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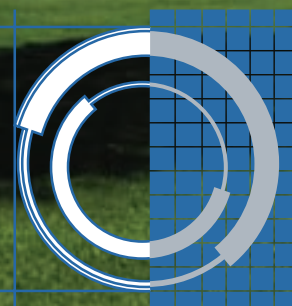


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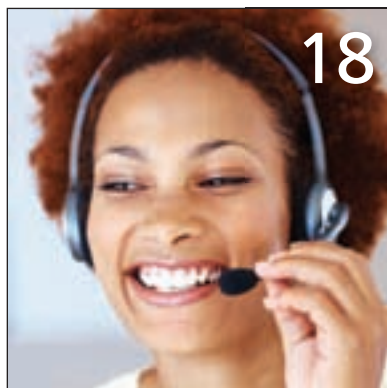
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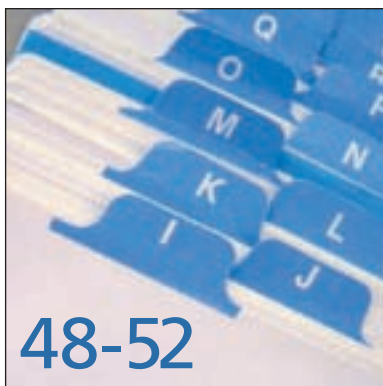
Enjoying five consecutive profitable years, and best six-year stretch in last 40 years, Superior Tube Company Inc. contributes significantly to the region's economy.

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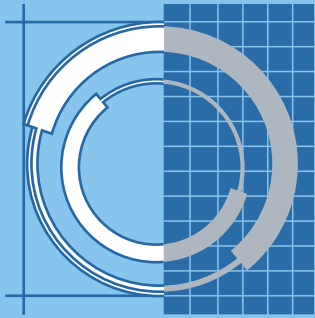
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SuperiorTube COMPANY, INC

Survival and Success Through Shared Labor-Management Vision



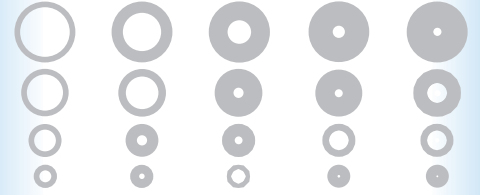
Keenan Sollinger, Leadperson



(L to R) Thomas Nihart, Maintenance Supervisor; Dave Lyon, Manufacturing Manager; and Bill Jones, Production Manager



(L to R) Bob Romanelli, NDT Operator, and Samuel Heller III, NDT Responsible Level 3



COVER STORY

By Bill Haley

The Superior Tube Company Inc. campus is an impressive site to those who drive past the sprawling brick and glass building featuring a prominent American flag flying from a towering pole at 3900 Germantown Pike. The company, which occupies 350,000 square feet of manufacturing and office space at this familiar Collegeville location, recently celebrated its 76th anniversary as a leading manufacturer of small-diameter, high-precision specialty metal tubing.

Superior Tube Company manufactures tubing from more than 50 different alloys, including stainless steels, nickel alloys, high temperature alloys, and reactive metals. The product is used for implantable devices, orthopedic components, and surgical instruments for the medical industry, and provides the nuclear energy industry with tubing for in-core instrumentation, fuel assembly components, and metallic o-rings.

Enjoying five consecutive profitable years, and best six-year stretch in last 40 years, Superior Tube contributes significantly to the region's economy. Employees earn, on average, more than \$80,000 in annual compensation, including overtime pay and benefits. Superior Tube impacts the region in other positive ways as well. "We reside in the community," explains **Tony Jost**, President & CEO of Superior Tube. "We employ almost 250 individuals from this community. When we see opportunities to help the community, particularly when they are local, we support them through sponsorship and also encourage our employees to participate and get involved," he said, citing the "Legs for Lindsey" 5K fundraiser held in Evansburg State Park and Lower Providence Township Recreation programs as recent examples.



In spite of national and even global economic challenges, the future looks bright for Superior Tube. With a projected 50 percent growth in sales over the next three to five years, they anticipate additional hiring and continued profits. So, the question begs to be asked — how did this company, particularly a manufacturer competing in a global marketplace, find a way to thrive and prosper during a time when so many others, in manufacturing and other industries, have struggled to maintain their position or remain open for business?

PHOTOS BY STYLISH IMAGES PHOTOGRAPHY



Jared Crawford, Draw Mill Operator

Employees practice "lean manufacturing" through Kaizen and communication.

"We checked with our International representative and found that it had been used in other parts of the country but it was fairly new," Heller said. "We were among the first to try it, but we were already doing some of it and didn't realize it. It wasn't re-inventing the wheel. Basically, it removed a lot of the hostility from the negotiating process. Instead of being across the table from each other, we were interspersed around the table with management."

"When we first went into this, we began by determining and listing the issues from the company's perspective, as well as from the union's perspective," Tony Jost recalls. "And we then had a chance to step back and say, wow, many of the issues are the same."

"We put it on a flip chart with one side saying management and one side saying union," Heller concurs. "We just threw it up there and it was an eye-opening experience. Both parties were concerned about a lot of the same issues."

The interest-based bargaining (IBB) approach enabled both sides to focus on where they were going together, where they wanted to go, and what they agreed upon as opposed to focusing on what they didn't agree on. Collectively, labor and management worked to identify issues, identify interests, develop options, develop standards, and determine collaborative solutions.

A pro-active labor management steering team was created to facilitate communication and articulate the shared labor-management vision with all employees, which includes the focus to drive and promote continual change and improvement, jointly focus on safety, quality, service & cost, and encourage all employees to lead, promote, and support organizational change & behaviors.

Collective financial incentives were created which allowed all employees to see the direct benefit of applying lean manufacturing techniques and Kaizen. "In the '06 negotiations, we introduced two elements of compensation that are

(See "Cover Story" on page 6)

For many years, employees throughout the Superior Tube operation questioned whether the company would survive, let alone succeed. "This was a declining business as it struggled with worldwide competition and commodity production challenges," Jost said. "But we worked together to solidify the core business, and within the last year have hired about 30 production workers and several office staff."

The turning point came in 2005, when, with the help of the Federal Mediation & Conciliation Service, management and labor leadership began the journey to a shared vision. That shared vision and the resulting company-wide cooperation that ensued, along with the application of "lean manufacturing" techniques through Kaizen, a Japanese word meaning continuous improvement, has put the company back on the path to prosperity.

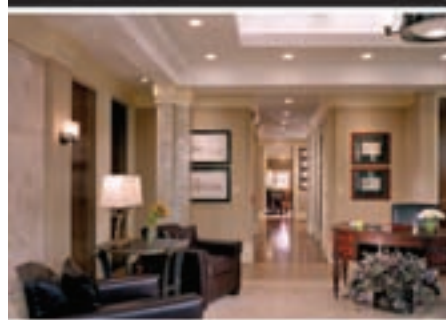
The mediation involved utilizing an interest-based process in collective bargaining agreement negotiations, restructuring of the company to a customer-focused, team-based design, and promotion of alignment and discretionary effort throughout the organization. "The change from traditional bargaining was recommended to us by a federal mediator," explains United Steelworkers Local 9455-0 President Sam Heller. "I think he realized what the union was asking for was fair and equitable — we wanted to be treated as a partner and treated with respect. He introduced the concept of interest-based bargaining, which was foreign to us."

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COVER STORY

(Continued from page 5)

variable, based upon business performance,” Jost said. “One, the performance pay plan, measures quality, service and productivity on a daily basis, and is accumulated each week, and once per month we average that together and have a payout, based upon that. Everybody gets the same percentage payout, based on how much they worked during that time. The other aspect of it is profit sharing, and we now make an annual payout in profit sharing. What we’re trying to recognize with that formula is there’s an incentive for everybody to be on the same page, one company, one direction, knowing what we’re doing, and everybody giving that little extra effort, not just what they have to do, but what they are able to do, as the discretionary effort part.”

The goal of applying lean techniques was really threefold: To eliminate wastes; to make the operator job easier (as opposed to eliminating jobs); and to grow the business. The key to successfully implementing lean manufacturing and the Kaizen approach has been communication. “We do annual planning,” said



Dawne Wentzel, Director, Organization Development, “and then we do quarterly planning, and we get all employees involved in knowing what the quarterly plan is and the planned

actions behind it. We get everyone involved up front, knowing our plan is to grow this business within the next three years substantially, and communicate the activities that are going to drive us to get there and the fact that we need everyone’s participation and help to get us there. That’s really how we get everyone on board, through the planning process and implementation — through communication.”

“Then we get leadership involved,” Wentzel explained, “which includes the union leadership and our management

leadership together, and from that point they develop the path that they want to go, and we communicate it to all employees. We have volunteers set up a team to put together the details of the project and what the implications are.”

“We run around the clock, three shifts, and on Tuesdays, the midnight shift finishes with a huddle,” Tony Jost said. “Then at 8:00 all of day shift comes together. And at 4:00, the second shift starts with a huddle. And that huddle always starts with, how did we do last week, and what’s the plan for this week? Which is a subset of that quarterly plan. That’s how we build it up. And we use that same (15-20 minute) stand-up meeting, and volunteers from different teams provide one-minute updates on what’s going on here and what’s going on there. Maybe some news about a customer’s requirements or visitors might be coming in, something with the production schedule, or something that’s happening relative to our wellness initiative or other employee activity, so we vary the program around.”

This organized effort at communication not only eliminates misunderstanding and non-productive effort, it solidifies the commitment toward working together to achieve mutually agreed upon objectives. One important tool in maintaining a continued culture of success and improvement is the establishment of a set of core values, which each employee carries on a card with their identification badge.

“About a year ago we conducted a talent assessment on the entire organization to focus on skills development, on an individual basis as well as on a team basis,” said Wentzel. “We were trying to transition from the union versus management to one-team, one organization. That’s really what our focus is. And this is one tool we were able to do that with. Since then we also worked on developing

(See “Cover Story” on page 8)

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401(K) PLANS



FINANCIAL SUCCESS

By Al Matarazzo, President, Main Line Financial Advisors

Qualified cash or deferred arrangements (CODAs) permitted under Section 401(k) of the Internal Revenue Code, commonly referred to as "401(k) plans," have become one of the most popular types of employer-sponsored retirement plans.

How does a 401(k) plan work?

With a 401(k) plan, you elect either to receive cash payments (wages) from your employer immediately, or defer receipt of a portion of that income to the plan. The amount you defer (called an "elective deferral" or "pretax contribution") isn't currently included in your income; it's made with pretax dollars. Consequently, your federal taxable income (and federal income tax) that year is reduced. And the deferred portion (along with any investment earnings) isn't taxed to you until you receive payments from the plan.

Example: Melissa earns \$30,000 annually. She contributes \$4,500 of her pay to her employer's 401(k) plan on a pretax basis. As a result, Melissa's taxable income is \$25,500. She isn't taxed on the deferred money (\$4,500), or any investment earnings, until she receives a distribution from the plan.

You may also be able to make Roth contributions to your 401(k) plan. Roth 401(k) contributions are made on an after-tax basis, just like Roth IRA contributions.

Unlike pretax contributions to a 401(k) plan, there's no up-front tax benefit, but qualified distributions

(See "Financial Success" on page 9)



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COVER STORY

(Continued from page 6)

a brief list of core values that we, as an entire organization feel were critical to get us through the first 76 years, and going forward we expect those same core values will get us through the next 76 years and beyond."

From a list of about 30 suggestions, a joint management and union task force whittled the list of core company values down to four:

- **Pride** as a manufacturer making a difference in people's lives.
- **Teamwork** — working together with respect for self, fellow employees, customers, and suppliers to achieve goals.
- **Honesty and Integrity** — Fostering trust, inspiring confidence.
- **Continuous Improvement** — Committing to our future.

Collective bargaining between management and labor occurs every three years, with the next negotiations scheduled for 2013. In essence, under the new approach, any issues that could poten-

tially arise are being addressed now, on a continuous basis.

"The labor-management steering team is pro-active," said Wentzel. "If there's an issue, that's where the union leadership and the management leadership work together on addressing the issue and getting to a win-win solution. They resolve the issue before it gets to the negotiation stage where it could cause a potential issue."

"And there's very little that's off limits," adds **Scott Derrow**, Sr. VP & COO. "Yesterday's meeting is typical — we went from A to Z, and I think as a team came to some really good decisions, or at least recommendations. Nothing is off limits. We're very open with each other."

"It's a team-based atmosphere," Jost summarizes. "The expectation is that everybody's going to bring all of their talent to whatever they do. That's what winning teams are made of. Not just the best stars, but the ability to work well together." ■

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FINANCIAL SUCCESS

(Continued from page 7)

from a Roth 401(k) account are entirely free from federal income tax.

When can I contribute?

You can contribute to your employer's 401(k) plan as soon as you're eligible to participate under the terms of the plan. In general, a 401(k) plan can make you wait up to a year before you're eligible to contribute.

But many plans don't have a waiting period at all, allowing you to contribute beginning with your first paycheck.

Some 401(k) plans provide for automatic enrollment once you've satisfied the plan's eligibility requirements. For example, the plan might provide that you'll be automatically enrolled at a 3 percent pretax contribution rate (or some other percentage) unless you elect a different deferral percentage, or choose not to participate in the plan. This is sometimes called a "negative enrollment" because you haven't affirmatively elected to participate—instead you must affirmatively act to change or stop contributions. If you've been automatically enrolled in your 401(k) plan, make sure to check that your assigned contribution rate and investments are appropriate for your circumstances.

How much can I contribute?

There's an overall cap on your combined pretax and Roth 401(k) contributions. You can contribute up to \$16,500 of your pay (\$22,000 if you're age 50 or older) to a 401(k) plan in 2011. If your plan allows Roth 401(k) contributions, you can split your contribution between pretax and Roth contributions any way you wish. For example, you can make \$9,500 of Roth contributions and \$7,000 of pretax 401(k) contributions. It's up to you.

But keep in mind that if you also contribute to another employer's 401(k), 403(b), SIMPLE, or SAR-SEP plan, your

total contributions to all of these plans — both pretax and Roth — can't exceed \$16,500 (\$22,000 if you're age 50 or older). It's up to you to make sure you don't exceed these limits if you contribute to plans of more than one employer.

Can I also contribute to an IRA?

Yes. Your participation in a 401(k) plan has no impact on your ability to contribute to an IRA (Roth or traditional). You can contribute up to \$5,000 to an IRA in 2011, \$6,000 if you're age 50 or older (or, if less, 100 percent of your taxable compensation). But, depending on your salary level, your ability to make deductible contributions to a traditional IRA may be limited if you participate in a 401(k) plan.

What are the income tax consequences?

When you make pretax 401(k) contributions, you don't pay current income taxes on those dollars (which means more take-home pay compared

(See "Financial Success" on page 10)

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FINANCIAL SUCCESS

(Continued from page 9)

to an after-tax Roth contribution of the same amount). But your contributions and investment earnings are fully taxable when you receive a distribution from the plan.

In contrast, Roth 401(k) contributions are subject to income taxes up front, but qualified distributions of your contributions and earnings are entirely free from federal income tax. In general, a distribution from your Roth 401(k) account is qualified only if it satisfies both of the following requirements:

- It's made after the end of a five-year waiting period
- The payment is made after you turn 59 1/2, become disabled, or die

The five-year waiting period for qualified distributions starts with the year you make your first Roth contribution to the 401(k) plan. For example, if you make your first Roth contribution to your employer's 401(k) plan in December 2011, your five-year waiting period begins January 1, 2011, and ends on December 31, 2015. Each non-qualified distribution is deemed to consist of a pro-rata portion of your tax-free contributions and taxable earnings.

What about employer contributions?

Many employers will match all or part of your contributions. Your employer can match your Roth contributions, your pretax contributions, or both. But your employer's contributions are always made on a pretax basis, even if they match your Roth contributions. That is, your employer's contributions, and investment earnings on those contributions, are always taxable to you when you receive a distribution from the plan.

Should I make pretax or Roth contributions?

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(See "Financial Success" on page 13)

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FOR SALE- (ZC2110) 136 N. 11TH STREET, READING. 6 UNIT STONE APARTMENT BUILDING LOCATED ACROSS FROM CITY PARK. WELL MAINTAINED WITH ALL UNITS FULLY LEASED. 12% CAP RATE. UPDATED MECHANICALS WITH SEPARATE ELECTRIC METERS. UP TO CITY CODE WITH ALL INSPECTIONS CURRENT. \$145,900

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FOR SALE OR LEASE- (ZC2148) 57 SCHUYLKILL RD., POTTSTOWN-7,832SF COMMERCIAL WAREHOUSE ZONED C2 IN NORTH COVENTRY TOWNSHIP. 3 OVERHEAD DOORS (10X10), 3 PHASE ELECTRIC, SECURITY SYSTEM, PUBLIC WATER AND SEWER, OIL HOT AIR HEAT. CALL FOR DETAILS. \$395,000 OR GIVE US A CALL ABOUT LEASING.

FOR SALE- (ZC2149) 302 STATE STREET, HAMBURG. LARGE MASONRY/SIDING BUILDING IN MIDDLE OF BORO OF HAMBURG. CONTAINS 4,800SF ON 2 LEVELS. GAS HOT AIR HEAT, CENTRAL AIR AND WINDOW A/C. WALL TO WALL CARPETING. VARIOUS POSSIBILITIES. PRICED REASONABLE @ \$139,900

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(ZC1012) 1200 E. High St. Office Building, Pottstown-Suites from 200-1300SF. \$12.50/SF includes all utilities.
(ZC1033) N. Keim St., North End, Pottstown- 1,850SF retail/office space, plenty of offstreet parking. \$8-10/SF

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of the Pottstown Memorial Medical Center. Handicapped accessible, elevator, ample parking and various size suites from 300-3,500SF. Competitive rates and flexible terms. Call for more details!

(ZC1080) Lemon Street, West Pottsgrove- 11,000SF to 15,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Can be sub-divided. Call for rates.

(ZC1083) Boyertown Professional Space- 2nd floor, 720SF including 3 large offices, reception area, general work area and restroom. Utilities included. \$750/Month
(ZC1098) 261 High Street, Pottstown- 2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, electric and 1/2 water invoice.

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

(ZC1112) 933 N. Charlotte Street, Pottstown- 2 office suites avail. Each approx. 1,000SF w/a bathroom, internet avail. and both on the bottom floor. One suite is set up for a medical office with plumbing in exam rooms. \$1,025/ Month + utilities.

(ZC1114) 1153 Main Street, Linfield- Downtown Linfield office complex with over 8,000SF. Can be subdivided into smaller suites, great location. Call for details.

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

(ZC1116) 900 N. Charlotte Street, Pottstown- North End of Pottstown, 400SF office with private exterior entrance, good corner location with plenty of offstreet parking. \$333/Month

(ZC1117) 46 S. Chestnut St., Boyertown- Professional space, 1st floor. 720SF including 3 large offices, reception area, general work area, restroom. Recently repainted and new flooring in beautiful condition. Utilities included. Call for details. \$775/Month

(ZC1118) Manatoway Road, Boyertown- 4,000SF retail/office space w/powder room. Possible storage space behind office/retail area. \$900/month + heat & electric. Call for details.

(ZC1119) 302 State Street, Hamburg- Rent entire building or 1 of 2 portions. Front portion, 3000SF on 2 levels featuring w/w carpeting, gas hot air heat, window A/C, \$1,000/Month. Rear portion, 1700SF on 2 levels, gas hot air heat w/central air, w/w carpeting. \$500/Month.

(ZC1120) Sassmansville Sheet Metal Shop- COMPLETELY EQUIPPED and ready to go. 2100SF stand alone building with heat and AC. Start your own business for \$1,000/Month plus utilities. All equipment usage is included with rent.

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PARENTING PLANS

Under Pennsylvania's New Custody Law



LEGAL PERSPECTIVES

By Susan J. Vandegrift, Esq., Wolf, Baldwin & Associates, P.C.

Pennsylvania's new custody statute, which went into effect in late January 2011, contained many provisions that change the landscape of child custody litigation. This article will focus on one provision of the new law — parenting plans.

Where there is a contested custody proceeding, the new law permits a judge to require parents to submit a detailed parenting plan. The plan is intended to assist the judge in resolving the dispute. The prior law had no such provision.

The law does not mandate the creation of a parenting plan, rather, it is an option that a judge may order. A judge may specify the issues to be addressed by the parenting plan, depending on the circumstances of any individual case.

The new statute expressly states topics that must be covered by the parenting plan. A custody schedule setting forth which parent has the children, and when, is required. The issue of the children's education, such as the identity of the school that the children will attend, any special needs of the children, and any other important educational items, is required as well. Health

care of the children must be addressed by the plan, as well as child-care and transportation arrangements. The plan must also indicate the method by which proposed changes or disputes will be resolved. The plan can include any other matter that serves the best interests of the children.

The new law already includes a ready-made form of Parenting Plan. This makes it easy for parents to complete a plan that is useful to the judge. It is a very detailed form. For example, the plan requires the parties to indicate whether one or both parents will decide certain, specific issues, such as issues relating to diet, religion, medical care, discipline, choice of school and choice of study, school activities, sports, and any other relevant items. The Parenting Plan requires that the parents spell out the process they will use to make such decisions.

(See "Legal Perspectives" on page 14)



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FINANCIAL SUCCESS

(Continued from page 10)

investment results are also important factors. A financial professional can help you determine which course is best for you.

Whichever you decide — Roth or pre-tax — make sure you contribute as much as necessary to get the maximum matching contribution from your employer. This is essentially free money that can help you reach your retirement goals that much sooner.

What happens when I terminate employment?

Generally, you forfeit all contributions that haven't vested. "Vesting" means that you own the contributions. Your contributions, pretax and Roth, are always 100 percent vested. But your 401(k) plan may generally require up to six years of service before you fully vest in employer matching contributions (although some plans have a much faster vesting schedule).

When you terminate employment, you can generally leave your money in your 401(k) plan until the plan's normal retirement age (typically age 65), or you can roll your dollars over tax free to an IRA or to another employer's retirement plan.

What else do I need to know?

• Saving for retirement is easier when your contributions automatically come out of each paycheck

• You may be eligible to borrow up to one-half of your vested 401(k) account (to a maximum of \$50,000) if you need the money

• You may be able to make a hardship withdrawal if you have an immediate and heavy financial need. But this should be a last resort — hardship distributions are taxable events (except for Roth qualified distributions), and you may be suspended from plan participation for six months or more

• If you receive a distribution from your 401(k) plan before you turn 59 1/2, (55 in certain cases), the taxable portion may be subject to a 10 percent early distribution penalty unless an exception applies

• Depending on your income, you may be eligible for an income tax credit of up to \$1,000 for amounts contributed to the 401(k) plan

• Your assets are generally fully protected from creditors in the event of your, or your employer's, bankruptcy

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LEGAL PERSPECTIVES

(Continued from page 12)

Other details that must be addressed by the Plan include the logistics of exchanges — when and where the drop-offs and pick-ups occur. How long each parent shall wait at the exchange location in the event one does not show up is required to be set out in the plan.

The custody schedule must include the arrangements for secular and religious holidays (where applicable). Vacations, summers, and school breaks need to be addressed. Special activities are included and parents must have a plan for getting the children to and from their special activities. Whether or not one or both parents attend the special activities is also required.

Anticipating the need for changes to a custody schedule, the form contains options whereby parents can determine a process for requesting a change in the schedule, including the methods by which the request is to be made (e.g. in person, by letter/mail, or by phone) and the method of the reply.

Contact between the children and

the out-of-custody parent is another item that must be included in the Parenting Plan. Using the form, parents must set forth when and how that contact will occur.

The law's new Parenting Plan obviously requires parents to think about how they will handle the day-to-day business of raising a child with another parent who is not living under the same roof, and most Parenting Plans will require a high degree of collaboration. Sometimes, parents involved in a contested custody proceeding are not willing or able to sustain such collaboration. Family law lawyers can be extremely helpful in those situations and can assist parents in creating a plan that will work best for their children. ☐

Susan J. Vandegrift, Esquire is an associate in the Pottstown law firm of Wolf, Baldwin and Associates, P.C. practicing primarily family law, and has significant experience in civil litigation. She may be reached by telephone at 610.323.7436 or by e-mail at svandegrift@wolfbaldwin.com.

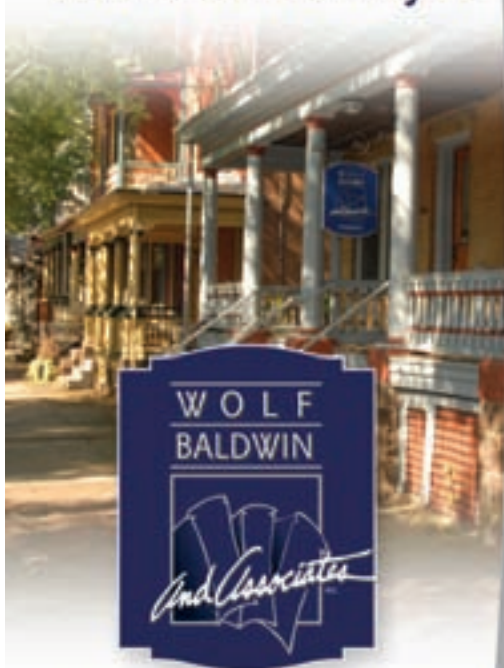
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BUZZ AROUND THE BLOCK

The Phoenixville and Collegeville areas are full of local products and services to help you get your errands done without going far from home. With a variety of restaurants, offices, stores, and businesses small and large, Phoenixville and Collegeville are great places to live, work and shop. This month's Buzz column focuses on some of the leading businesses serving these two up and coming communities.

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

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Physicians Care Surgical Hospital Accepting Independence Blue Cross

Physicians Care Surgical Hospital, Royersford, Pennsylvania, recently signed an exclusive contract to become a provider for Independence Blue Cross, Southeastern Pennsylvania's largest provider of health insurance.

"Physicians Care and Independence Blue Cross have been working diligently on this contract to offer the beneficiaries of the plan options in the 422 Corridor," says David W. Orskey, MSHS, administrator at Physicians Care Surgical Hospital. "We provide the highest quality care in a new hospital where our focus is on our patients and their outcomes. This is a win for the residents of Montgomery, Chester, and Berks Counties that we serve."

Physicians Care Surgical Hospital, located at 454 Enterprise Drive, is currently booking patients for appointments. The hospital offers elective and semi-elective procedures for general surgery, gynecology, oral and maxillofacial surgery, ophthalmology, orthopaedic, Ear, Nose and Throat, urology, and pain management specialties.

"Everyone at Physicians Care Surgical Hospital is excited to now have an in-network contractual agreement with Independence Blue Cross," says Frederic

E. Liss, MD, chairman and medical director of Physicians Care Surgical Hospital. "Our sole focus on surgical care has enabled us to provide the safest, most efficient, highest patient satisfaction, lowest cost inpatient and outpatient surgical care available. Physicians Care Surgical Hospital's formal relationship with Independence Blue Cross reflects these mutual values and makes this type of superior surgical care accessible to many more people in our region."

Independence Blue Cross has 2.4 million members in the local area and is an independent licensee of the national Blue Cross & Blue Shield Association, which offers 41 member plans and provides coverage to 88 billion members. 

ABOUT PHYSICIANS CARE SURGICAL HOSPITAL: Physicians Care Surgical Hospital was established in October 2010 by local physicians and Nuetera Holdings, a Leawood, Kansas-based healthcare company. The 30,000-sq-ft facility features five fully equipped operating rooms with the latest medical instrumentation and 12 inpatient beds for post-operative care. For more information about Physicians Care Surgical Hospital, please visit the hospital's website at www.phycarehospital.com More information on Nuetera Healthcare is available at www.nuetera.com or by contacting Jennifer Fox at jfox@nuetera.com or 913.387.0615.

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BUZZ AROUND THE BLOCK

(Continued from page 15)

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We're open Wednesday through Sunday. You can find us on facebook, at www.bridgestreetchocolates.com, or by email atorders@bridgestreetchocolates.com. We are located at 158 Bridge Street, Phoenixville PA 19460. Phone: 610.935.8100.

Phoenixville

Downtown Development to Offer Retail Condominiums

Developer Manny DeMutis has always thought out of the box when it came time to revitalizing downtown Phoenixville. DeMutis is now in the process of developing the Phoenix Steel Site with 275 apartments, 80,000 square feet of retail and 30,000 square feet of office space. He will offer the retail for sale rather than for rent.

"We will offer retail businesses to control their own space and lock in a number for their monthly payment for the next 20 or so years," he said.

Approximately 55,000 square feet will be offered for sale in the historically sensitive infill that will complete the streetscape on the 100 block of Bridge Street and eliminate the 400 linear foot gap between 101 Bridge and the bicycle shop.

Project Manager Barry Cassidy said that he would be creative in the uses for the area. "We initially will secure an organic grocery store, which we hope will not be a chain but more of a local farm outlet opportunity. We would like

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

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SATISFYING CUSTOMERS BY PUTTING EMPLOYEES FIRST

How Successful Leaders Produce Results



ON LEADERSHIP

BY Kenneth D. Richardson, PhD, Redwood Enterprises

"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."

— JACK WELCH

I recently had an exchange with the president of a very successful manufacturing firm who expressed something that I have no doubt is responsible for the results she gets. "I put my 40 employees first," was her straightforward comment. She's true to her word. I've heard her speak on business related issues, and it's evident that among her highest priorities are (1) understanding her employees' needs, and (2) arranging the conditions that maximize their ability to use their skills and talents.

The "employees first" mentality pays — if you take a look, businesses counted among the "best places to work" are invariably atop of their industries in profitability and customer loyalty. The linkage is very clear, and it's not just a correlation. It's a "cause-effect" relationship, and it emanates from a source that can be summarized in two words — effective leadership.

What about "customers first?"

"Customers first" is a great advertising slogan. After all, who would patronize a

business that expresses any other spirit? Beyond advertising however, lies reality. And a more realistic view is that you need to be sure that your business has a reputation for seeing to the needs of customers better than your competition does. And who serves the needs of your customers? Your employees.

Steven Covey, in his book, *The 8th Habit: From Effectiveness to Greatness*, cites that far too many workplaces mismanage their people, frustrating and de-motivating them. This becomes especially true during economic downturns, when organizations adapt by using "lean and mean" approaches to doing business: This means high workloads, long hours, minimal job security, low trust, and of course, high stress. While it looks good on the books in the short run, it leads to burnout, inefficiency, and often the loss of the best employees, who find that their talents are in demand in rival companies.

(See "On Leadership" on page 20)

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BUZZ AROUND THE BLOCK

(Continued from page 17)

to possibly bring a café, which would benefit on being located along the Schuylkill River trail. What we will offer will be a unique opportunity to those seeking to establish themselves in the downtown for the long term”.

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Steel City Displays

Led by 30-year exhibit solutions veteran Bob Heck, Steel City Displays is a full service exhibit house located at 660

Hollow Road, just off of Egypt Road in Phoenixville, PA. Display services include on site custom design and fabrication, a wide variety of portable and custom exhibits (located in our showroom), warehouse storage and refurbishment, exhibit and graphic design, exhibit transportation, I&D Supervision, and trade show coordination and registration services.

The Steel City Displays team consists of nine exhibit professionals including three Custom Fabrication Builders, an I&D and Warehouse Supervisor, a Senior Project Manager, a Show Services Manager, a Creative and Exhibit Design Director, an Operations Manager and a Business Development Director. Six of the nine-team members live in Phoenixville including President Bob Heck.

Prior to opening Steel City Displays in 2005, Bob Heck was the founder of TCB Displays in Phoenixville. While flourishing for 15 years, TCB Displays, a full service exhibit house, experienced steep decline in trade show travel and attendance due the 9/11 attack on the World Trade Center. As a result, Bob decided to sell TCB and pursued a career as a college basketball coach and

(See “Buzz Around the Block” on page 21)

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ON LEADERSHIP

(Continued from page 18)

Internal customers: Employees serving each other

Organizations that tend to appear among the best places to work typically regard their employees as "internal customers." As an interdependent network of people who support each other so that "external customers" — the ones who really pay the freight — are served in ways that meet or exceed their expectations. The executive I cited at the outset of this article is keenly aware of this and uses it as a sound business strategy. Many other business leaders are not as astute.

A few years back, Harris Interactive polled 23,000 full time employees and found some rather disturbing results in terms of how many of them saw their workplaces. One of these was that only 15 percent felt that their organizations were equipping them to achieve important goals. In addition, a minority (37 percent) of them actually knew what their organization's strategic plan and goals were, only 20 percent trusted the organization that they worked for, and only 15 percent regarded their workplaces as fostering open communication and the sharing of ideas.

Other studies of workplaces show that the majority of business leaders report that they wish that they could get more out of their employees, while the majority of employees report that they could do their jobs better if they were allowed to. Apparently, a lot of talented and responsible people are producing less than they would if they could.

Steve Covey's *The 8th Habit* includes a chapter called "The Pain," in which he offers quotes that represent the feelings of many people who are exasperated with the situations in which they work. A few of these appear below:

- "I'm beat up to get the numbers. The pressure to produce is unbelievable. I simply don't have time or the resources to do it all."
- "I'm micromanaged and suffocating."
- "I'm sick of all the backstabbing politics and kissing up."
- "No one really values or appreciates me. My boss doesn't have a clue of what I'm capable of."

As peculiar this may sound, an awful lot of American workers are being overworked and underutilized both at the same time!

(See "On Leadership" on page 22)

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BUZZ AROUND THE BLOCK

(Continued from page 19)

business development director for an area AV organization. Throughout this two year time period, Bob missed his exhibit clients and they were inquiring when he would return. Shortly thereafter, he founded Steel City Displays. Bob began his exhibit career as a sales representative with Outline Displays and was later promoted to be the Philadelphia Office Manager. Before embarking in his trade show exhibit career, Bob was a European Pro Basketball Player.

Steel City Displays specializes in custom design and fabrication of exhibits for trade shows, branded corporate environments, museums and parks. Exhibits built in house for cost savings, the convenience of client inspection and ability to make last minute changes. Other services include Show Services Registration and Coordination, I&D Supervision, Transportation, Warehouse Storage, Exhibit Refurbishment and Exhibit and Graphic Design.

Unique value proposition: A former European Pro basketball player and area coach, Bob Heck has instilled in his team a "jump through hoops" and an "every second counts" attitude when it comes to serving Steel City Displays clients. A full service exhibit house with expertise in custom designed and built, show-stopping exhibits

that increase face-to-face marketing opportunities...world renowned corporations like Saint-Gobain and CertainTeed rely on Steel City Displays. Steel City has even had the honor of building exhibits for nationally and locally recognized display houses. Besides exhibit expertise, Bob and the Steel City Display team are also known for their sense of humor, making the daunting exhibit and trade show process enjoyable.

For additional information, please call: Bob Heck, President, office: 610.983.9803, mobile: 610.613.5855; or Nancy Johnson, Business Development, office: 610.983.9803, mobile: 610.592.6957; and visit www.steelcitydisplays.com — check us out!

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

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ON LEADERSHIP

(Continued from page 20)

Leadership makes all the difference in the world

There are indeed many workplaces in which employees feel valued, are highly productive, and get to use their talent and creativity to the benefit of themselves and those they work for. Some fine examples exist and can serve as models for others to benefit from. Apple, Inc. is one such workplace, having recently become the wealthiest American company in terms of market capitalization.

There isn't a person I know in business that doesn't admire what Steve Jobs has been able to do with Apple, which is to continually create an environment that fosters innovation. Over the decades, he has not only responded to trends and changes in markets, he has determined them. The energy and enthusiasm among Apple employees is palpable, and it consistently produces results — not to mention profits.

Types of leaders: A short list

One way to understand leaders is by looking at their effects on their subordinates. Although I'm generally wary of categorizing, I think that the following

breakdown of leaders into three types is at least suggestive why some organizations "sizzle," while others "fizzle":

"ENHANCERS": Leaders who fit this bill are a joy to work with. They are authentic, enthusiastic, and radiate a passion for the work involved. They foster a high trust work environment and are masters when it comes to delegating authority and unleashing the potentials of those that work for them. They lead by example and seek feedback regarding how they can help their employees do their jobs better.

"NEUTRALIZERS": These are leaders who are uninspired and uninspiring. Often achieving their positions because of their technical expertise, their people skills are not very well developed. They are diligent when it comes to details, but lack imagination. They are not incompetent, but their lack of passion tends to foster mediocrity and not much more.

"DIMINISHERS": These are the Simon Legrees and Captain Blighs of the business world. They are authoritarian and insensitive, using intimidation and pressure to

(See "On Leadership" on page 24)

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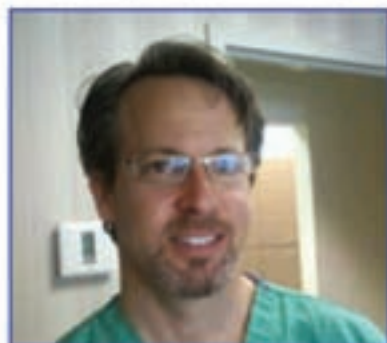
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BUZZ AROUND THE BLOCK

(Continued from page 21)

Contact the staff for information on new upcoming government overdraft regulations at the Phoenixville office at 610.933.1171.

Yocum Glass Company, Inc.

Yocum Glass has been serving Montgomery county and beyond since 1947. This third generation, family owned business started out with uncle Norvin Yocum at 116 East Lafayette Street in Norristown PA. Around the mid 1950s, as space became an issue the company was moved to 409 East Lafayette Street.

In 1963 uncle norm's brother, Ralph Yocum Sr. took over the business, and in 1969, as with most family businesses, he began training his son Ralph Yocum Jr. Ralph Jr. Then took over for his father in 1972. Through the '70s he had two branches, one in Norristown and one in Collegeville.

Ralph Jr. then moved the company two more times before finding its current location in the Collegeville Station at 50 West Third Ave. The company has been in "the station" since 1993, and it was just the year before when Travis, Ralph Jr.'s oldest son, began his journey toward keeping a tradition alive and learning "the business" from his father.

Finally, in 1996 Travis became the proprietor of Yocum Glass Company Inc. We sadly lost Ralph Sr. early this year. Travis has two daughters, Amanda and Hailey who are eager to help Travis and his wife Christine, run the office. Don't be surprised if the tradition carries on. These days the main focus of the business is custom glass and mirror work, shower enclosures, window repair and replacement and Sunsetter awnings; for both

residential and commercial customers. For a full list of our services please visit www.yocumglass.com.

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

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ON LEADERSHIP

(Continued from page 22)

accomplish their goals. They foster an atmosphere of mistrust, which tends to spread and infect those that work under them. They frustrate their employees, keep them on the defensive, and often view highly competent others as threats. Their leadership actually holds their organizations back, producing low morale, high absenteeism, and high turnover.

Granted, we need to be careful about making generalizations, but many of us have encountered individuals who do conform to these descriptions to at least some degree. In truth, most of us have elements of each of the above in us, depending upon the situations that we find ourselves in. The key to success is developing the levels of self awareness and authenticity that will allow us to exploit our strengths and to not let our foibles become problems for others.

Putting employees first: Refrain

Research on the effectiveness of public companies that perform well, in contrast to those that struggle, show some differences in the priorities of their leadership that are quite revealing. The importance of putting employees first comes through loudly and clearly. In

public companies that are mired in mediocrity or declining, the first three priorities tend to be: (1) their stockholders; (2) their customers; and (3) their employees, in that order. Such companies are typically concerned with manipulating near term stock prices, and often inflate their projections of profits and earnings. They also often display reactive responses, such as reorganizing — after it comes out that things are not going so well.

In contrast, in companies that demonstrate genuine growth over long periods of time, the first three priorities tend to be: (1) their employees; (2) their customers; and (3) their stockholders. The results of this approach are that the stockholders tend to be very satisfied, since their customers are well served by employees who are much more committed and willing to give their all.

Investing in personal growth and development

In addition, research on how business leaders respond to economic downturns tells us much about how and why successful leaders get the results that they do.

(See "On Leadership" on page 26)



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BUZZ AROUND THE BLOCK

(Continued from page 23)

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Bender Healing holds a safe space for you to explore your true potential where you can set and achieve your goals in an encouraging environment at our site or your business. Studies have shown business wellness programs have an eight-fold return on investment through reduced absenteeism and increased productivity.

Clients go to Bender Healing to reduce their stress, to reduce their weight and increase energy, flexibility or fitness. They go to reduce their pain whether headaches, backaches, ongoing chronic pain or an unresolved physical injury.

They go to get support for many life's transitions and restore themselves to wholeness.

Bender Healing's alternative wellness programs improve your body's natural healing ability; help you manage pain without drugs, help you process your trauma and move on with life. Ultimately they help restore your sense of wholeness, which often helps you clarify your purpose and allows you to pursue your goals.

Bender Healing uses massage, body works and life coaching including nutrition and fitness. What makes their therapies different is they are medical intuitives trained to read what is happening in your body as they work to bring you to wholeness.

Working one-on-one and in small groups, you can learn alternative techniques and preventative tools to move you and your loved ones towards a healthier lifestyle. With Bender Healing life coaching and ancient bodywork systems you can work through life's issues that are holding you back from what you truly want.

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

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ON LEADERSHIP

(Continued from page 24)

Those that invest in training and development programs for themselves their employees tend to suffer much less from the bad economic times, in contrast to their competitors who respond by "hunkering down" and focusing primarily on cutting spending. When economic recoveries occur, as they invariably do, companies that have invested in employee growth and development show twice the rate of growth that their more miserly counterparts do.

The fact is that if you play all defense, you're probably overlooking opportunities and will be outclassed by competitors who are more optimistic and upbeat in their approach to doing business.

Investing in yourself

The most successful leaders are also those who are ever on the alert for ways to improve themselves — by reading, attending seminars, workshops, and seeking advice and coaching. It's probably no accident that many of the best business leaders have broad interests, including a fascination with history. If you think about it, leadership is a major theme in history, so this makes sense.

It's surprising how relevant the dilemmas that past leaders have faced are to current events.

There is another aspect of studying history as a stimulus to personal growth that is consistent with good decision making — it's an inexpensive habit. Used books are everywhere, and libraries are among the least costly and most beneficial resources available. Reading is also relaxing and informative, and is a great way to end your day. It is certainly much better for the nervous system than television, with its unending barrage of commercials, bad news, and endless spin cycles.

As has often been said, "leaders are readers," so do yourself and your employees a favor. Take some time away from the TV, grab a book, learn, grow, relax, and recharge. 📖

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)

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See www.BenderHealing.com for more techniques and information on how to book your appointment today.

Antigua Guatemala

The cultural city of Antigua was founded in the 16th century. The city is known for its Spanish-style mansions

and beautiful flower gardens. The city served as the capital of Guatemala for more than two centuries.

The Antigua Guatemala restaurant, located at 119 Main Street in Phoenixville, opened on June 26th 2010. Angel Salguero and his family wanted to offer the community a nice and comfortable establishment for families to come out and eat. This is their dream "the all-American" dream to have their own restaurant.

The Guatemalan cuisine is full of authentic spices that are only found in Guatemala. The food, as stated on our sign, outside the restaurant is "tasty" not "spicy."

A lot of people group our cuisine with that of Mexican cuisine. We definitely have our own uniqueness to our food. We offer spicy homemade sauces that spice things up if that is your preference. We have a little bit of something that everyone would enjoy. Come on in and try us out. We offer catering, a private room for 30 or more people to celebrate any sort of occasion, and take-out menus. And as always we are B.Y.O.B! 🍷

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Frederick is an inclusive community with residents and staff from various denominational and non-denominational backgrounds inviting all to "Live Well With Us". In celebration of Frederick's 115th anniversary, and with

affirmation of the Frederick Board of Directors, staff and residents, our organization is changing its name as of September 1, 2011. Changing our name to "Frederick Living" captures the spirit, image and embodies all that our community embraces.

Frederick's mission statement is "In the Spirit of Christian love, Frederick Living cares for and enriches the lives of older adults, while valuing the staff, volunteers and community that serve them." For more than 115 years Frederick has been a trusted, inviting, and friendly place to both live and work.

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Take the Worry Out Of Your Retirement Plan



INVESTMENT IDEAS

By William M. Schultz, CFP®, CRC®

Not surprisingly, the uncertain market conditions have made it difficult to feel secure about your retirement. Like many, you may be asking yourself, "How am I doing?" or, "Am I going to

be OK?" or, "When will I be able to retire?"

Up markets, down markets, volatile sales, healthcare costs, marriages, divorces, births, deaths, foreclosure...the unexpected. These and other potential changes in the markets and in your life can make investment planning a challenge.

But don't lose hope. I believe there are ways to make adjustments in the future as your life, business and the markets change.

First, never forget why you're investing. Perhaps you want to retire comfortably or send a child or grandchild to college. If those events are years away, you may be able to look beyond a market downturn. Second, having a clear idea of your priorities and goals is important because they help define your time horizon. If you're saving for a child's education, your time horizon may be shorter than if you are saving

for your retirement. Third, remember that the key to having a successful investment plan can be summed up in one word: flexibility.

It is possible to have a successful retirement plan despite uncertain market conditions. Working with an experienced Financial Advisor who utilizes a planning process that is based on your specific wants and needs is a key ingredient in meeting your goals. Additionally, as life changes, so should your retirement plan – it must be able to be adjusted. Setting up a plan with room for future adjustments is another thing that you can trust your Financial Advisor to help you with.

Take the time to follow these simple tips and you will be on your way to taking the worry out of your retirement plan. 📌

William M. Schultz, CFP®, CRC®, a Financial Advisor with Wells Fargo Advisors, LLC Financial Advisor, can be reached at 610.454.2043 or William.schultz@wellsfargo.com. Investments in securities and insurance products are: NOT FDIC-INSURED/NOT BANK GUARANTEED/MAY LOSE VALUE. Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company.



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PROFILE

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Executive Protective Services is a licensed, bonded, and insured agency specializing in security and protection services for business, industry, institutional, and private sectors. As a full-service security protection company, they are prepared to meet the specific risk management needs of each client. Whether you require one plain-clothes agent, several armed guards, or ongoing camera surveillance Executive Protective Services has the skilled law enforcement professionals, technology, and strategic planning expertise to deliver a customized solution to ensure your safety and protect your property.

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Executive Protective Services provides each client with guidance and advice tailored to their unique risk scenario, putting preventative measures in place to guarantee your best possible long or short-term security solutions. Whether you require their services for a day or a decade, Executive Protective Services will accommodate your security requests and challenges quickly and professionally to ensure your peace of mind. Call 610.831.0277 today to receive a FREE security consultation or learn more about Executive Protective Services at www.epsagents.com. 📞



Route 422 Business Advisor Dining Guide



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and view their menus,
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PROFILE

OAKS RADIOLOGY

Oaks Radiology is a state of the art imaging center that is conveniently located in Oaks, PA with easy access along the Route 422 corridor. Our Doctors and staff are proud to announce the recent accomplishment of meeting all the criteria for achieving the American College of Radiology (ACR) certification for its multi-slice CT Scanner and MRI unit. Our multi-slice scanner performs such tests as CT angiography, CT urography, and 3D imaging. At Oaks Radiology we are pleased to offer in concert with our CT applications, High Field MRI, Ultrasound and X-ray which is performed on a walk in basis from 9am to 9pm seven days a week, 365 days a year. All our Radiologists are board certified in either musculoskeletal or neuroradiology. We pride ourselves on working with our local Physicians to offer specialized service to meet their patients' needs on clinical quality and

report timeliness. We routinely offer all reports in under twenty-four hours.

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Please feel free to contact us anytime at www.oaksradiology.com or 610.650.0267. We look forward to meeting your health care needs in a timely and friendly manner at Oaks Radiology, where Quality is what you deserve! 🏠

PMMC Announces New Chief Operating Officer

Pottstown Memorial Medical Center recently named R. Scott Weiskittel as chief operating officer. Weiskittel replaces Sharif Omar who was recently named chief executive officer.



R. Scott Weiskittel

Weiskittel has nearly fifteen years of experience in the healthcare field as a clinician and administrator. "I have thoroughly enjoyed my past two years as assistant chief executive officer and I am looking forward to being a part of PMMC's future success as well as part of this community," said Weiskittel.

Weiskittel received his undergraduate degree from University of Virginia and his Masters of Science in Physical Therapy from Widener University, Chester, PA. He is a member of the American College of Healthcare Executives; Pottstown Rotary Club; and Tri-County Area Chamber of Commerce.

He is married and has three children, including a set of twins. He and his family reside in Chester Springs. 🏠



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Funding for this Ad provided by Pottstown Memorial Medical Center



Route 422 Business Advisor



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Schultz Technology Solutions, LLC

Rick Storms, St. Pedro & Associates

PRESIDENT'S MESSAGE –

SOMETHING FOR EVERYONE!

The TriCounty Chamber
consists of:

- 492 Members (as of 8/23)
- Over 300 Members with under 10 employees
- Over 110 Members with 11 to 50 employees
- Over 20 Members with 51 to 100 employees
- Over 25 Members with over 100 employees
- 43% of Membership is from 19464; 7% from 19468; 6% from 19512

We are working hard to fill our Fall Schedule with programming options that meet the needs of our membership at the varying levels mentioned above and I think we have accomplished our goal!

Check out the Chamber Calendar of Events on the Chamber's website or on page 37 of this issue of the news-magazine for more information on all of the events we have planned.

Highlights for all Members:

- For all size members that have a **product or service to sell to the Chamber Membership** – join us on **September 7 for Power Networking** and enjoy lunch and the opportunity to rotate from table to table to meet with the other event attendees and share your "one minute commercial" with the different groups of attendees – only \$15 for this opportunity to market your business.
- **September Breakfast/Annual Meeting** – join us in the Limerick area for our **September 13 Membership Breakfast** and start off the fall listening to **Rob Wonderling**, President and CEO of the Greater Philadelphia Chamber of Commerce present "Inspiring Action Through Leadership."

- **WOW Luncheon** – open to any employee of a Chamber Member company – not just women! **September 22 event will be held at Coventry Mall in conjunction with T.G.I. Friday's and Coventry Corners.**

- **Extend your marketing reach** – Join us on **Tuesday, September 27 for the Multi-Chamber Mixer with other Chester County Chambers.**

No Dedicated Training Staff or don't have access to topics like these:

- "Motivating Your Multi-Generational Workforce" will be the first educational seminar the Chamber offers in the fall. Heather Chandler, President of Sealstrip Corporation, will focus on how to get the best results from your team members.
- Special Breakfast Presentation – October 4. The Chamber in partnership with the Verizon Foundation and Verizon Wireless Hopeline as well as TriCounty Community Network, in recognition of Domestic Violence Awareness Month will host the viewing of "Telling Amy's Story". Businesses – gain the resources you need to support an abuse-free environment.

Benefitting Beyond the Membership:

- **24th Annual Education and Career Fair** – have a student that is a junior or senior in high school? Is their school bringing them to our Education Fair on October 6? Over 250 colleges, universities, and schools of higher education have been invited to exhibit.
- **Chamber Blood Drive – Monday, October 17 at the Chamber Office. Give locally!**
- **Transportation Meeting – Wednesday, September 28 at Spring Ford Country Club.** Join us for a briefing about the recently released US 422 Revenue Feasibility study and the Governor's Transportation Funding Advisory Commission report. Eric Frary, Vice President, Michael Baker Jr., Inc., will provide a summary of the Revenue Feasibility study and the options for improvements to US 422 as well as the reintroduction of commuter rail along the corridor.

Michael Baker Jr., Inc. prepared the study for the DVRPC. Also, a representative of PennDOT will present the recommendations of the Transportation Funding Advisory Commission, which provides revenue funding proposals for infrastructure improvements statewide.

More to come:

- Legislative Coffee with Commissioners from the three counties in our tri-county area.
- Business Equipment Recycling Day – Last year we collected 32 cubic yards of waste, which was over 1000 items!
- November Membership Breakfast featuring Terry Madonna
- November Membership Mixer Boyertown
- Chamber's Annual Holiday Open House

DON'T FORGET –



Major Chamber event for the fall is the Annual Economic Development Luncheon



Steven Wray, Executive Director of the Economy League of Greater Philadelphia will discuss the Economy League's new report "2026: Future Histories of Greater Philadelphia". Wray will detail the research and crowd-sourcing that contributed to four regional futures

the Economy League sees for Greater Philadelphia and how understanding all of them will help the region's communities, businesses, and organizations thrive in the years ahead. See the ad on page 40 of the newsmagazine for more details.

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.

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"The TriCounty Chamber is a great way to get to know quality business and service providers in the tri-county area."

- Timothy Forester, The Hill School

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(ACCORDING TO TCACC RECORDS)

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10 Years

Comcast Spotlight

5 Years

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Creative Health Services, Inc.
Diamond Credit Union
Economy League of Greater Philadelphia
JWM Business Services

Kutz Builders, Inc.
L & J Cleaning Service
Limerick Bowl
The Longacre Co.
McDonald's - Pottstown

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New Hanover Township
Pat's Beverages

Patten Construction
The Perkiomen School
The Post Publications
Ridge Technologies/PC Solutions, Inc.

SMJ, Inc. Construction Services
Thompson Masonry Contracting Company
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Are you Celebrating 25, 50, 75 Years?

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

CHAMBER MEMBER UPDATES

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

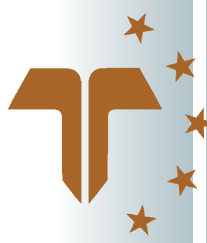
Call Jeff Dentler, VP of Finance and Technology, for questions about your database listing, the Chamber Website, or Website Sponsorships.



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

CALENDAR OF EVENTS



BE SEEN. BE HEARD. BELONG.

TRICOUNTY AREA CHAMBER OF COMMERCE

GET EDUCATED!

Thurs., Sept. 1 CHAMBER 101
3:30 PM *Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown PA, 19464*

A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. **No Charge; Reservation required**

Thurs., Sept. 15 SEMINAR: "Motivating Your Multi-Generational Workforce"
8 – 10 AM *Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown PA, 19464*

Heather Chandler, President of Sealstrip Corporation, will focus on how to get the best results from your team members, whether they are Boomers, Gen Xers, or Millennials. This informative interactive session will focus on how each generation's values influence what motivates them at work and how to drive peak performance. **\$25 per Member; \$35 per non-member**

Tues., Sept. 20 CHAMBER 101
8 AM *Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown PA 19464*

A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. **No Charge; Reservation required**

Wed., Sept. 28 TRANSPORTATION MEETING
8-10 AM *Spring Ford Country Club, 48 Country Club Road, Royersford, PA 19468*

Join us for a briefing about the recently released US 422 Revenue Feasibility study and the Governor's Transportation Funding Advisory Commission report. Eric Frary, Vice President, Michael Baker Jr., Inc., will provide a summary of the Revenue Feasibility study and the options for improvements to US 422 as well as the reintroduction of commuter rail along the corridor. Michael Baker Jr., Inc. prepared the study for the DVRPC. Also, a representative of PennDOT will present the recommendations of the Transportation Funding Advisory Commission, which provides revenue funding proposals for infrastructure improvements statewide. **Members only; No charge**

NETWORKING

Wed., Sept. 7 POWER NETWORKING LUNCHEON
12 – 1:30 PM *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 to exchange 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 MEMBERSHIP BREAKFAST/ANNUAL MEETING
7 – 7:30 AM *Spring Ford Country Club, 48 Country Club Road, Royersford, PA 19468*
7:30 AM **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; Pottstown Memorial Medical Center

Thurs., Sept. 22 WOW LUNCHEON
11 AM – 1 PM *Coventry Mall, 351 W. Schuylkill Road, Pottstown, PA 19465*

Lunch and networking at TGI Friday's from 11 to 12:15, and then WOW attendees will join Coventry Corners in welcoming Heidi Floyd, Ambassador for the Vera Bradley Foundation for Breast Cancer. Each attendee will receive a small gift. **Members only; \$28 per Member prepaid; \$36 per Member invoiced**

Tues., Sept. 27 MULTI CHAMBER MIXER
5 – 7 PM *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. **Members only; No charge; Reservations encouraged**

SAVE THE DATES

Tues. Oct. 4 SPECIAL BREAKFAST PRESENTATION
Brookside Country Club, Prospect and Adams Streets, Pottstown, PA 19464

7:30 – 8 AM
8 – 9 AM **Continental Breakfast Program**

In recognition of Domestic Violence Awareness Month, the TriCounty Area Chamber of Commerce and the TriCounty Community Network (TCN), in partnership with the Verizon Foundation and Verizon Wireless HopeLine, will host this informational event to raise awareness of services available to victims of domestic violence and at-risk individuals. The event will include a viewing of "Telling Amy's Story", a powerful documentary on domestic violence. **Members only; No charge; Reservations will be limited**
Sponsored by: **The Verizon Foundation and Verizon Wireless HopeLine**

Thurs. Oct. 6 24TH ANNUAL EDUCATION AND CAREER FAIR
8:30 – 11 AM *Gilbertsville Fire Company No. 1, 1454 E. Philadelphia Ave., Gilbertsville, PA 19525*

We have invited over 250 colleges, universities, and schools of higher education to exhibit at this event, supplying valuable information to students in making career choices for their futures. **No charge; Open to the public**

Fri., Oct. 7 LEGISLATIVE COFFEE
8 – 9:30 AM *Chamber's Conference Center,* 152 E. High St., Suite 360, Pottstown, PA 19464*

An informal networking opportunity for Chamber Members to discuss business issues one-on-one with their elected officials. **No charge; Reservations required**

Tues., Oct. 11 BUSINESS EQUIPMENT RECYCLING DAY
8 – 11 AM *Pottstown Industrial Complex, Keim Street, Pottstown, PA 19464*

This event is hosted by the Chamber's Environmental Education Committee. **Items must be company equipment. NO personal employee items. See enclosed flyer for details. Members only**
Sponsored by: **Manko, Gold, Katcher & Fox, LLP; Lewis Environmental, Inc; Industrial Investment, Inc.**

Wed., Oct. 12 WOW LUNCHEON
11:30 AM – 1:30 PM *Spring Hollow Golf Club, 3350 Schuylkill Rd., Spring City, PA 19475*

Sharon Basile, YWCA Board President and Andrea Primas, Executive Director, YWCA Tri-County Area will be presenting "A Coat of Many Colors". **Members only; \$28 per Member prepaid; \$36 per Member invoiced**

Sponsored By: **Last Call by Neiman Marcus**

Mon., Oct. 17 CHAMBER BLOOD DRIVE
Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown, PA 19464*

The Blood Mobile will be parked at the Borough's transportation hub, behind the Chamber office. Register and change the world for someone by giving blood. Think globally. Give locally. **Pre-registration required. Contact Jeff at 610.329.2600 to register.**

Tues., Oct. 18 ECONOMIC DEVELOPMENT LUNCHEON
11:30 AM – 1:30 PM *Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468*

Steven Wray, Executive Director of the Economy League of Greater Philadelphia, will discuss the Economy League's new report "2026: Future Histories of Greater Philadelphia". **See ad on page 40 of the newsmagazine. \$55 per Member; \$70 per non-member; \$400 for table of 8**

Platinum Sponsors: **Pottstown Area Health and Wellness Foundation and Maillie, Falconiero & Co., LLP**

The Chamber of Commerce provides opportunities for you to exchange ideas with other talented leaders in business, community, and government, to help make your business run smoother – and to make your community a better place to work, live and play. **Call Kitty Papp, Special Events Director, for more information or to sponsor an event.**



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

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:

WPAZ RADIO SHOW

FEATURED MEMBER BENEFIT OF THE MONTH

The Chamber is back on the radio!

Promote your business
ON THE AIR!



Eileen Dautrich, President of the TriCounty Area Chamber, will be hosting a radio show every Monday during the noon hour on WPAZ 1370 AM. As an added benefit and thank you for renewing your Membership with the Chamber, your business will get time to talk about your products and services on the air. After renewing your Membership, be on the look out for an invitation with this radio show image to be Eileen's special guest and promote your business.

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 Kitty Papp at kitty@tricountyareachamber.com or call 610.326.2900.

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.

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.

NEW! JOB POSTINGS ON OUR WEBSITE

We can post your job openings on our website! Have a job that needs to be filled at your company? Email the details to Jeff at jeff@tricountyareachamber.com and he will add it to our website!



JOIN OUR GROUPS ON FACEBOOK AND LINKEDIN

Did you know that you can stay up-to-date on events, the latest Chamber news, professional development opportunities, and more by joining the Chamber on LinkedIn and Facebook? Join our group on LinkedIn by searching TriCounty Area Chamber of Commerce at www.linkedin.com or become a fan on our Facebook page at www.facebook.com/TriCountyAreaChamber by clicking the like button to get all of the latest Chamber news and information. Don't forget to check out the photos posted from this year's events on our Facebook page after you join!

EMAIL MARKETING 2011 SOLD OUT!

Last month the Chamber introduced a new way to showcase your business to the Chamber Membership – reaching them through the Chamber's email correspondence.

We are excited to tell you that there was a lot of interest in this new Member Benefit and the rest of 2011 has been sold out. If you are still interested in this benefit there are still months available in 2012 for you to take advantage of this opportunity!

REMEMBER –

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.

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

Monthly Sponsorship of Email Includes:

- Included in two separate emails in one month
- Your Company Information located in the top half of the email
- Company Logo
- 75 Word Teaser
- Link to Website

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

• When you renew your Membership your business will get time to **talk about your products and services on air with WPAZ 1370 AM.**

CONSIGNMENT TICKETS

The Amusement Parks may be closed for the season, but there are great deals on movie tickets and other great places to go this fall!

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 \$18.50; Gate Price \$22.95;
Child (2-12) \$14.50;
Gate Price \$17.95

National Aquarium:

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

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

Renaissance Faire:

Adult FREE with coupon (while supplies last), restrictions apply; Gate Price \$29.95;
Child (5-11) FREE with coupon (while supplies last), restrictions apply; Gate Price \$10.95

MEMBERSHIP REFERRAL INCENTIVE

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

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:

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 Kitty Papp at kitty@tricountyareachamber.com or call the Chamber Office at 610.326.2900.

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.

TRICOUNTY AREA PENNSYLVANIA STREET AND ROAD MAP

There is still time to place your company's ad in the Chamber's New TriCounty Area Map! You can promote your products and services **TWO** different ways for **TWO** years. The map will be available in both print form and online. This is your **LAST CHANCE** to get your company into this widely distributed map. Call 610.644.0202 or email rbdahlhausen@verizon.net to take advantage of this great opportunity.

Check out the cover of the 2011 edition of this popular map, which will be distributed at the Chamber's Economic Development Luncheon on October 18th.

TRI-COUNTY AREA

P E N N S Y L V A N I A

Street & Road Map

**TriCOUNTY AREA
CHAMBER OF COMMERCE**

152 High Street, Suite 360, Pottstown, PA 19464
610.326.2900 www.tricountyareachamber.com

Be Seen. Be Heard. *Belong.*

Featuring: Pottstown, Boyertown, Gilbertsville, Royersford, Spring City, Collegeville & Trappe

Visit tricountyareachamber.com for more information on **YOUR** Member Benefits!

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. September's Business of the Month was chosen from those who filled out the PMRPC survey.



INDEPENDENT DIRECTION TO YOUR COMPLETE FINANCIAL LIFE

*You only have one chance to get your future right —
Reach the far away goals of building and sustaining a successful portfolio, growing
and maintaining a profitable business, funding higher education for children
and grandchildren, preparing for retirement... leaving a legacy.*

Main Line Financial Advisors.
MLFA is the independent and objective planning partner that understands all of your complex multiple objectives and provides a holistic approach to help you achieve them.

MLFA is a partner in your complete financial life with experienced experts to help guide you to a future with investments, retirement planning, insurance and accounting.

After graduating from the University of Pennsylvania's world-renowned Wharton School of Business, Fred Matarazzo became a Certified Public Accountant in 1960. As his practice grew, more and more clients began asking for financial advice. Fred decided to expand the firm to give them guidance, in the same way trusted financial professionals had helped his father a generation earlier.

In 1990, Al Matarazzo, Jr. joined his father in a financial services firm with a focused team concept. Al was instrumental in developing corporate benefits plans for small businesses interested in retirement planning that worked with other financial services.

From a simple accounting practice, the Matarazzos have created a singular resource for financial services based on old-world values. For more information call 610-323-5860 or visit www.mlfa.com.

RETIREMENT SPECIALISTS

From 401k, pension, savings plans, and IRAs to planning for early retirement and funding retirement with company stock, MLFA manages all retirement portfolios by putting clients' interests first.

ACCOUNTING SPECIALISTS

MLFA's accounting department is a professional, full service division serving widely diversified businesses and individuals with the goals of enhancing wealth, preserving wealth and transferring wealth.

INSURANCE SPECIALISTS

MLFA helps you manage your entire financial portfolio and we help you ensure that all aspects of your financial life work together and that every solution is available to you including a range of insurance coverages.

ADVISING SPECIALISTS

MLFA is different because we have assembled a seasoned team of multi-disciplined experts to provide sound financial guidance and we take the time to understand each client's unique situation, lifetime goals, and specific needs.

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.

**Be Seen! Call 610.326.2900 or
email kitty@tricountyareachamber.com**

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



"I find WOW to be both informative and relevant."

– Joymarie DeFrusco-Chupein,
Keller Williams Realty

SPONSOR AN EVENT!

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

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

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

***2 sponsorships available per luncheon**

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

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

September WOW Luncheon

The next WOW Luncheon is Thursday, September 22, 2011 at 11 AM. There will be lunch and networking at the T.G.I. Friday's at Coventry Mall from 11 to 12:15, and then at 12:30 WOW attendees will join Coventry Corners in welcoming Heidi Floyd, Ambassador for the Vera Bradley Foundation for Breast Cancer. Each attendee will receive a small gift.

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

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

**5 Dysfunctions
of a Team:
A Leadership
Fable**

By: Patrick Lencioni



PENNSYLVANIA CONFERENCE FOR WOMEN *Live Fearlessly!*

The Pennsylvania Conference for Women, Tuesday, October 25th, at the Pennsylvania Convention Center, will feature women's rights pioneer Gloria Steinem; "Ugly Betty" actress America Ferrera; President and CEO of Care USA, Helen Gayle; former Olympic Athlete and WNBA player Marion Jones; and life coach and O, The Oprah Magazine columnist, Martha Beck.

This year's theme, Live Fearlessly!, encourages women to conquer challenges of the daily life and boldly transform into the woman they want to become. The Conference features motivational keynote speeches, engaging workshops and panel discussions that cover a vast range of topics specifically designed for women,

(See "Live Fearlessly!" on page 42)

Mark Your Calendars

Dates for the 2011-2012 program year are here!

September 22, 2011

October 12, 2011

November 16, 2011

December 15, 2011

January 10, 2012

February 7, 2012

March 15, 2012

April 17, 2012 (Breakfast)

May 15, 2012

June 19, 2012

Women of the Workforce

TRICOUNTY AREA CHAMBER OF COMMERCE

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.

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

LIVE FEARLESSLY!

(Continued from page 41)

including healthcare, leadership, managing change, finding work life balance, and personal finance.

Price: \$135. TriCounty Area Chamber Price: \$125 through the Chamber's supporting organization relationship.

To register online or learn more about the eighth annual Pennsylvania Conference for Women visit www.paconferenceforwomen.org.

If you own your own business, check out the details of the Small Business Boot Camp on the website. 📖

Registration includes access to all keynotes and sessions, Career Pavilion, Health and Wellness Pavilion and Exhibit Hall.

This conference will take place at the Pennsylvania Conference Center, 1101 Arch Street, Philadelphia, PA 19107. We are partnering with the Greater Reading Chamber to charter a bus down to this event. This will alleviate the need to personally deal with traffic, worry about a place to park, walk from your parking space, etc. Contact Kitty at kitty@tricountyareachamber.com or call 610.326.2900 to get the promo code for the Chamber discount when you register for the conference online and to get more details about chartering the bus.

Please note the new Chamber QR code below.

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 Chamber Business Directory on the [website](http://www.tricountyareachamber.com) for their products and services!





REGISTER

Live Fearlessly!

Join us for the state's largest event of its kind with more than 5,000 attendees, offering community and connection, information and inspiration, motivation and momentum.

OCTOBER 25 PHILADELPHIA

CONGRESS CONSIDERS A COMPLETE STREET

Complete streets is a policy of rethinking how we accommodate our citizens in our transportation system. Transportation planning in the United States has been dominated by one entity: the automobile. Since 1956, when the Interstate Highway System was created, planning, designing, construction and use of our nation's roadways have centered around the automobile. After decades of this paradigm, we are awaking to the realization that we have eliminated choice in our transportation system. Roadways have become inhospitable places for pedestrians, bicyclists, and transit riders; all are allowed to use the roadway network, but infrequently they are welcomed. Beyond the lack of choice citizens face, a fundamental flaw has been exposed in our transportation system: the risk to foreign threats as we continue to consume oil.

Complete streets, and the proposed legislation in H.R. 1780, do not remove the automobile from transportation planning. A complete streets policy will require that states must include pedestrians, bicyclists and transit users in the planning process when designing a roadway improvement project.

Through changing the demands on our planners and designers we will be able to offer more choices to the system's users, often with positive benefits. Providing a safe, welcoming environment for all citizens to make the best transportation choice is paramount in a complete streets policy. For



Shayne Trimbell,
Project Coordinator,
GVF Transportation



short trips, close to home or office, walking or bicycling are often the most economical choice, but current roadway design makes these choices often the most risky.

Complete streets have a wider benefit than simply offering more choice to citizens, it is an effective way to reduce congestion, limit our nation's dependence on foreign oil, improve air quality, and combat the obesity epidemic. Through proper roadway design, the costs of including safe amenities for bicyclists, pedestrians, and transit riders will be offset and paid for by the individual savings of each user. H.R. 1780 is an excellent step in addressing these concerns, however it does so with caution.

A Complete Streets Policy, as what would be required under H.R.1780, does not require that amenities are to be included indiscriminately. In places where bicycles and pedestrians are prohibited by law, *typically limited access highways*, amenities would not be required. In places where it has been determined that the volume of traffic and/or the volume of foot traffic is extremely low, *typical in rural areas*, amenities would not be required either. The intent of Complete Streets is to improve our transportation system, not add unnecessary costs to projects where the need and benefit is diminutive. 📖

Shayne Trimbell works as a project manager with GVF. To reach Shayne by email: , or by phone: (610)635-3559.

PMRPC Survey

The eight municipal members of the Pottstown Metropolitan Regional Planning Committee (PMRPC), Douglass, Lower Pottsgrove, New Hanover, Pottstown, Upper Pottsgrove and West Pottsgrove in Montgomery County, and East Coventry and North Coventry in Chester County, have recently launched a regional market assessment and fiscal impact study for the Region. The purpose of the study was to answer the following question: "How can the eight communities in the Pottstown Metropolitan Region work together to encourage economic development, create jobs, and stabilize the tax base?"

The short Business Survey included questions related to location, hiring and employees, challenges to business growth, and others. This study depended on community outreach and participation, and we would like to thank all of you who took the time to answer the questions as well as those of you who participated in interviews and the WOW meeting.

There will be a public meeting on September 8, 2011 at 7 PM in the Pottstown High School Cafeteria to get public thoughts on job creation strategy, how to best grow our economy, how to create a quality of life through economic activity, how to focus private and public resources to expand employment and educational opportunity, and how to grow as a region to the benefit of us all. 📖

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. 📖

JULY BUSINESS CARD EXCHANGE

Thank you to July's
Business Card Exchange
sponsor – Copperfield Inn



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

RIBBON CUTTING



My Girl's Family Restaurant

Kevin Patton, owner, and his fiancé celebrated the opening of My Girl's Family Restaurant with Chamber Ambassadors, Members of Building a Better Boyertown, and Representative David Maloney, Sr.



Business Equipment Recycling Day

Tuesday, October 11, 2011
8—11 AM

Pottstown Industrial Complex
Keim Street, Pottstown, PA 19464

ITEMS ACCEPTED:

Audio Visual Equipment	Keyboards
Computer Equipment	Memory
Communication Systems	Modems/Cell Phones
Connectors/Cords/Wires	Monitors (limit 5)
Circuit Boards	Network/Video/Sound Cards
Fax Machines	Power Supplies
Hard/Floppy Drives	Printers

NO Televisions or Microwaves!

Sponsored by:



ASK THE E-XPERT

Submit your
ENVIRONMENTAL QUESTION
to be answered by a member of the
Chamber's Environmental
Education Committee

Contact:
info@tricountyareachamber.com

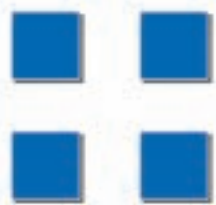
RIBBON CUTTING



Costco

Costco celebrated its grand opening on August 18, 2011 at its new location in Sanatoga with Scott Riekers, Costco Warehouse Manager and Kitty Papp, TriCounty Area Chamber Special Events Director, ready to cut the ribbon for the start of business. Costco staff and employees also helped to celebrate the event.

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



PMSI
COMPREHENSIVE HEALTHCARE

For Life

Our Mission:

**To provide the highest quality healthcare
to the residents of our communities,
delivered with respect,
compassion and consideration.**

**Bally Medical Group
Boyertown Medical Associates
Brookside Family Practice & Pediatrics
Collegeville Family Practice
Phoenixville Medical Group
Spring-Ford Family Practice
Stowe Family Practice
PMSI Division of Internal Medicine
PMSI Division of Rheumatology
PMSI Division of Neurology
PMSI Division of Cardiology
PMSI Division of Gastroenterology
PMSI Division of Pulmonology
PMSI Division of Nephrology
PMSI Division of Hematology/Oncology
Sports Medicine Institute
Sleep Wellness Center of Pottstown**

**All of our primary care offices have achieved
national recognition as the highest level
Patient Centered Medical Home by the
National Committee for Quality Assurance**



www.pmsiforlife.com

HOUSING AS A TOOL IN DOWNTOWN DEVELOPMENT



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Many of the towns that seek to revitalize are the victims of poor housing stock in the downtown.

Poor housing stock in the downtown sometimes limits the options for revitalization. I have always looked at the downtown housing stock and occupancy as a barometer of how a town will do in their revitalization efforts.

In DuBois Pennsylvania, much of the downtown housing was vacant and some had great clear span expanses. We had adopted an arts and entertainment economic development strategy and thought better of housing on the top floors of the buildings. We worked with local artists to fill up the space.

DuBois was somewhat unique inasmuch as it had a lot of real nice housing immediately adjacent to the downtown. Some of the historic buildings were to die for. I thought the best course of action would be to go arrange for a grant program to give all the homeowners \$5,000 to fix up their house. Being income limit free was the key. The housing stock was rejuvenated with more than 30 grants given to homeowners. People had new interest in the downtown housing. It was a big boom for the revitalization.

In Downingtown, I was able to secure someone to buy the O'Brien Machinery property and created 150 or so town homes. This development added people to the downtown and expanded the shopper base. I live in that community now and it safe to say that I love the fact that I can walk to the downtown and spend time, shop, eat and generally hang out. The 20-acre brownfield next to the downtown was a perfect spot for downtown housing, immediately adjacent to the downtown, it was an abandoned PCB ridden factory.

Recently I took over a project in Phoenixville, which will provide additional housing in the downtown area. The project will provide for an additional 275 housing units in the downtown.

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

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 44)

This project will be part of a mixed-use effort that will provide many more customers to the downtown arts and entertainment district.

The more people in the downtown district the better. When you think about how a downtown became a downtown, it was through the concentration of mixed uses that enabled critical mass. Through the years, the critical mass in many downtowns diminished with the development of the strip malls and suburban housing. A lack of critical mass led to loss of market share for the downtowns and eventually the decline of many downtowns.

In an effort to bring the downtowns, back many communities put forth a renewed effort to secure additional retail for the downtown. Many times that effort is separated from development of new and improved housing in the general downtown area. The development of housing is often a different professional discipline for the duties normally assigned to the person work-

ing on the retail development. Although this is not problematic, it often leads to a lack of coordination.

The theory is that "the more people located close to the downtown the better." People can stroll out of their door and utilize the goods and services offered in the downtown commercial district. In many cases strip malls are developed and located near housing developments as a method of providing goods and services to those in those developments.

So why is it necessary to provide housing to the downtown that has existing housing stock? That is kind of a sensitive question with many politically correctness ramifications. I will try to be gentle—in most cases the housing in the downtown is similar to the commercial space, it is in need of revitalization/rejuvenation. When housing no longer becomes relevant to the regional marketplace, the rents that are charged are somewhat lower than the average. This changes the customer base strolling

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



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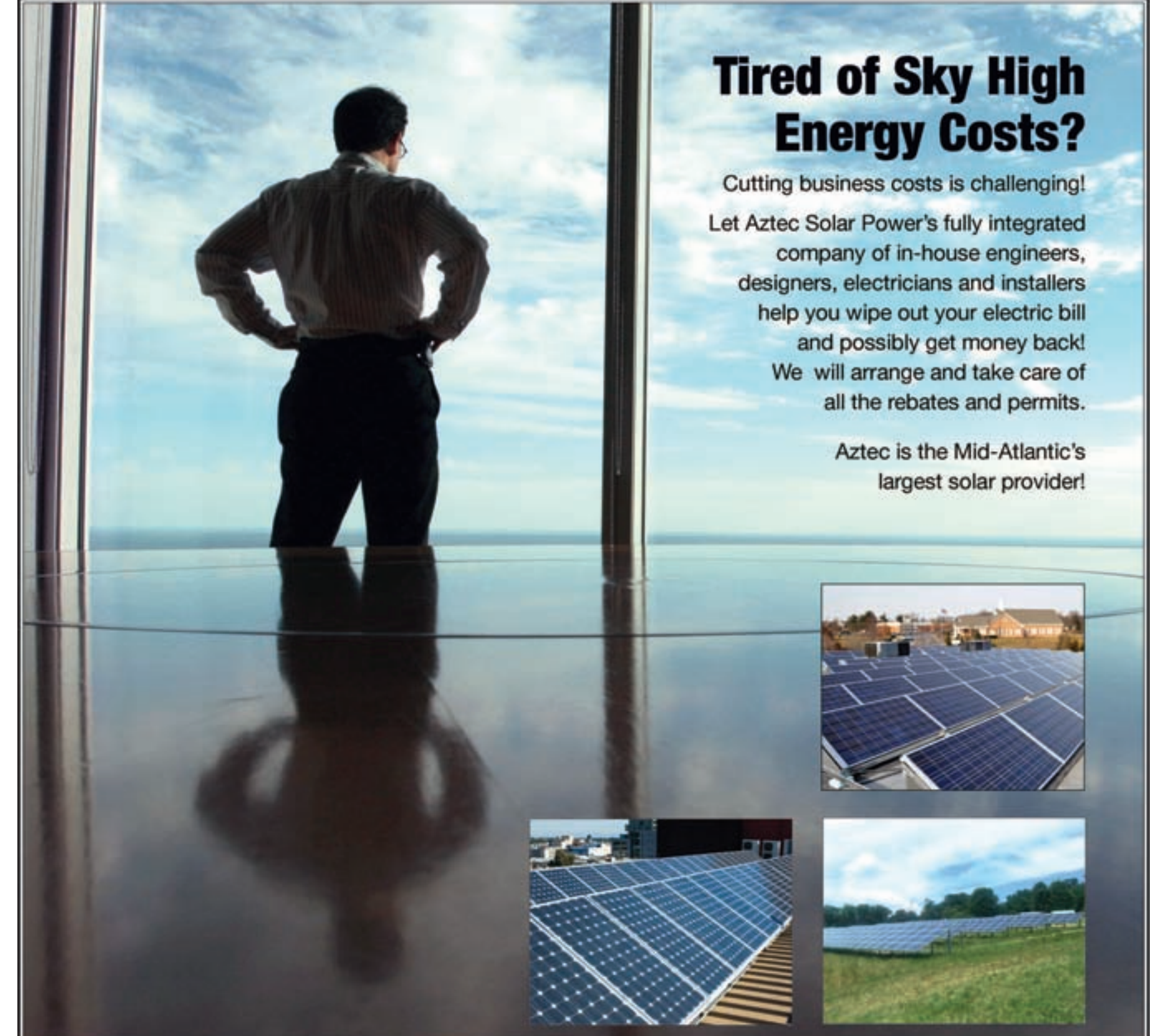
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 46)

out the door to shop for goods and services. That customer is not as affluent and has less disposable income to spend.

This points to a fundamental issue of how the revitalization happens. Who are you revitalizing the district for? Who will be the beneficiary? Is downtown to be developed to service some mythical demographic that in all reality may not be the demographic that is living in the downtown? If you want to upgrade the retail and commercial space, a downtown may look to market on a regional level rather to the immediate population of the downtown. Sometimes this leads to problems when you have people utilizing cars coming to the downtown and taking parking away from the locals. It also could work in a good way where people think it is chic to go to someplace that is a little out of their comfort zone.

There is another factor in the housing equation as it relates to the buildings downtown. In many cases, there is a need to improve the retail by rehabilitating the whole building. This will

include rehabilitating the housing that is on the second floors of the retail and commercial businesses in the downtown. This causes displacement in the housing marketplace and many times dislodges people who have lived in the downtown for decades. There is a social cost to this relocation.

In many cases, there is an option of an adaptive reuse of a building or vacant land that can be built upon to augment existing housing stock. If there is that kind of opportunity to supply bulk number of housing units, it will lessen the impact on the indigenous resident population. In Downingtown, I was able to add 150 units and from what it seems I will be able to add 275 units in Phoenixville. Although this may have an impact of the existing units, it will not have the same affect because the appreciation will be more gradual.

Revitalization committees should be on the look out for opportunities to bring the customers closer and not rule out getting away from their comfort zone in doing so. 🏠

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The “Franchising Basics” section of IFA’s Web site, www.franchise.org, offers extensive information on how franchising works, online discussion forums that cater to prospective owners, and a searchable database of more than 1,200 franchise opportunities.

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The annual list was published during the first week of August, and includes leading physicians — identified by fellow doctors — across the country. Criteria for physicians who are admitted to the "Top Doctors" list include clinical training, industry achievements, appointments, and other credentials.

Doctors are nominated by their peers for inclusion on the list, and individually vetted by a physician-led research team. Nominations are solicited from licensed physicians in academic medical centers, specialty and regional hospitals, and from those in private practice across the country.

Dr. D'Andrea is a graduate of Temple University School of Medicine and completed a general surgery internship and residency at Medical College of Pennsylvania. She also served a fellowship in orthopedics at Boston University Medical Center and is board certified by the American Board of Orthopedics. She specializes in adult and pediatric spinal disorders.



Linda D'Andrea M.D.

"This is a well-deserved recognition for Dr. D'Andrea and for Pottstown Memorial Medical Center," says Sharif Omar, CEO. "Public acknowledgement of our physicians' considerable expertise and various accomplishments in their respective fields recognizes the hard work and dedication of our physicians — and underscores PMMC's commitment to providing quality care to the people who live and work in the communities we serve."

The U.S. News "Top Doctors" list is a searchable directory of nearly 30,000 physicians representing a wide range of specialties. An outgrowth of the U.S. News & World Report "Best Hospitals" ranking, the "Top Doctors" list seeks to provide trusted, comprehensive health information to prospective patients by identifying leading doctors in their respective communities who are highly recommended by other physicians.

Health consumers can access the list at www.usnews.com/top-doctors. The list can be searched by specialty, hospital and location. 🏠

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GREEN MATERIAL CHOICES



SUSTAINABLE CONSTRUCTION

By William Felton and T.C. Feick

Material choice is often the first thing people think about when undertaking a green building project. Visions of bamboo flooring and countertops made of recycled material may come to mind. But, to truly build green, consider your design and green goals before going shopping for that green product.

The greenest choice is the one that performs best for your design and use. Remember that a material can be green both by its manufacture and by its performance after installation. Many materials may seem like good choices, but should be scrutinized thoroughly. The best methods for green products assessment consider a product's benefits in place, along with its environmental cost for manufacture, maintenance, disposal, and replacement. In other words, consider a full Life Cycle Assessment (LCA).

A typical LCA should examine the environmental impact of the product from the (a) raw material, to the (b) manufacturing process and transportation, to (c) construction and use, and the end of the products useful life (d) reuse, recycling and disposal.

Another measurement of how green a product might be is by its embodied energy, also referred to as its 'carbon footprint.' We often refer to some products as sustainable because the raw product is from a sustainable agricultural or manufacturing process, but is shipped halfway around the world to be incorporated into our project. Products made from recycled steel are a good choice but when compared to wood, which has the greater embodied energy? The energy to grow the tree is solar energy.

Materials can be "Green" for a number of reasons. Attributes that make a material green can include one or more of the following:

- Help Reduce Energy or water use in the home — Often materials are considered green because they save energy, such as CFL light bulbs or insulation products. Note that their manufacturing process or ingredients may not be environmentally friendly themselves. These products' benefits must overcome the environmental penalty from their manufacture to be truly a green choice. Choose fixtures and appliances that use the least amount of water possible. These products often also save energy directly (reduced appliance

draw) and always save energy indirectly (reduced water use saves energy by lowering energy needed for water treatment and pumping).

- Be manufactured in an environmentally friendly way — This is the most common method by which products are marketed as green. There are many attributes to consider, but a few examples are:

- products that are made of recycled or salvaged material (a high percentage of post-consumer recycled content is best when considering recycled products)

- products that are made in an energy efficient manner or are made with renewable energy

- products that are not manufactured from environmentally dangerous components or processes (such as petroleum, chlorine, vinyl, tropical wood, etc)

- local products; Not just food, but building materials or bio fuels too.

- natural products; products that require little modification from their natural form.

- materials from renewable sources (bamboo or wheatboard, for example)

- wood products carrying a third party certification that they are responsibly harvested. (FSC)

- Help Contribute to a healthy indoor environment — These products include low/no VOC paints, finishes, adhesives, caulks, and also carpet products. Wood products such as cabinetry and furniture or plywood products that do not contain added urea formaldehyde are also smart choices. HRV's and ERV's, and high performance filtration and humidity monitors on HVAC systems are a best practice. Simpler examples are window shades.

- Be Durable — A product that performs well for a longer duration than the standard, or does not need costly maintenance, will not need to be replaced as quickly. The choice of a product with a

(See "Sustainable Construction" on page 57)

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(See "399 Arcola Road" on page 58)

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SUSTAINABLE CONSTRUCTION

(Continued from page 55)

longer lifespan or interval between maintenance will reduce energy consumption needed for upkeep, disposal, or manufacture of a replacement.

- **Be Regenerative** — A Product or system that helps to repair or benefit the environment in which it exists. Most of the time this particular attribute is implemented as a systems approach through integrated design. Examples of a truly regenerative material are harder to point out, but may include landscape stone that allows water to penetrate the soil below, or lumber sawn from downed trees or trees thinned from a dense stand or dangerous location. A “living wall,” or plant matter, may provide needed humidity to an indoor environment, while also producing healthier air, is another example.

- **Look For** — Any opportunity to reuse existing materials or reduce your consumption of new materials. Wherever possible, recycle your construction waste.

- **Avoid-Products** that make unsubstantiated “green” claims, products that have reduced durability, flashy products that do little to reduce energy use, or products that cannot be recycled at the end of their life cycle.

Materials to consider to be incorporated into a new home project could include: Foundation system; Insulation; Lumber and Roofing; Windows; HVAC equipment; Plumbing fixtures; Light fixtures and Appliances; Flooring and Tile; Doors, trim and Cabinetry; Drywall and Paint.

- Remember that a product that saves energy in its use is probably a better choice than a product that saves energy during manufacture. A home may be built almost entirely from “green” products but not be green at all. Integrating green products into the design is part of the holistic approach to sustainable building.

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

T.C. Feick is a Certified Sustainable Building Advisor (SBA) and the Sustainable Building Consultant for Shelly's Building Supply. William Felton is a custom homebuilder 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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(Continued from page 56)

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