance their loyalty.

Also remember that like any other important business asset, employees require their own form of care and maintenance. Bringing in temporary help during crunch times is one way to ease the workload and prevent burnout. Engage your employees in finding ways to add some fun to the workplace, especially for jobs that involve a lot of repetition. The resulting increase in morale and camaraderie will boost not only loyalty to your company, but also its productivity.

To learn more about employment issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office, or request online counseling by visiting www.pottstownscore.org. 

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