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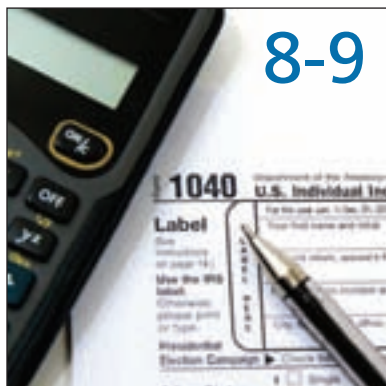
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In This Issue | DECEMBER 2011



Occupational Health of Pottstown Memorial Medical Center at CarePlex, has been an innovator and leader in helping businesses minimize loss due to injured workers throughout the region for two decades.



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PMMC's CarePlex

OCCUPATIONAL HEALTH PROGRAM

Robin McMonagle, Director of Rehabilitation



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

Treating and Preventing Workplace Injuries while Providing a Wide Range of Work-Related Health Services

COVER STORY

When it comes to business, lost time and productivity is lost money. In the U.S. nearly 3.1 million nonfatal workplace injuries and illnesses were reported among private industry employers in 2010, resulting in an incidence rate of 3.5 cases per 100 equivalent full-time workers.* **Occupational Health of Pottstown Memorial Medical Center at CarePlex**, has been an innovator and leader in helping businesses minimize loss due to injured workers throughout the region for two decades, specializing in treating worker injuries from its central location on the Route 422 corridor at the Tri-County Business Campus, 81 Robinson Street, Pottstown.

"We have specific expertise in treating work-related injuries and many other providers in our area don't," says **Robin McMonagle**, the program's Director of Rehabilitation and Occupational Health. "We value effective communication between the company, the patient and our staff when we treat a patient with a work-related injury. That keeps everyone on the same page and helps the patient recover quickly."

McMonagle, a trained physical therapist with a master's degree in Organizational Leadership, explains that focus on quick patient recovery is what makes Occupational Health at CarePlex successful and unique. "Because of our relationship with the hospital, we have excellent processes with the emergency department, the lab, the x-ray department, and many surgeons who work with the hospital. When we have a patient who needs an appointment we can get them scheduled right away. If they go the emergency department first, we have direct communication and are prepared to follow up with them after their initial

injury. If a patient needs to get surgery, which of course we hope to avoid, we work with the hospital and can typically get them scheduled more quickly, so that they are not losing as much time away from work. That's the key to what sets us apart from some of the freestanding occupational medicine and urgent care centers out there. It works very well."

CarePlex contains a state-of-the-art treatment center and a well-equipped physical and occupational therapy facility. The 30-person staff at CarePlex, which is supported by Pottstown Memorial Medical Center (PMMC), cares for patients 24 hours a day, 365 days a year, in conjunction with the emergency department at the hospital.

The Occupational Health and Outpatient Rehabilitation departments shared adjacent space at PMMC before the move to CarePlex 20 years ago, McMonagle explained, and since the move have continued to improve their interactive efficiency. "When we moved

(See "Cover Story" on page 6)



Kathleen O'Hara,
Client Services Coordinator



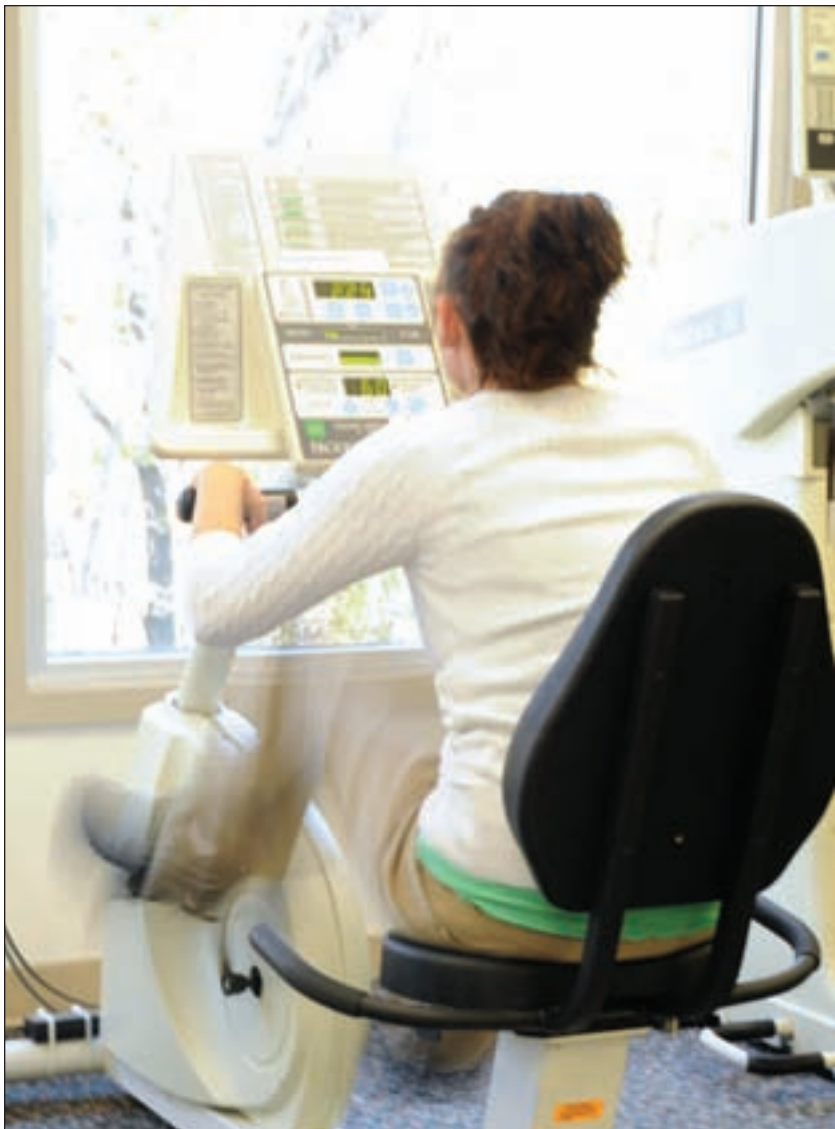
Jen Patten,
Operations Manager



Carl Burnett, D.O.,
Medical Director



Occupational Health of Pottstown Memorial Medical Center at CarePlex is located at the Tri-County Business Campus, 81 Robinson Street, Pottstown.



For more information go to
Occupational Health under Services
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COVER STORY

(Continued from page 4)

into CarePlex our services really became much more integrated from a case management perspective," McMonagle said, adding that communication and cooperation with all departments of the hospital are at a very high level. "Some people think CarePlex is the brand," McMonagle explains. "We are an extension of the hospital."

The program's physicians are truly specialists. Medical director **Carl Burnett**, D.O. served as a medical director in occupational medicine for ten years. **James Stephenson**, M.D. became Board Certified in occupational medicine in December 2010.

"Our turnaround time, for getting patients seen is significantly quick, and its effective," said McMonagle. "A big part of it is the philosophy that Dr. Burnett brought in when he came on board four years ago. Our providers have developed a coordinated, structured process to assess and manage our patients from start of care through discharge."

Dr. Stephenson, became Board Certified in occupational medicine in December 2010. "He's undergone a lot of additional education and training in preventive medicine," McMonagle said, pointing to his expertise in OSHA regulations, Workers Comp regulations, CDC information with regard to exposures on the job and related topics. "The knowledge and experience of our entire staff has made us a resource for client companies. The companies are responsible to know the OSHA regulations, but they often will contact us to ask what new

regulations we are seeing with regard to OSHA or some of the other Workers Comp trends. "

Doctors Burnett and Stephenson and their staff currently serve more than 3,000 employers in the region. This experienced and talented staff includes: Nurse Practitioner **Deb Bukey** CRNP; Physician's Assistant **Monica Kwan-Consigli**; Client Services Coordinator **Kathleen O'Hara**; Operations Manager **Jen Patten**; RN (nurse case manager) **Kelly Shilling**; Certified Occupational Health Nurse **Judy Kochel**; Physical Therapist, and Ergonomic Specialist **Sue Kurtz**; and Occupational Therapist, Certified Hand Therapist **Jon Edleman**, who sees a lot of the patients referred from Occupational Health, McMonagle said. "We see a lot of traumatic and repetitive use injuries, including hand and shoulder injuries.

"We have a very aggressive philosophy on how we manage injured workers," McMonagle said, "which is working well for the companies. Patients come in. They are seen quickly. We have a process that all of the providers follow as far as therecommendations or referrals based on the injury and the work the patient is required to do. We take almost no one out of work unless it's life threatening or if they are out for surgery."

Having medical specialists and a complete facility in one location makes Occupational Health a full-service care center. "The fact that all our services are provided in one location has helped us streamline our processes," adds McMonagle. "If



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we treat an injured worker and our physicians want him to have therapy, the patient can usually start therapy here right away or with minimal delay between visits. This means that the worker is back on the job as soon as possible."

In addition to treating worker injuries, Occupational Health provides other employee services including drug and alcohol testing, physical exams, DOT driver medical exams, diagnostic testing, CPR and first aid training, hearing and vision testing, onsite medical surveillance and nursing services and Travel Medicine including pre-travel education, immunization and medications for individuals going overseas.

"We perform a variety of over 600 drug screens a month based on company needs and requirements," McMonagle said. "There are different levels of drug screening, including new-hire protocols, random drug testing, reasonable suspicion, post-accident drug testing. If someone is injured his or her company policy may require drug testing after the incident. We perform Department of Transportation drug testing and random drug testing, adhering to the strict training requirements to complete these required screens."

Physical exams and testing is another service provided by Occupational Health. "We do physical exams for new hires, for medical surveillance or if they are a company that has specific lab tests that need to be drawn. If they have certain exposures, workplace noise exposures, we will do testing for that with the physical exam. Exams are customized based on what the individual employers needs and requirements are for their particular location or industry."

Department of Transportation driver medical exams involve vision and hearing and other tests. "There are specific tests for things that allow a driver to be found safe to drive, so we screen them to make sure they are safe to have a DOT driver's exam card," McMonagle said. "For other types of physical exams, depending on what job the person's being hired to do, we will do an additional component with our rehab department," she explained, "where we will perform an evaluation of their ability to lift and carry, to make sure they are physically capable of doing what is required for the job they are being hired for. We take them through an objective test to make sure they are physically able to do the job and do it safely. If not, they may be pre-disposed to being injured on the job."

(See "Cover Story" on page 9)



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Kenneth D. Richardson, PhD, CEO, Redwood Enterprises

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COVER STORY

(Continued from page 7)

Occupational Health can also do a number of diagnostic testing. "We do any kind of lab testing that might be required for our occupational health clients," McMonagle said. CarePlex also serves as another outpatient lab for the hospital. "People can come here to have their labs drawn if their insurance allows them to go to the hospital," McMonagle offered. "Sometimes that can be a little bit quicker or a more convenient location than going to PMMC. We also have x-ray services, which are now digitized, so the images can be seen immediately by the radiologists at the hospital. Physicians can read it practically before the person is out of our office. That allows us, if someone comes in with a possible fracture, to do a quick screen. The radiologist is still going to read the report, but then we can refer them right away to a specialist or orthopedic surgeon, and we can get them in. We have a relationship with the physicians. We will make the referrals and call and get the appointments for the person if they need to see a specialist."

The Travel Medicine program at CarePlex involves a consultation with a medical provider and education for someone who's traveling to various parts

of the world, or who may need special immunizations or special pre-travel health advice.

The current statistic of 3.5 cases of work-related injury or illness per 100 equivalent full-time workers in 2010 is down from 3.6 in 2009. Part of that is due to the success of workplace safety and preventive education initiatives by leading providers like Occupational Health at CarePlex, whose program has served as a template for the other hospitals within the Community Health Systems network. But, undoubtedly, the sluggish economy has played a role in the decrease as well.

"We are seeing fewer injuries," McMonagle confirms. "Part of that we attribute to the slow economic recovery and the downsizing, reduction of the workforce in the area. People are also sometimes a little more hesitant to report a work-related injury because they feel vulnerable in their position. Part of what we do with our commitment to quick turnaround, is to keep workers on the job."

McMonagle points out that the trend toward a reduction in work related injuries in 2010 has continued in 2011.

(See "Cover Story" on page 10)



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COVER STORY

(Continued from page 9)

"They say some of that is better management, better safety, better controls placed in the industries where they had a lot of high frequency injuries," McMonagle said, but I think part of that is also the economy. There aren't as many people working."

Paradoxically, the program's educational outreach program, which involves going into facilities and training people in proper lifting techniques and workplace safety, reduces the need for many of the services the facility provides. "Our goal is to help client companies know how to use safer work practices from an ergonomic perspective which in turn will hopefully reduce the injuries," McMonagle explains. "It's a pro and a con but its another way we service the client. If we're doing a good job educating and coaching workers, and changing some of their work stations and habits, we are going to help reduce costs for employers. We're not just focusing on one approach but emphasis prevention and treatment. We will always treat injured workers, but we're always looking at what else we can do to help the client, including ergonomic training on the job, or doing seminars for the client company."

Occupational Health at CarePlex provides a quarterly educational event called Safety Net. December's topic focuses on how to reduce the risk of upper extremity injuries for the client. "We're always looking to expand what we do as a resource for client companies," McMonagle said. "My goal is, if they have a question about safety, health, something relatively related, they're going to pick up the phone and call us. We may not have all of the answers, but we sure have a lot of resources and a lot of expertise within the staff at CarePlex."

McMonagle points out that CarePlex provides some unique Outpatient Rehabilitative services as well. "Our mission was to develop some speciality Outpatient Rehabilitation programs that

we felt were not available in our service area. We are trying to really capture and address the needs of the patient within our community who may have an illnesses or injury and would have had to travel outside of our area to seek specialists or receive no care at all." Some of those specialty programs include Pelvic Rehab, treatment of dizziness and balance disorders, lymphedema treatment for individuals who have had complications related to surgery or other medical conditions.

As our community ages, treating aging-related injuries is another growing area we are focusing on. "Balance and fall risk is getting a lot of attention now," McMonagle said. "They're discovering that some hospital stays are related to falls. A lot of the more serious issues and complications are related to falls. We have developed a Falls Reduction program to address this aging and at risk population. All of our outpatients are screened to determine if they are at risk so strategies and education to reduce this risk can be caught early. We're continuing to develop niche programs that help our community and set us apart and we do a really good job at it. I can't brag enough about the staff. They are excellent at what they do and very caring," she said.

"Most other healthcare providers in the Pottstown area focus on family practice or urgent care," McMonagle concluded. "At Occupational Health we are not treating colds and the flu. Our primary focus is the employer and the employee and getting that injured patient back to work. That's important for a worker's well-being as well as a company's bottom line."

To contact Occupational Health of Pottstown Memorial Medical Center at CarePlex, call 610.326.2300. ☒

* Source: U.S. Bureau of Labor Statistics.

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In December 2010, Congress extended the so-called Bush-era tax cuts by passing the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010. However, for investors, the legislation may represent not a pardon but a stay of execution. While it's true that federal tax rates on income, qualifying dividends, and capital gains have been extended through the end of the 2012 tax year, many of the issues that influenced the debate over tax rate extensions will continue to be the subject of heated discussion. As a result, investors have been granted a reprieve while Congress wrestles with those issues. That's time you can use to think about how best to position your portfolio.

(See "Financial Success" on page 13)

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BUY-SELL AGREEMENTS IN BUSINESS SUCCESSION PLANNING



LEGAL PERSPECTIVES

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

As a business owner, you may not take time to consider what your family would do with your business if you suddenly died or became disabled. If one of your business partners dies without a business succession plan in place, the interest in the business may pass to heirs, and you may suddenly find yourself in business with your partner's spouse or children.

A frequently overlooked but extremely important business planning tool for any co-owned business is the buy-sell agreement. A buy-sell agreement protects business owners when a co-owner leaves or plans to leave the company. This can happen in various ways: the co-owner may want to get out of the business or retire, he may want to sell his shares to someone else, he could go through a divorce, or pass away. It protects the owners in a manner similar to how a premarital agreement would protect spouses. It sets forth the terms of the succession plan of the company, and will place a value on the business or a method to determine the value of the business at time of death. This lets all the partners agree in advance as to how the business will be valued so the remaining business partners can buy out the remaining share at a price that is fair to everyone.

Because the value of an owner's interest in a company can be significant, buy-sell agreements are frequently funded with life insurance. Insurance allows the heirs of the deceased owner to be assured of timely payment at a fair price for their share of the business. There are several different ways to structure the ownership of the life insurance to minimize the tax consequences and increase the ease with which the entire transaction can be conducted.

One such structure, wherein each co-owner purchases life insurance on the other owners, is called a Cross-Purchase Agreement. A Cross-Purchase Agreement provides that when a "triggering event" occurs, the other co-owners of the business have an option or a requirement to purchase the interest being sold or transferred

(See "Legal Perspectives" on page 14)

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FINANCIAL SUCCESS

(Continued from page 11)

The can won't stay kicked down the road forever

Why should you look at the time between now and 2013 as an opportunity? Because the U.S. budget deficit is at levels that both political parties recognize can't be sustained long-term. In 2010, a presidential budget commission recommended addressing the problem through a combination of spending cuts and tax increases. Though the proposals didn't get enough support to be submitted to Congress, the deficit problem hasn't gone away. Even if Congress can agree on budget cuts, the possibility of higher taxes in the future can't be ruled out.

There are several categories of investors who should be paying particular attention to the planning process in the coming years. They include people with investments that have appreciated substantially in value; people who rely on dividends and bonds to provide them with ordinary living expenses; and people who are considering investing in the newly issued stock of a small business.

Capital gains and dividends

The tax cut extensions gave investors who have large unrealized capital gains some breathing room. Rather than a top

tax rate of 20%, long-term capital gains will generally continue to be subject to a maximum rate of 15%, and the rate for investors in the lowest two tax brackets will remain at zero. If you own investments that have appreciated substantially in value and that now represent a bigger portion of your portfolio than you'd like, you have another chance to examine whether it makes sense to unwind those investments before the end of 2012. Taxes obviously are only one factor in making such a decision, of course. However, if you've been considering selling an asset anyway, you've got some time to plan and gradually implement a strategy for doing so.

Two points worth remembering: first, unless further action is taken, the top long-term capital gains rate will increase to 20% after 2012 (a top rate of 10% will apply to investors in the 15% tax bracket); and second, even at the increased level, the rates on those gains would still be relatively low. As recently as 1986, under President Ronald Reagan, the Tax Reform Act of 1986 provided for capital gains to be taxed at the same rates as ordinary income, with a top rate of 28%.

(See "Financial Success" on page 15)

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LEGAL PERSPECTIVES

(Continued from page 12)

by the owner leaving the business. Owner A pays Owner B or her estate for her interest and becomes the owner of Owner B's interest (for example, her shares of stock in a corporation or membership interest in an LLC).

Cross-Purchase Agreements are typically used when there are a small number of co-owners, since the number of life insurance policies required grows with each additional owner. For example, a company with three owners would need to purchase a total of six life insurance policies (Owner A purchases one on Owner B and one on Owner C, and so on). If the company has four owners, then twelve life insurance policies are required. The cost of the insurance may also be prohibitive when one or more owners have health issues, and therefore owners may be paying a disproportionate cost for the insurance.

The advantage is that since there is a step-up in basis at death, a deceased owner's estate will not incur any capital gains taxes on transfer of the ownership interest, and will have the liquidity available to pay for any taxes or other expenses during his estate administration. The other

owners will also receive the death benefit from the insurance policy income tax free.

Another way to structure the agreement is called a Stock Redemption Agreement. A Stock Redemption Agreement is a buy-sell provision that grants the company itself an option or requirement to redeem or buy back from the owner the ownership interests to be sold or transferred. The company, rather than the other owners, buys the ownership interests from the owner following the occurrence of the triggering event. The company pays Owner B or her estate for her interest and in exchange Owner B returns her stock to the company (referred to as a "redemption"). In a redemption, the redeemed ownership interest is no longer outstanding and percentage ownership interest of Owner A is indirectly increased as a result of the elimination of Owner B's shares.

Typically, a Stock Redemption Agreement will be funded by life insurance owned by the company. There will usually be one policy on each owner's life that will be used to purchase his interest in the company at death. While stock

(See "Legal Perspectives" on page 16)



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FINANCIAL SUCCESS

(Continued from page 13)

To paraphrase Mark Twain, no one is safe when Congress is in session, and there's no guarantee that the top capital gains rate after 2012 might not be increased beyond the scheduled 20% maximum.

Qualified dividends will continue to be taxed through 2012 at the long-term capital gains rates rather than as ordinary income, as they were before 2003 and are scheduled to be again beginning in 2013. The higher your tax bracket and the more reliant you are on dividends for your income, the more you should be aware of the potential impact if that income were subject to higher taxes. Again, many factors will affect your decision about the role of dividends in your portfolio, including the potential for higher interest rates in the future. However, doing some "what-if" analysis might be useful.

Taxable vs. tax-free bonds

Taxable bonds typically pay higher interest rates than municipal bonds. However, if you're in a relatively high tax bracket or expect to be in one in the future, munis can potentially offer a better after-tax return. They may be worth a second look between now and 2013,

when— separate from any potential increase in federal income tax rates—the unearned income of people making \$200,000 a year (\$250,000 for couples filing a joint return) is scheduled to be subject to a new 3.8% Medicare contribution tax. Absent further legislative changes, that could make munis even more attractive for affluent investors.

However, as with any investment decision, there are many factors to consider. Local and state governments have come under severe financial constraints in recent years, and though the default rate on muni bonds has historically been low, default by individual governmental bodies is always possible. Also, the legislation that extended the tax cuts did not authorize continued issuance of Build America Bonds (BABs) beyond 2010. During the almost two years BABs were authorized, many local and state governments used them to tap the taxable bond market; that temporarily reduced the issuance of new tax-free munis. However, since BABs can no longer be issued without further authorization from Congress, the supply of

(See "Financial Success" on page 17)



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LEGAL PERSPECTIVES

(Continued from page 14)

redemption agreements are less expensive and easier to implement with the smaller number of insurance policies, business owners should be aware of some possible tax consequences. Family businesses should be cautious using a stock redemption structure because of the possibility of dividend treatment due to family attribution rules. Also, the owners do not receive a step-up in basis because the life insurance is owned by the company.

In a Private Letter Ruling in 2007, the IRS also approved the use of an LLC to structure and fund a buy-sell agreement. Such a structure has the advantages of both a Cross-Purchase Agreement and a Stock Redemption Agreement. The shareholders execute a Cross-Purchase Agreement and form an LLC, which is taxed as a partnership, to own the life insurance. Only one policy is required on each owner. In order to properly structure this agreement, the manager of the LLC must be a corporate trustee; members cannot vote on life insurance matters; the manager must use the life insurance proceeds as required in the buy-sell agreement; and the LLC must maintain a capital account for each member with special allocations of premiums and proceeds.

The result is that no insurance death benefits are included in the deceased's estate, and all owners of the LLC have a step up in basis for their interests.

Life insurance is also a way to fund a buy-sell agreement for retirement. As premiums are paid, life insurance cash value grows. If properly structured and paid, a life insurance policy can eventually be used to supplement pension income during retirement and still pay a death benefit.

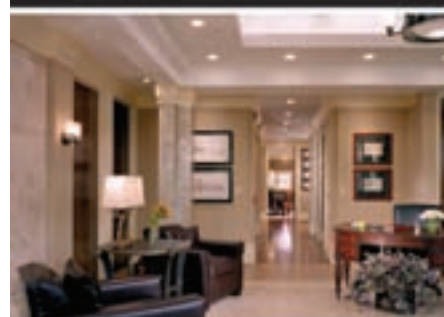
The advantages of properly-implemented buy-sell agreements are numerous, going beyond the dollars and cents to the peace of mind which proper planning can provide. Any principals of small businesses with multiple owners should consult with their legal and tax professionals to consider these issues. 

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

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FINANCIAL SUCCESS

(Continued from page 15)

new munis may increase, which could affect prices. Finally, interest rates have been at historic lows since the end of 2008; since bond prices move in the opposite direction from their yields, rising interest rates would not be good news for bond prices.

Tax break for qualifying small business stock

To help small businesses raise capital, the Internal Revenue Code offers a tax break for investments in businesses that meet certain qualifications. The Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 extended the exclusion of 100% of any capital gains on the sale of qualified small business stock. The 100% exclusion now applies to qualifying stock issued after September 27, 2010 and before January 1, 2012.

The 100% exclusion is higher than that previously available. Prior to the 2010 legislation, the exclusion amount for a qualifying small business investment was generally 50% of the capital gains on stock issued between August 10, 1993,

and February 17, 2009, or 75% for stock issued after February 17, 2009, and before September 28, 2010.

If you're interested in making an investment that qualifies for the exclusion, you should be aware of some of the restrictions that govern it:

- You must hold the stock for more than five years.
- The business must satisfy certain active business requirements.
- The gross assets of the business may not exceed \$50 million before or immediately after issuance of the company's stock.
- The stock must be acquired at original issue rather than purchased through the secondary market. (Exceptions apply, including those relating to qualifying stock acquired through inheritance or as a gift.)
- A qualified investor must be a non-corporate investor (though passthrough entities such as S corporations and partnerships may qualify).

(See "Financial Success" on page 18)



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FINANCIAL SUCCESS

(Continued from page 17)

- You may not sell the stock short during the required five-year holding period and still receive the exclusion.

There are limits on the total amount of gain that is eligible for the exclusion. There also may be special considerations if you roll over the gain from the sale of your stock to another qualified small business stock, or if you receive qualified stock as part of your deferred compensation plan. Consult a financial professional about your specific situation.

2013 and beyond

The nation's financial pressures will almost certainly mean continued adjustments to the tax code as 2013 approaches. Though there are no guarantees about what will happen when the new provisions expire, investors generally have another chance to fine-tune their planning efforts while taxes remain historically low. If a bird in the hand is worth two in the bush, why not get expert help in taking advantage of the opportunities available now? 📁

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LEADERSHIP AND SUCCESS

Kenneth D. Richardson PhD, Redwood Enterprises

Having worked with numerous successful business leaders, I've become aware of several commonalities among them. While it's true that they come in all shapes, sizes, and colors, and employ an array of styles that can appear very different from one another, they also share a number of propensities that account for their effectiveness. One of these is that as a collective, they illustrate very clearly that *success is a choice*.

What really "jumps out" at me when working with leaders who consistently produce great business results is their *intentionality*. They are exceedingly *conscious* and *deliberate* regarding what it will take to make their businesses excel. Needless to say, they work hard, but what separates them from their less successful competitors is that they have developed a number of capacities that enable them to *work smart* as well as hard. Note that we're not talking rocket science here — the key components appear to be a good dose of what used to be called "common sense," coupled with a very strong *desire* for success. The problem is that common sense is not as common as it used to be.

Not greed

In referring to a desire for success, I don't mean greed. Greed is a desire for money per se, by whatever means it takes to acquire it. Unfortunately, all too many individuals confuse the two. Greed has a blinding effect that leads to behavior that brings immediate payoffs, but then often leads to disaster in the long run. We've seen this repeatedly, in the personages of people such as Bernie Madoff, the boys who ran Enron, and scores of other examples of the unbridled pursuit of big money.

(See "Leadership and Success" on page 24)



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Buzz Around the Block

Baby boomers, the 78 million people born in the U.S. between 1946 and 1964, currently make up 28 percent of the American population. The first baby boomer turned 60 on January 1, 2006. Research shows that in the next 20 years, nearly 43 million households will be entering the retirement phase. Among these, at least one spouse is expected to live more than 90 years in half of the percentage of families.

An American turns 50 every seven seconds — that's more than 12,500 people every day. By 2015, those aged 50 and older will represent 45 percent of the U.S. population. By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people. Of the 72 million family households in the U.S., 34 million of them are

baby boomer households. A 50-year-old female can expect to live 82.5 years; a male 78.5 years.

This month's column focuses on some of the region's leading retirement communities, skilled nursing facilities, adult day care centers and short term rehabilitation facilities serving this enormous demographic of aging baby boomers.



Care-Free Senior Living at Chestnut Knoll

As you get older, it sometimes becomes difficult to do the things that you always could do. Having help from friends or family members is often not enough because they are busy or live too far away. If living alone leaves you feeling isolated and with a need for help with daily care, Chestnut Knoll Retirement Community in Boyertown provides 24-hour support in a beautiful residential setting.

Chestnut Knoll residents live their life to the fullest by engaging in the activities they love to do. Social interaction is greatly

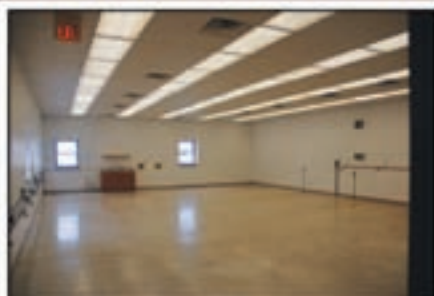
encouraged through scheduled programs, trips, and in our warm and inviting dining room where three delicious meals are served each day. We provide transportation to cultural and sporting events, restaurants, shopping, and personal and medical appointments.

Seniors living in our Residential Care community receive 24-hour personal care assistance with medical support and a variety of therapeutic activities. There is a professional nursing service; physician appointments available on-site; and state-of-the-art pharmacy services.

"Many times we meet families who are in a state of crisis or are in a very stressful time in their lives in caring for a loved one. They don't know where to turn to get help," said Jodie Daniels, assistant executive director. "At Chestnut Knoll, we pride ourselves in connecting

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

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The Lives We've Touched...

Paul Kuszyk, feeding Chestnut Knoll's resident cockatiel, Tweety.

"I wanted to tell all of you how great I think Dad looks! I cannot tell you how much he loves it there. It is a testimony to all of your staff how well he is doing and how happy he is! So, many thanks to everyone there for everything you guys do, and I know things will continue to go well for Dad. See you soon!"

- Sandi Mauger,
Daughter of Paul Kuszyk,
Resident at Chestnut Knoll



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LEADERSHIP AND SUCCESS

(Continued from page 22)

Excellence as the basis for real success

Contrast the above disasters to the long track records generated by people such as Warren Buffett, Max De Pree, or the Marriott family. By focusing on *excellence*, those that desire to be successful can produce wealth for themselves, do good things for society, and leave a positive legacy all at the same time. The simple truth is, those with strong desires for genuine success behave very differently from those focused on the almighty dollar alone.

Four interrelated elements of excellence

What are the hallmarks that characterize businessmen & women that characterize excellence? Alternatively phrased, what should individuals who desire to succeed grow within themselves? Research on persons who exemplify long-term success suggests that those who wish to join them need to develop themselves in the following four areas: *Self awareness, goal setting, time management, and interpersonal skills.*

ELEMENT #1: Self awareness

One hallmark of a successful business person is a high level of self awareness, a good sense for what his or her strengths and weaknesses are. Note that it is not necessarily eliminating all of your weaknesses—that will never be possible in any complete sense. But knowing what they are can be of tremendous value in choosing your directions in life and business.

In *What's Your Genius?*, author and assessment expert Jay Niblick presents evidence from research on highly successful persons that shows that they display (1) high levels of self awareness, and (2) high degrees of authenticity (an honest acceptance of their competencies and limitations). These two are more predictive of success than other specific combinations of traits or abilities.

This is understandable— people who know their strengths and weaknesses and are honest about them are better equipped to manage themselves and their affairs than those are not. Anyone who is familiar with Hans Christian Anderson's classic short story, "The Emperor's New Clothes" should recognize the implications of these findings.

(See "Leadership and Success" on page 26)

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BUZZ AROUND THE BLOCK

(Continued from page 23)

the type of care available with each situation. There is nothing more gratifying than reducing the pressure of senior care, so families can get back to enjoying each other."

Chestnut Knoll offers a wide range of customized care that accommodates different levels of geriatric needs. Our continuum of care is unique in that it allows a couple with different care needs to remain together. A husband or wife who is affected by Alzheimer's Disease or dementia can benefit from a day filled with stimulating activities and assistance in our Memory Care neighborhood. At the end of the day, they can join their spouse to dine, spend the evening and sleep.

Chestnut Knoll is located at 120 West 5th Street, Boyertown and offers residences on an affordable month-to-month basis with no buy-in fees. Additional services include Respite Care (planned temporary relief for family caregivers) and At Home Care that provides care services right in the home. For more information on Chestnut Knoll's Residential Care and Memory Care services, or general information on care and services for older adults, please call Jodie Daniels, assistant executive director, at 610.473.8066 or www.chestnutknoll.com.

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

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While Santa gets the reindeer into top physical condition, his mortal helpers in the pack & ship industry have geared up for their annual holiday shipping rush.

"We have already seen many people who are shipping gifts instead of traveling great distances this year," stated Lee Levenson of Pack-N-Ship. "No matter what shipping needs a customer might have, we're set up to help ease their holiday stress with a full array of shipping and packaging services."

Here is a list of holiday packing and shipping tips to make sure your important packages arrive safely and on time:

- Ship early. To avoid disappointment, we recommend shipping ground service packages by December 15.
- All items should be packaged in

new, sturdy boxes, using no brown paper wrap, no string, no "Scotch," masking or duct tape.

- Bulky, lightweight items may be subject to oversize charges. Items that are fragile should be bubble wrapped and double boxed, with at least two inches of packaging between the inner and outer boxes.

- Utilize carriers like UPS or FedEx who offer the ability to track packages from origin to destination and automatically provide \$100 of insurance coverage.

The professionals at Pack-N-Ship are always willing to provide packing guidance, or to handle the whole packing job. Their holiday hours are Monday-Friday: 9am-5pm and Saturdays: 10am-2pm, and they can be reached at 610.327.4633 or www.pakship123.com. 📦

LEADERSHIP AND SUCCESS

(Continued from page 24)

Maximizing self awareness

Those who genuinely desire to excel in their leadership positions have lots of options for improving themselves in this area. My firm, Redwood Enterprises, partners with a company called Innermetrix that specializes in assessments that provide useful feedback that helps business leaders to increase their levels of self awareness—those that employ these in a constructive fashion invariably improve their performance. Interestingly enough, it is those who are already performing well that are most likely to employ such tools.

Another means of maximizing self awareness is keeping a personal journal of one's daily activities and reflections upon them. Virtually all highly successful individuals do so, and find it an extremely beneficial, if not essential daily activity. By the way, it's also very inexpensive.

Finally, enlisting one or more "accountability partners"—trusted others who will give honest feedback regarding your thinking and conduct is also a common practice among individuals who desire to perform at their best. This of course only works if those you choose are not fearful of offending you if their feedback is not always flattering.

ELEMENT #2: Goal setting – Knowing where you're going

Steve Covey, author of *The 7 Habits of Highly Effective People*, emphasizes that if you intend to succeed in a given activity, it's important that you "begin with the end in mind." This means having well defined goals related to each important enterprise that we embark on. Many people and businesses fail because they tend to "fly by the seat of their pants" rather than developing clear strategies for what they intend to accomplish.

By the way, don't be fooled by the "in mind" part—goal based strategies need to be very carefully worked out, and written, including at the very least the following:

- **Specificity:** Goals that are tangible and measurable, so that progress toward their attainment can be assessed.

- **Action plans:** Specific steps that need to be taken to accomplish goals, and by when.

- **Likely obstacles:** In a world in which Murphy's Law is as reliable as the law of gravity, be diligent about anticipating what might go wrong and planning for obstacles and unexpected distractions.

(See "Leadership and Success" on page 28)

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Buzz Around the Block

(Continued from page 25)

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Country Meadows Connections Program optimizes independence and dignity of seniors with memory loss

Memory loss can be one of the most challenging issues of aging. It can be particularly difficult for family members who find it harder to maintain relationships and fit it affecting the quality of time together with their loved ones.

Country Meadows of Wyomissing, located on Tulpehocken Road near Penn State-Berks and Gring's Mill Park, provides personalized therapeutic care for persons with memory loss caused by Alzheimer's disease and other types of dementia.

Residents who experience mild cognitive losses may be candidates for our Connections Club. This program was designed to alleviate feelings of frustration and anxiety that accompany early stage memory loss. A program manager works with each resident member individually to develop a personalized plan for support. The Connections Club manager acts as a personal coach to help each resident member through the challenges and joys of daily living.

On a typical day Club members will participate in specialized brain fitness programs as well as participate in the community for physical fitness and spiritual opportunities. Residents experience accompanied outings to local Berks County attractions and restaurants. The structured environment of the Connections Club provides a sense of comfort and security to residents through memory prompts, cues and emotional reassurance that optimize the independence of Club members.

Country Meadows Connections Neighborhood provides seniors with more advanced memory loss a secure living area. These residents receive all of the Connections Club program offerings but with the added support with daily activities, hygiene and personal care.

Whether memory issues are mild, moderate or severe, Country Meadows staff members are trained to develop a personalized plan for each resident and to provide the specific assistance and emotional support that he or she requires to live peacefully and with dignity. We focus on helping our residents lead active and fulfilling lives, despite the challenges of memory loss.

For more information about the Connections Memory Support Program at Country Meadows of Wyomissing, please call 610.372.3122 or visit www.CountryMeadows.com.

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

LEADERSHIP AND SUCCESS

(Continued from page 26)

•**Accountability:** Clarity in regard to who is responsible for each step involved in the execution of the strategy, as well as any rewards or consequences associated with the extent to which each step is completed.

All of the above are important. Neglecting any one of them is leaving success to chance rather than taking control of your situation.

ELEMENT #3: Time management

Managing time effectively is one of the most daunting problems currently facing professionals desiring to maximize their personal effectiveness. Surveys conducted by chambers of commerce and other organizations serving the needs of business owners consistently show that time management is an area in which many feel they could use some help in the form of workshops and seminars.

We've created a world of complexity that challenges the limits of our ability to get things done, and it is exacting a toll on a lot of professionals. People spend more time sitting traffic than ever before, it is more difficult to keep up with emails and voicemails, and the information

"explosion" is leading many to experience overload, confusion, and "burnout." In the meantime, there are still only 24 hours in a day.

Time management is an essential skill to master in such an age, and this becomes easier to do if you are already somewhat accomplished in the area of goal setting. This is true because if you are already effectively using goals as a means of ordering your activities, part of the work is already done. Time management can be accomplished by carefully prioritizing your goals, which is not difficult if the goals are specific (and realistic) in the first place.

Once you prioritize your goals, you then have something of a mental map for ordering your daily and weekly activities in a coherent fashion. This gives you a head start on the time management problem.

Expecting obstacles and intrusions

As in the section on "goal planning" above, being conscious and intentional regarding how you'll respond to unanticipated events is crucial to successful time

(See "Leadership and Success" on page 30)



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BUZZ AROUND THE BLOCK

(Continued from page 27)

Bon Homie Ltd.

Bon Homie, located at 470 North Lewis Road in Limerick, opened in November of 1992 with the idea of offering services to the elderly population. We quickly learned that our services would benefit adults of all ages, so we began offering services to individuals eighteen years of age and older. Over the years, we have continually reinvented our program to meet the needs of our community.

Our Sunflower Meadows program was developed for our Aging clientele. Clients that benefit from this program may have had a stroke, are diagnosed with dementia, have a brain injury, or are aging but require assistance with ADL's, or have other diagnosis that require some level of supervision throughout the day. These individuals benefit from large and small group activities but may require some prompting and support to get involved. They also enjoy the social aspect of their day.

We also developed a safe haven program in 2007 structured for those clients who are faced with more physical, social and medical needs. We have named the stand-alone program "Sandpiper Haven." It specifically serves the increasing number of clients that require hands on care to get involved in every aspect of the program. The separation has enabled our staff to provide appropriate activities for these individuals and

to get them more involved and stimulated. Sandpiper Haven offers our clients a safe environment which allows them the freedom to be themselves. Clients that utilize this program have developmental disabilities. Some clients that we are currently serving have Cerebral Palsy, Seizure Disorders, Down Syndrome along with other diagnosis. Clients may also be nonverbal, wheelchair dependent and require total assistance with daily living activities.

Bon Homie is professionally staffed. We are open Monday thru Friday, offering a flexible schedule to our families and caregivers. Please call 610.792.8800 to schedule a tour and to schedule a free trial day.

Manatawny Manor

Manatawny Manor, a Diakon Lutheran Senior Living Community, is located at 30 Old Schuylkill Road (Route 724) in the beautiful countryside just outside Pottstown. A Continuing Care Retirement Community, Manatawny Manor offers personal care services, including entrance-fee personal care, and nursing and rehabilitative care, as well as wonderfully designed communities in both levels of care for those with Alzheimer's disease and similar illnesses. In addition, the senior living campus includes Diakon Adult Day Services at Manatawny.

(See "Buzz Around the Block" on page 31)

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

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Call **610-705-3700**
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for more information.

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LEADERSHIP AND SUCCESS

(Continued from page 28)

management. Remember, "Murphy's Law" can always be counted to toss wrenches into the best laid plans, however well they are thought out.

ELEMENT #4: Interpersonal skills

It is often said that "business is about relationships"—no question about it. Anyone who desires to succeed that would deemphasize this component won't get far in their quest. Being seen as trustworthy and credible is essential, as is the ability to be persuasive. Whether the role sought is management, leadership, or sales, these are foundational. Technical expertise will always be essential in business, but in order to successfully run an organization, you must be astute in regard to people.

Success as a choice: A living example

I recently met with a CEO who was hired explicitly for the purpose of salvaging a manufacturing company that was bordering on bankruptcy. He accomplished his assigned task, but he admitted outright that he went in with little direct knowledge regarding the product that his company markets, which happens to be precision steel fittings for use in industrial settings.

This struck me as peculiar, but he explained that he was not hired for his technical expertise. The company had all of that it needed, but was beset with a chronic problem of conflict and mistrust between labor and management. It also lacked a coordinated plan for organizing its resources. He was brought in on the basis of his past successes in building relationships and fostering a sense of common mission.

A closer examination of his approach to bringing this company back from the brink of oblivion reveals that his

approach to accomplishing his task was a good example of the principles discussed above: (1) **Self awareness:** He had taken careful stock of his interests and abilities relative to what needed to be accomplished, and had accurately concluded that there was a good fit; (2) **The active use of goals:** He instituted the use of a goal based strategic planning process that was carefully designed and diligently executed; (3) **Time management:** He instituted the use of quality measures that reduced production time and minimized the waste of time and other resources; and (4) **Interpersonal skills:** He brought labor and management together in an atmosphere of mutual cooperation and trust to identify common interests. In the process, he got to know workers at all levels and is highly respected among them. His ways with people are just as crucial to the well being of the company as are its material assets.

"If it's to be, it's up to me"

The story is a little more complicated than the details I've provided, but it's a great illustration that **success is a choice**. By the way, this article started with a comment about the importance of being very conscious and intentional in the process of striving for success. This executive also exemplified these two propensities in a comment about his attitude regarding his responsibilities. In summarizing his approach to leadership, he quoted an old Irish proverb: "If it's to be, it's up to me." ■

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. Visit his company's website at www.redwood-enterprises.com.

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Buzz Around the Block

(Continued from page 29)

For more than 37 years, Manatawny Manor has been a senior living provider of choice in Pottstown and surrounding regions, offering a wide range of activities and accommodations to help area senior adults live engaging, fulfilling lives.

To learn more about Manatawny Manor, please see this month's cover story, and call 610.705.3700 or visit www.diakon.org/manatawny.



The Lutheran Home at Tipton

The Lutheran Home at Tipton is a continuing care retirement community offering programs to meet your varying needs. Our campus is located between Allentown and Reading so you get to enjoy the best of two worlds — the comfort of country living, yet convenience of easily commuting to the city. We have a

community of faith, heritage and history of caring for people.

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Personal Care (New special offers for those who move in by the end of the year.)

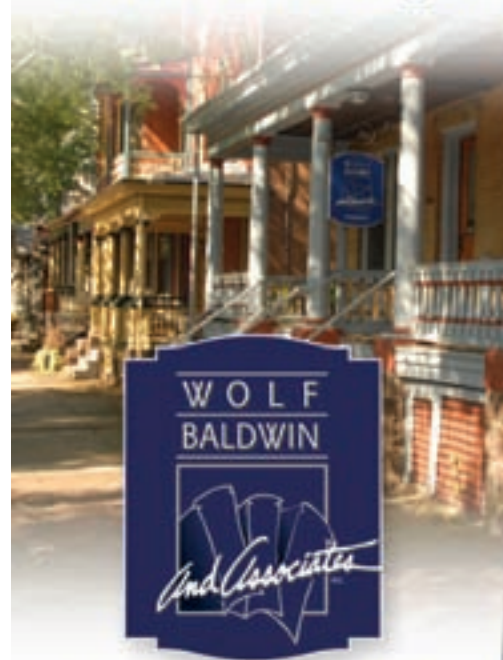
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Health Care & Rehabilitation Services

Comprehensive health care, plus short term rehabilitation that includes physical therapy, occupational therapy and speech seven days a week if needed. We provide home evaluations after therapy to ensure

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

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Residential Living • Personal Care • Memory Support • Skilled Nursing • Adult Day Care

BUZZ AROUND THE BLOCK

(Continued from page 31)

the residents' transition to home is safe. We also have and outpatient services to those that need additional therapy.

Call 610.682.1350 to arrange a personal visit and learn about year-end special offers.

Walnut Woods of Boyertown

Walnut Woods Independent Retirement Community, located at 35 N. Walnut Street in Boyertown, offers living at its best—spacious, lovely, affordable apartments in a warm, friendly family-like atmosphere with three delicious, chef-cooked meals daily.

Dedicated staff delivers a gracious touch and the finest in hospitality services. Managers live on site, sharing in every aspect of this pleasant lifestyle. That means that no matter what the needs of a resident, there is always someone nearby and sharing the same lifestyle our residents have chosen.

An array of beautiful, spacious apartments is offered with a variety of sizes and floor plans, including studios and one or two bedrooms. There's plenty of attractive open space on all three floors for popular, fun-filled activities, entertainment, fireside chats, spiritual pursuits or preferred solitude. Residents bring their own furniture and decorations, giving their home a personal touch.

Walnut Woods residents enjoy the option of traveling to over 275 of our other Retirement Communities across the United States and Canada. Residents may stay up to a week free. Yes, completely furnished apartment, all food and activities are included in your stay! The other destinations have minimal charges, such as Hawaii at \$85 a night.

Living at Walnut Woods Independent Retirement Community is enjoying life to the fullest every day with simplicity, peace of mind, security, independence and freedom to choose. For additional information and take a tour and enjoy a complimentary meal on us, please contact Sheryl Jackson, Community Sales Leader at 610.367.6616, or 610.406.8931; email: Sheryl.jackson@holidaytouch.com.

Frederick Living — What is Adult Day Care?

Adult Day Care is a service that provides daytime respite or supervision, while adding the benefit of social interaction and stimulation.

Frederick Living is located on Route 73 in a tranquil country setting in Frederick Township. Our community has numerous activities to stimulate the body, mind and spirit, all of which are offered at our Adult Day Program. Music, pet, and horticulture therapy, day trips and spiritual programs are just a few of your choices. Along with our program we provide lunch and nutritious snacks, which are included.

Medical and physical needs will be addressed creating a plan unique to you. We have physical therapy, occupational therapy, and speech therapy onsite, along with vision, dental and podiatry services. Our picturesque campus has a home-like atmosphere for your loved one, while providing peace of mind for family.

Frederick Living Adult Day Care is open Monday through Friday from 7:00 am to 5:30 pm. For more information or to learn more about a free trial day contact us at 610.754.7878. Frederick Living is located at 2849 Big Road, Route 73, Frederick, PA 19435.

ManorCare King of Prussia

ManorCare King of Prussia is a one-of-a-kind skilled nursing facility featuring a 30-bed dedicated cardiac unit that is beyond compare on the east coast. The care delivered in this unit is also complemented by the amenities of

(See "Buzz Around the Block" on page 34)

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BUZZ AROUND THE BLOCK

(Continued from page 32)

this unit. Of the 30 beds here, 26 are private rooms with full baths and flat screen TVs. There is an Internet café for the patient and family members' enjoyment. Patients in this unit receive state of the art cardiac care, managed by Dr. Kathleen Magnus from Phoenixville Hospital and her associates.

The emphasis of this unit is preventing unnecessary re-admissions to area hospitals as well as patient education. During their stay at ManorCare King of Prussia, patients receive individualized treatment from many clinicians involved in their care including the cardiologist, the registered nurses who are Advanced Life Support trained, physical and occupational therapists, as well as a licensed dietician. This expertise enables the patient and family to feel more confident and secure upon discharge to home and ultimately be more successful at home. Graduates of the cardiac program receive a T-shirt that states "My broken heart was mended at ManorCare King of Prussia."

Tours of this unit are welcome. Feel free to call and schedule one for yourself or loved one. ManorCare King of Prussia is located at 600 W Valley Forge Road. Their phone number is 610.337.1775. They are looking forward to hearing from you! 🗑️



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Route 422 Business Advisor Dining Guide



LOS MARIACHIS Mexican Restaurant

EAT-IN TAKE OUT

201 GAY STREET
PHOENIXVILLE, PA 19460

Fantastic Mexican Restaurant!

Monday - Thursday
11:00 a.m. - 9:00 p.m.
Friday, Saturday and Sunday
11:00 a.m. - 10:00 p.m.

MEXICAN RESTAURANT
610-935-2659

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

The Bridge Inn
PLEASANTVILLE

3 Covered Bridge Road, Route 73
Oley, PA 19547
610-689-5818
www.bridgeinnpleasantville.com

SHANESVILLE STEAKHOUSE & TAVERN

1636 West Phila. Ave
Boyertown, Pa 19512
610-369-7832
www.shanesvillesteakhouseandtavern.com

Creekside Pleasantville Diner
2644 West Philadelphia Ave
Oley, PA 19547
610-689-4300

Harpoon Lewis's

RT. 724
PHOENIXVILLE
610-933-1655

Wednesday - Saturday OPEN AT 4PM • Sunday OPEN AT 3PM

New Owner & New Chef from Congress Hall, Cape May!

Booking Corporate Parties Banquet Parties Catering

Special: One Appetizer Two Entrées Two Desserts \$39.95

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



TRICOUNTY AREA CHAMBER OF COMMERCE

2011-2012 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

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Bill Maguire, Exelon Corporation

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Sharif Omar, Pottstown

Memorial Medical Center

Andy Paravis, North Coventry Township

Baran Schultz,

Schultz Technology Solutions, LLC

Rick Storms, St. Pedro & Associates

PRESIDENT'S MESSAGE –

Happy Holidays!

The Chamber would like to wish everyone a warm holiday season! As the year comes to an end, we are truly grateful for all that you have done to continue to grow the tri-county area into a thriving region. As a thank you for all of your participation and support this year, the Chamber is hosting its annual Holiday Mixer on Tuesday, December 13, 2011 from 5 to 6:30 PM in the Chamber's Conference Center. Please join us for hors d' oeuvres and drinks donated by our food and beverage Members. We hope that you can make it to this event, both to accept our thanks and to grow your network.

As we wrap up this year with celebration and good cheer, please remember some of the events that we have going on in 2012. Notably, the Boyertown Area Progress Dinner is scheduled to take place on Wednesday, January 18, 2012. The event begins at 4:30 PM with a social hour and dinner will start promptly at 6 PM. The annual video from the students at Boyertown Area High School highlighting progress in the area will be viewed that evening and the James K. Boyer Quality of Life Award will be presented to the Boyertown Alumni

Marching Unit for their contribution to the community. If you are interested in attending this event, go to the Chamber Events Calendar at www.tricountyareachamber.com. You can register online or call us at the office at 610.326.2900.

The beginning of a new year is also a great time to reflect. Many of us will be reflecting on personal issues, making New Year's resolutions and hitting the gym again. We will spend time reflecting on how we performed as parents, spouses, and friends this year. But, many of you will also be reflecting on the year as a business leader. As you do this, please don't forget that the Chamber loves your feedback. If there are ways that the Chamber can help you accomplish your goals for 2012, please feel free to contact us. We are here to serve you and would love to hear your ideas. We also look forward to our Members assisting us, sharing their knowledge and skills, and participating on one of our new committees.

As you renew your Membership in 2012, keep in mind that the Chamber



will invite you to talk about your business on our weekly radio shows that air on WBZH – 1370. When you renew with the Chamber, you will be

contacted by our office and given the opportunity to be a guest on the show and share details about your business with the listening audience. The shows highlighting the guests we have had to

date are archived and available on the Chamber's website.

We truly hope that everyone has a wonderful Holiday Season!

Eileen Dautrich, President, TCACC

**The Chamber will be
closed December 26th
through December 30th.
The Office will reopen
with normal hours
on January 2nd.**

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricountyareachamber.com

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

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

Ashley Slaughter, Marketing and Communications Assistant,
ashley@tricountyareachamber.com

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

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

THE POWER OF THE NETWORK JOIN TODAY!

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

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



"The Chamber does a good job of promoting the community of Pottstown and the tri-county area. I am pleased to be a part of it."

– Richard Frantz, A.I.A., Architect

WELCOME NEW MEMBERS!

Look who's joined us... The following businesses have invested in YOUR Chamber. When purchasing goods or services please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind when you Always Buy Chamber.

AAMCO of Pottstown
401 W. High St., Pottstown, PA 19464
610.970.1844
www.aamcopottstownpa.com

Auto Repairs / Services

AAMCO services include transmissions and general vehicle maintenance and repair. Significant improvements have been made in personnel and facilities. Their focus is to deliver high quality repairs and achieve complete customer satisfaction. They offer flat-rate pricing for fleets of all sizes.

Carmike Cinemas
110 Upland Square Dr., Stowe, PA 19464
706.576.3460

www.carmike.com

Amusement and Entertainment

Carmike Cinemas has built a new 12 theater facility located in the Upland Square Shopping Center.

Cigas Machine Shop, Inc.
1245 Manor Rd., Coatesville, PA 19320
610.384.5239

www.cigasmachine.com

Machine Shops

Cigas Machine Shop, Inc. is a leading manufacturer of stainless steel products used in diverse commercial and industrial applications including municipal water and wastewater processing, chemical, petroleum, ethanol, nuclear, pulp and paper, structural, architectural, powder metallurgy, semiconductor and vacuum technology.

J & J Environmental, Inc.
P.O. Box 370, Blue Bell, PA 19422
610.277.4511

www.jjenv.com

Cleaning Contractors; Environmental Contractors; Excavation Contractors; Hazardous Waste Disposal

Established in 1975 as one of southeastern Pennsylvania's first environmental emergency response companies, J & J Environmental is operating under new ownership as of 2010. J & J Environmental now offers a wide range of services including vactrucks, rollofs, excavation, and waste disposal.

MEMBER UPDATES

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

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



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to
the following Members:

33 Years

Pottsgrove School District
A. Weitzenkorn's Sons, Inc.

26 Years

JL Machine & Tool, Inc.
Wendy's Flowers

20 Years

Mr. Windshield

5 Years

Pennsylvania Business Council
Wanner Associates

1 Year

Citadel Federal Credit Union

Member Renewals

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

American Crane & Equipment Corp.
Bally Block Company
Brandywine Institute of Orthopaedics
CEI – Douglassville, Inc.
Comcast

Michael L. Cross & Co., Ltd.
Emmanuel Evangelical Lutheran Church
Friendship House
David G. Garner, Esq.

Gary's Carpet & Flooring Depot
Health Advocate
Hollenbach Home Center

Kaiser Construction Co., Inc.
Kelly Real Estate, Inc.
Manatawny Creek Winery, Inc.

Marion & Black, LLC

Media Fusion Technologies, Inc.

Meridian Bank

Morning Star Fellowship

North Coventry Township

Oletowne Jewelers

Pottstown Area Seniors' Center

Pottstown School District

Professional Pharmacy & Convalescent Products, Ltd.

Redwood Enterprises

Rotary Club of Pottstown

Pottstown SCORE Chapter 594

Robert Weigner Nationwide Insurance
YWCA Tri-County Area

Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know!

The Chamber strives to recognize their Members for their success. Contact **Kitty Papp** at 610.326.2900 or kitty@tricityareachamber.com



TRICOUNTY AREA
CHAMBER OF COMMERCE

DECEMBER FREE EVENTS: CHAMBER 101

Thursday, December 1, 3:30 PM AND Tuesday, December 20, 8 AM

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

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

MEMBERSHIP REFERRAL INCENTIVE

Refer a business & they join, you receive a \$50 Referral Reward.

It's that simple. The \$50 can be designated towards many Chamber programs and events, including your dues.

Referred a new member? Call 610.326.2900 or visit us on the web at www.tricityareachamber.com

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

CALENDAR OF EVENTS



TRICOUNTY AREA CHAMBER OF COMMERCE

BE SEEN. BE HEARD. BELONG.

NETWORKING

Wed., Dec. 7
8 – 10 AM

SEMINAR – EMPLOYEE HEALTH

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

Irene Shetron, Public Health Educator, Chester County Health Department, and Dave Kraybill, Executive Director of Pottstown Area Health and Wellness Foundation. They will present on the topic of Employee Health and why it is important to area businesses, encouraging them to develop wellness initiatives.

\$25 per Member; \$35 per non-member

Tues., Dec. 13
5 – 6:30 PM

HOLIDAY MIXER

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

To show our appreciation to our Members for their support throughout the year, the Chamber invites you to join us for our annual Holiday Mixer at the Chamber Conference Center. Get in the holiday spirit as you enjoy refreshments donated by our food and beverage Members at this event.

No charge; Members only; Reservations appreciated

Thurs., Dec. 15
11:30 AM – 1:30 PM

WOW LUNCHEON

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

Dr. Karen A. Stout, President of Montgomery County Community College, will be discussing "The 'Deliberate Practice' of Professional Development". Learn about the importance of attending to your own professional development, as a high priority, and how that professional development feeds into the deliberate practice required for high performance (and sanity). Dr. Stout's presentation will be based on the book "Talent is Overrated: What Really Separates World-Class Performers from Everybody Else" by Geoff Colvin. This quick read makes the case that what primarily sets great performers apart is their engagement in deliberate practice; practice that is designed with intent, is repeated, is highly demanding and that isn't necessarily fun. Attendees are encouraged to read this book prior to the December WOW Luncheon.

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

Sponsored By: Schultz Technology Solutions

EVENTS

Thurs., Dec. 1
3:30 PM

CHAMBER 101

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

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

No Charge; Reservation required

Tues., Dec. 20
8 AM

CHAMBER 101

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

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

No Charge; Reservation required

Call Kitty Papp,
Special Events
Director, for more
information or to
sponsor an event.
610.326.2900



***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.

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

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

Be Seen. Be Heard. Belong.

SAVE THE DATES

Thurs., Jan. 5

MEMBERSHIP BREAKFAST – ECONOMIC FORECAST

Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468

7 – 7:30 AM
7:30 AM

Networking Program

Brian R. Hess, Senior Research Analyst for Brandywine Global's Fixed Income Team and Derek Menaldino, Chief Investment Officer of Main Line Financial Advisors, will be discussing the findings of a client survey and share their insights of national and international economics and politics as they apply to the tri-county area.

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

Sponsored By: Main Line Financial Advisors; Schultz Technology Solutions LLC; WBZH – 1370 AM

Tues., Jan. 10

11:30 AM – 1:30 PM

WOW LUNCHEON

Spring Hollow Golf Club, 3350 Schuylkill Rd., Spring City, PA 19475

Susan Krall, Director of Programming for the YWCA Tri-County Area, will be presenting "Managing Stress Wisely". She will be discussing how to identify the stressors in your life and how to recognize your response to them. Are your responses healthy or unhealthy? Stress can contribute to several physical and emotional disorders. This discussion will touch on a variety of coping mechanisms designed to create a healthy lifestyle balance.

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

Sponsored By: Arnold's Family Fun Center and Maillie, Falconiero & Co., LLP

Wed., Jan. 18

BOYERTOWN AREA PROGRESS DINNER

La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, PA 19525

4:30 PM
6 PM

Social Hour Dinner

The Boyertown Area Progress Dinner highlights business and community in the Greater Boyertown Area. There will be a presentation of the James K. Boyer Award to the Boyertown Alumni Marching Unit and a video by BASH students featuring Boyertown area businesses.

\$60 per Member; \$500 per table of 10; \$75 per non-member

Sponsorships available. See ad on page 47.

Platinum Sponsors: Cabot Supermetals; Media Fusion Technologies, Inc.; Pottstown Memorial Medical Center

Gold Sponsors: The Body-Borneman Companies

Thurs., Jan. 26

11:30 AM – 1:30 PM

POWER NETWORKING LUNCHEON

Western Montgomery Career and Technology Center, 77 Graterford Rd., Limerick, PA 19468

Looking to gain business contacts and promote your products and services? This is your chance to NETWORK full speed ahead. Bring plenty of business cards as this new format of SPEED NETWORKING will allow you to meet face-to-face with other Chamber Member businesses. **Limited to 2 Members per company.**

\$15 per Member; Member's only

Tues., Feb. 7

11:30 AM – 1:30 PM

WOW LUNCHEON

Copperfield Inn at Lakeside, 594 W. Ridge Pike Limerick, PA 19468

Kayte Connelly will be discussing the topic of "Women in Community Leadership: Understanding the Glass Cliff".

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

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

BECAUSE YOU *Belong...* MEMBER BENEFITS

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

FEATURED MEMBER BENEFIT OF THE MONTH

NEW! MOBILE APP

The TriCounty Area Chamber of Commerce is excited to announce we are launching a Mobile Web App! Users will be able to search our Directory, browse Events, track Chamber News, and redeem Coupons from their Smartphones or mobile devices!

Our Mobile App will be **FREE** to download and compatible with **iPad, iPhone, Android, and Blackberry** platforms!

There will be opportunities for Members to enhance their Mobile Web App listing, so keep an eye out for these limited offerings.

This project is currently in the works, so stay tuned for our launch date.



ALWAYS BUY CHAMBER



TriCounty Area Chamber of Commerce has a business directory on its website to help you find what you are looking for. This holiday season make sure you remember your ABC's – **ALWAYS BUY CHAMBER**. There is a full list of over 500 local businesses to meet all your personal and business needs when planning for the holidays this year! Visit the business directory at tricountyareachamber.com and support our local businesses and community.



WBZH – 1370 Radio Shows Archived on Website

Visit www.tricountyareachamber.com to listen to past radio shows featuring Member businesses and organizations. Don't forget, when you renew your Membership, you will have the opportunity to promote your business on the radio too!

RESUME SERVICE AND JOB POSTINGS

The Chamber's **RESUME SERVICE** allows job seekers to submit their resume to the Chamber, where it will be summarized in a listing that will be included right here in the *Route 422 Business Advisor*. This same information will be shared at our Chamber Membership Breakfast (held every other month). Chamber Member companies may then request copies of resumes that are of interest.

This month's resume includes – **Data Entry; Admin Professional; Customer Service**

JOB POSTINGS is one of the Chamber's newest website features! You can post your company's job openings on our website **FREE** for 30 days. Chamber Members just need to provide the details for the job posting and who the job seekers should contact and send those details to Jeff at jeff@tricountyareachamber.com. It's that easy!

Get INVOLVED!

Help Guide YOUR Chamber into the Future

The TriCounty Area Chamber of Commerce is restructuring its committees to **GET YOU** more **INVOLVED**.

Please consider **JOINING A COMMITTEE** and help the Chamber continue to be an organization that *effects change to create a thriving region*.

If you are interested in joining one of the committees listed below, please call 610.326.2900 or contact Eileen at elc@tricountyareachamber.com.

Event Committee

Pro-Business Council

Small Business Council

Ambassadors
(Engagement Committee)

Member Value
Committee

Foundation Committee



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!



CONSIGNMENT TICKETS

Time to stock up for the holidays! Don't forget about this great Member Benefit when thinking about what to do with your family this holiday season. **Also – makes a great stocking stuffer!**

Bear Creek: Weekday \$30.50; Gate Price \$47.00; Evening \$22.50; Gate Price \$34.00

Camelback: Weekend/Holiday \$51.00; Gate Price \$59.00; Midweek \$41.50; Gate Price \$49.00

Jack Frost/Big Boulder: Adult Midweek \$36.00; Gate Price \$44.00; Adult Weekend \$42.50; Gate Price \$50.00; Adult Holiday \$47.50; Gate Price \$52.00; Youth Midweek \$32.00; Gate Price \$33.00; Youth Weekend \$34.00; Gate Price \$40.00; Youth Holiday \$39.00; Gate Price \$42.00; Night Anytime \$25.50; Gate Price \$28.00

Movie Tavern: 10 Tickets for \$63.50; Gate Price 10 Tickets for \$95

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

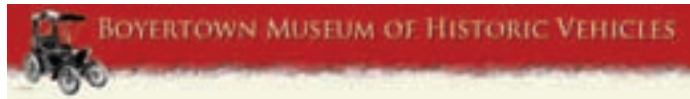
National Aquarium: Adult (12-59) \$23.50; Gate Price \$29.95; Child (3-11) \$18.00; Gate Price \$24.95; Senior (60+) \$22.00; Gate Price \$28.95; Military \$20.00

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

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

BUSINESS CARD EXCHANGE

Thank you to November's Business Card Exchange sponsor:



TriCounty Area Chamber of Commerce
Cordially invites you to our
2011 Holiday Mixer

Enjoy refreshments and networking with fellow Chamber Members.
Member's Only; No Charge; Reservations Appreciated

December 13, 2011
5 PM to 6:30 PM

TriCounty Area Chamber Conference Center
152 E. High Street, Suite 360
Pottstown, PA 19464

RSVP online at tricountyareachamber.com or call 610.326.5158

RIBBON CUTTING



Bally Savings Bank

Richard Schmoeyer, Jr., President of the Bank, and Diane McElwee, Executive Vice President and Treasurer, (holding scissors) cut the ribbon on the renovated Bally Savings Bank. They are joined in the photo by additional bank staff, Chamber ambassadors, and other business representatives that assisted with the renovation project. 📷

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION

MEET CHRIS COONEY, MEMBER OF LEADERSHIP TRICOUNTY CLASS OF 2012

Leadership Tri-County is administered through the TriCounty Area Chamber of Commerce Foundation, Inc. Since its inception in 1993, the program has PREPARED more than 100 community members for leadership positions in the tri-county area.



Christopher Cooney

Christopher Cooney, Manager Chemistry, Radioactive Waste, and Environmental for Exelon – Limerick Generating Station, has worked in the tri-county area for 25 years. Chris is married to his wife Candace and has three children, Tim(20), Caroline(16), and Nicole(11). Chris graduated from Penn State University with a Bachelor of Science in Chemical Engineering and went on to receive his Masters of Science in Mechanical Engineering from Drexel University. In his spare time Chris enjoys golfing, skiing, and spending time with his family.

Chris believes that hard work and preparation lead to success. He likes the quote from Thomas Jefferson that says, "I am a great believer in luck, I find the harder I work the luckier I get". As a business

role model, Chris looks up to Herb Kelleher, former CEO of Southwest Airlines.

Chris is currently involved with helping the Pottstown Salvation Army develop its business plan to further their efforts to support the community as part of the projects portion of the Leadership Tri-County Program. "This region needs motivated and knowledgeable people to help local businesses and service organizations reach their goals. Tri-County Leadership develops people that can fill the needs of this community. I look forward to learning more about the area, meeting new people involved in the community, and helping the community through our service project," said Chris. 📷



LEADERSHIP UPDATE PROJECTS

A large part of Leadership Tri-County, other than getting to know the community more intimately, is completing a group project for a non-profit in the community. We are happy to announce that the 2011-2012 projects have been chosen and Leadership Tri-County class members have been getting to work. The eleven class members will complete three projects over the ten month period that the class takes place.

Carrie Robinson from Schultz Technology Solutions, Christopher Cooney from Exelon – Limerick Generating Station, and Valerie Rhoads from Cabot Supermetals will be working with The Salvation Army of Pottstown to build an advisory board made up of local business people from a variety of fields.

Anna Brendle from Pottstown Area Health and Wellness Foundation and Rhonda Lee from John Middleton, An Altria Company, will be working with the Borough of Pottstown to create a business and community resource guide.

Nicole Henderson from Montgomery County Community College, Michelle Catrambone from Fulton Bank, Jeff Kofsky from Pottstown SCORE, Ashley Slaughter from TriCounty Area Chamber of Commerce, and Kent Smith and Cindy Young from John Middleton, An Altria Company, will be working with the Pottstown School District and the Pottstown Downtown Improvement District Authority (PDIDA) to create a downtown student run school store and foster a larger program, a Pottstown School District Laboratory for Learning and Entrepreneurship.

Be on the lookout for Leadership Tri-County Class of 2012 project updates in future issues of the Route 422 Business Advisor. 📷



John Middleton, an Altria Company is the sponsor of the Leadership Tri-County Class of 2012.

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

OCTOBER BUSINESS CARD EXCHANGE

Back in October, Chamber Members gathered at The Victory Bank for the Business Card Exchange event. Here are some photos from that evening. To see more photos from this event visit the Photo Gallery at tricountyareachamber.com.



KITTY PAPP RECEIVES FIVE YEAR SERVICE AWARD FROM PACP

Congratulations to Kitty Papp, TriCounty Area Chamber of Commerce Special Events Director, for receiving the Five Year Service Award from the Pennsylvania Association of Chamber Professionals, the Chamber's state professional association. The Service Award recognizes professionals who have been dedicated to serving their Members and communities. Candidates for this award must have been in full-time chamber management for at least 5 years, are serving in chamber management in Pennsylvania, and have been a PACP member for at least 3 consecutive years. Congratulations Kitty! 🍷



PAID, INC. Announces Executive Director Hire

Pottstown Area Industrial Development, Inc. (PAID) has announced the appointment of Steven Bamford as its new Executive Director. Bamford's first day was November 10, 2011.

A resident of Lansdale, Bamford has over 20 years of economic development experience in local government as well as the private sector – since February 2010, he has been Co-Owner/Vice President of TCB Marketing, a results-oriented marketing, media and management consulting firm.

Additionally, Bamford served as a Manager, then Senior Manager, at Ernst and Young from 2002 to 2010. At Ernst and Young, Bamford was responsible for assisting Fortune 1000 and middle market clients making investment and location decisions in the US and abroad by identifying, negotiating and securing incentives from federal, state and local governments.

Prior to his private sector experience, Bamford worked in various positions in the public sector. From 1997 to 2002, Bamford held dual roles as the Vice President of Operations with the Allentown Economic Development Corporation and served as the Executive Director of the Allentown Commercial and Industrial Development Authority. In this capacity, Bamford managed the day-to-day operations of these organizations and their real estate redevelopment projects serving as "developer of last resort" for the most challenging, underutilized and functionally obsolete properties. Bamford also assisted businesses and developers in determining feasibility, site selection, and obtaining funding for projects. Some of these projects included the Bridgeworks, Portland Place, Plaza at PPL Center and Lehigh Landing.

From 1993 to 1996, Bamford served as

the Vice President for Special Projects with the New Castle County (DE) Economic Development Corporation where he assisted with site selection and provided support for companies seeking incentives, zoning or development plan approval for projects. Also, Bamford served as the Economic Development Specialist for the City of Reading from 1991-1993 where he performed financial analysis, evaluated development and operating budgets and made funding recommendations to City Council on requests from businesses and developers for assistance through the City's revolving loan fund.

"Steve's experience, energy and mix of public sector and private sector experience will be a positive impact to the Borough of Pottstown" said Jason Bobst, President of the Board of Directors.

"We were especially impressed with Steve's research into the Economic Development Strategic Plan and the most recent Urban Land Institute Advisory Panel Service Plan of 2009. He presented a possible entry plan into this new position from the priorities listed in these documents" added Reed Lindley, Superintendent of the Pottstown School District.

Bamford becomes the first Executive Director of PAID, Inc. since its re-birth as part of the Urban Land Institute Advisory Panel Service Plan recommendation for a single-source entity for economic development in the Borough of Pottstown.

Bamford received his Bachelor of Arts in Economics & Business Administration from Ursinus College and his Master of Business Administration from the University of Delaware.

PAID, Inc. selected Bamford from a field of 37 applicants. 🍷

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Women Value WOW!

“Networking”

– Peggy Brendlinger,

Tri County Area Federal Credit Union

“Informative and relevant”

– Joymarie DeFrusco-Chupein,
Keller Williams Realty Group

“Professional discussions”

– Rachel Conrad, Sealstrip Corporation

“Friendship”

– Lashel Barret, Sealstrip Corporation

“Meeting new people”

– Michelle Diener,

Keller Williams Realty Group

PENNSYLVANIA CONFERENCE FOR WOMEN

On October 25th a group of women from the TriCounty Area Chamber attended the Pennsylvania Conference for Women in Philadelphia. Keynote speakers for this event were 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.

“The PA Conference for Women has evolved into THE event for women serious about moving ahead with their careers. More than 5,000 packed the Philadelphia Convention Center for two days to hear legends such as Gloria Steinem give her 10 Tips for Fear Bustin’; participate in Tory Johnson’s day long Career Boot Camp; participate in a 1-2-1 personal brand audit session or uptick their LinkedIn profile. Keynotes, meet-up, the exhibit hall and career makeovers were additional features. If you couldn’t make this one, make sure to put 2013 on your calendar, when it will return to Southeast PA.” – Kayte Connelly, Best Principled Solutions, LLC

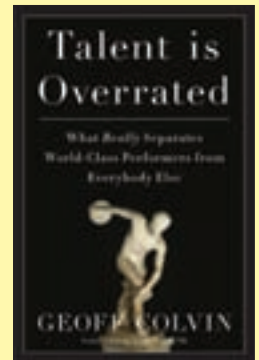
“The conference was filled with many informative and educational break-out sessions and the keynote speakers were inspiring. I left with next-step action items as well as long term vision changing and thought provoking concepts. It was well worth the time to attend. The energy of all those dynamic and motivated women in one place was really remarkable!” – Heather Chandler, Sealstrip Corporation

“I was honored and empowered by being in the presence of thousands of business women at the Pennsylvania Conference for Women, October 25th in Philadelphia. Leaders who represented the best and brightest in their fields spoke on topics that included career advancement, life transitions and obstacles, social media and entrepreneurship. Whatever your career path, and whatever your age, there was definitely value in investing time for your personal development by attending.” – Adele Klein, Klein Transportation. 📱

DECEMBER WOW LUNCHEON

Join the Chamber for the December WOW Luncheon on
Thursday, December 15th from 11:30 AM to 1:30 PM.

Dr. Karen A. Stout, President of Montgomery County Community College, will be discussing “The ‘Deliberate Practice’ of Professional Development”. Learn about the importance of attending to your own professional development, as a high priority, and how that professional development feeds into the deliberate practice required for high performance (and sanity). Dr. Stout’s presentation will be based on the book “Talent is Overrated: What Really Separates World-Class Performers from Everybody Else” by Geoff Colvin. This quick read makes the case that what primarily sets great performers apart is their engagement in deliberate practice; practice that is designed with intent, is repeated, is highly demanding and that isn’t necessarily fun. Attendees are encouraged to read this book prior to the December WOW Luncheon.



YWCA 2011 Tribute to EXCEPTIONAL WOMEN

On November 3, 2011, eight women from the tri-county area were recognized for their exceptional contributions to the community in the areas of Arts, Business, Nonprofit/Public Service, Education, Health, Lifetime Achievement, Rising Star, and Young Women. **The Chamber’s very own President, Eileen Dautrich, was honored for her work in the Nonprofit/Public Service sector at the YWCA 2011 Tribute to Exceptional Women.** This event honors the achievement, leadership, and service of professional women who are committed to creating opportunities for other women, families, and girls. Congratulations to all of the women who were recognized at this event and thank you for your ongoing contributions to the tri-county area. 📱

From left to right: Andrea Primas, YWCA Executive Director; Marilyn Baker, Health Award; Nicole Weising, Year of the Young Woman Award; Dr. Kathryn Soeder, Education Award; Julie Tonnessen, Arts Award; Eileen Dautrich, Nonprofit/Public Service Award; Kay Dougherty, Sally Lee Lifetime Achievement Award; Shirley Patterson, Business Award; Jaira Kurtz, Rising Star Award; Sharon Basile, YWCA Board President

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MEMBERSHIP BREAKFAST

On November 10, 2011, Chamber Members gathered for a monthly Membership Breakfast at Brookside Country Club to hear Dr. G. Terry Madonna, Director of the Center for Politics and Public Affairs, Professor of Public Affairs, and Director of the Franklin and Marshall Keystone Poll at Franklin and Marshall College.

For more than 30 years, Madonna has taught and written about his two academic specialties: the American presidency, and American political parties and political behavior. As a pollster in recent years, he has written extensively about voters and voting behavior. He holds a Ph.D. in political history from the University of Delaware.

Before joining the faculty at Franklin and Marshall, Dr. Madonna was Professor and Chair of the Government Department and headed the Center for Politics and Public Affairs at Millersville University.

Madonna founded the Keystone Poll in 1992, the oldest survey produced exclusively in Pennsylvania. In 2008, the poll's name was officially changed to the Franklin & Marshall College Poll. In this capacity, some of his media clients include the Philadelphia Daily News, WGAL-TV (Lancaster) to name a few. He has also polled for KYW-TV, Fox 29 – TV, and the Comcast Network along with several others.

Dr. Madonna guided the audience on how to think about the 2012 presidential election. He encouraged attendees not to think about this issue from a party point of view, but look at the historical situations under which presidents have been reelected and when they have not been reelected. Dr. Madonna took attendees back in time to look at how our post-WWII politics has differed from the rest of American history. The main difference, said Madonna, is that up until WWII the government was ruled by one party or the other for long periods of time. Democrats were in power until the time of Lincoln and Republicans ruled until WWII. Since then, we have had five Democratic leaders and five Republican leaders. This instability is relatively new in our country and makes Dr. Madonna's comments about voter behavior both interesting and relevant to attendees.



From there Dr. Madonna explained how all states are not equal in the electoral process. He made the point that the politically predictable states such as New York, California, and Texas will not make a difference in this upcoming election. Dr. Madonna said that there are 10 to 12 states that will matter, the swing states, and in each of those states, Pennsylvania being one of the 10 to 12, only a handful of politically unpredictable counties will decide the 2012 race. Of the seven counties in Pennsylvania considered to have the most swing voters, four of them are right here in our area, Bucks, Montgomery, Chester, and Delaware Counties. Dr. Madonna took this even further by saying that in those swing counties, the voters most likely to swing back and forth politically are college educated women. Dr. Madonna's point was that the election will come down to a small group of people.

Dr. Madonna also pointed out how different this election will be from those previous. Right now the national debate is centered on the economy and debts and deficits. The battle will be over whether government should do more or they should do less.



ABOVE: New Members from left to right: Ross Landy, WBZH 1370 AM; Gina Werkheiser, PuroClean Disaster Restoration Services; Jeff Neese, Winning Concepts; Doris Wertman, Visiting Angels; Alycia Wertman, Visiting Angels

LEFT: New Members from left to right: Tom Skelly, Miller's Insurance Agency, Inc.; Terry Fetterman, Tango Media Management; Mike Staffieri, Miller's Insurance Agency, Inc.; Aaron Orchinik, Miller's Insurance Agency, Inc.

BELOW: New Members from left to right: Deena Berger, Financial Independence Planning, LLC; Andy Meadows, J & J Environmental, Inc.; Cathy Paretti, The Gallery School of Pottstown; Michael Fox, AAMCO of Pottstown; Nick McCartin, ACN, Inc.; John McCartin, ACN, Inc.



Madonna pointed out that no president has been reelected with a job performance rating under 50% and no president has ever been reelected with unemployment over 7%. At the time of this Breakfast, Obama had an approval rating of 45% and unemployment was 9%. This will be an interesting election and surely one that has been different from those in the past.

A special thank you to the sponsors of this event: Boyertown Salvation Army, Pottstown Salvation Army, and Wanner Associates, Inc.

Welcome to our new Members: AAMCO

of Pottstown; ACN, Inc.; Financial Independence Planning, LLC; The Gallery School of Pottstown; J & J Environmental, Inc.; Miller's Insurance Agency, Inc.; Pottstown Quality Inn; PuroClean Disaster Restoration Services; Tango Media Management; Visiting Angels; WBZH – 1370 AM

The next Membership Breakfast will take place on January 5, 2012. Chamber Members will meet at Copperfield Inn at Lakeside for the annual Economic Forecast Breakfast; networking begins at 7 AM and the program begins at 7:30 AM. 📅

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ECONOMIC DEVELOPMENT LUNCHEON

October 18, Pottstown, PA - Chamber Members gathered at Copperfield Inn at Lakeside for the 2011 Economic Development Luncheon. Steven Wray, Executive Director of the Economy League of Greater Philadelphia, discussed the Economy League's new report "2026: Future Histories of Greater Philadelphia". Wray presented to the audience the 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.

The four futures, aptly named for the type of economy they described, are Global Village, Tight Belts, America in the Driver's Seat, and Partners in Hard Times. Wray encouraged the audience not to think about which future they like the most, but which components of our region will help us to be prepared for each possible future. "Each future has its own challenges and opportunities," said Wray, adding that, "Prosperity is possible in each of them, but not guaranteed in any."

Based on these four possible futures, the Economy League has put together what they think will be the "key success factors" to make Greater Philadelphia a world class region. These promising long-term investments recommended are business creation and entrepreneurship, education and talent development, international connections, higher education, infrastructure, efficient government and public-private partnerships, and public safety.

Wray encouraged Chamber Members to take a look at how they are preparing for the future histories of Greater Philadelphia. The Economy League will be facilitating more conversations in the future to identify priorities in the region to help Greater Philadelphia become a world class region. To view this report in greater depth, go to worldclassgreaterphila.org or go to the "News & Media" page at tricountyareachamber.com and click "Chamber Rewind" then "Event Presentations" to select and view the executive summary.

Four companies were recognized at the Luncheon for their significant anniversaries and their commitment to doing business here in the tri-county area.

115 Years – Frederick Living

77 Years – Superior Tube Company

40 Years – Schuylkill Valley Regional Dance Company

25 Years – Ridge Support Technologies

In April of 2011, two of our United States representatives received a special award from the United States Chamber of Commerce. The US Chamber awarded 195 representatives and 43 senators its coveted "Spirit of Enterprise" Award for voting in favor of jobs and economic growth in the second session of the 111th Congress. We were proud to recognize Congressman James Gerlach and Congressman Charles Dent at the October 18th event.

The Chamber thanks the Membership for its participation – the staff has received very positive feedback. 📄



Pictured from left to right: Anniversary Photo of John Hendrickson, Frederick Living; Jane Watson, Ridge Support Technologies; Doreen Brown, Schuylkill Valley Regional Dance Company; Bill Keohane, Superior Tube Company



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



(Left to right) Vince O'Domski, on behalf of Congressman Dent, and Congressman Gerlach



Members networking at the Annual Economic Development Luncheon.

"Thank you TriCounty Chamber! At the 2011 Economic Development Luncheon I made a great connection which looks like it will help me increase my business! A great networking opportunity!"

– Jennifer Martin, PeopleShare



Members from First Niagara getting ready to enjoy lunch and speaker, Steven Wray.

Thank you to our Platinum Sponsors:



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BUSINESS OF THE MONTH

Business of the Month is chosen at random through a business card drawing at Chamber events, or by participating in other Chamber programs, such as surveys. December's Business of the Month was chosen from a business card drawing from September's Multi Chamber mixer.



SINCE 1857... BOYERTOWN PUBLISHING A RESPECTED PRINTER AND MAILER

With its history dating back more than 150 years, Boyertown Publishing Company has established itself as a highly-respected commercial printing and direct-mail firm.

Its downtown Boyertown complex houses a compilation of offices; press, bindery and mailing equipment; and a huge climate-controlled warehouse facility.

However, despite its longevity and its stellar reputation, Boyertown Publishing Company remains a "best-kept secret" throughout much of the Boyertown and tri-county region.

Since 1857, the firm has been successfully providing offset printing and mailing services to a truly diverse and ever-changing marketplace. (And in this ever-evolving business climate, "digital" printing is also part of the menu at Boyertown Publishing.)

Truth be told, the "Publishing" moniker is somewhat of a misnomer, leading many to believe that the company is strictly a book-publisher. And that is certainly not the case.

Actually, the organization began as a newspaper-publisher and job-printer, as was the case with so many "small town printers" a century or so ago. But the newspaper segment was sold in the late-1960s ... and the rest is history.

That "history" encompasses a unique blend of expert printing craftsmanship and personalized service/attention to detail.

The locally and family-owned (Lobaugh family) business is poised to continue that tradition of excellence.

From short-run/one-color jobs to complex multi-color projects, the Boyertown Publishing approach is one of "getting the job done as our customers would expect."

The product offerings range from business cards to brochures ... from postcards and oversized card/mailers to posters ... from presentation folders to books and magazines ... and much more!!

The Pennsylvania Mailers division of Boyertown

Publishing Company offers a sophisticated mailing service (under the same roof to eliminate the need to transport a print job from one location to another).

Direct-mail has proven, time and again, to be a truly effective method of reaching a full audience or a specific (segmented) demographic. Businesses, churches and various non-profit organizations rely on Boyertown Publishing / Pennsylvania Mailers to handle their mailing projects – thoroughly and efficiently.

From pre-press services to the actual printing processes ... from folding / stitching / binding / embossing and the like to the mailing spectrum ... from packaging and shipping to on-site storage and fulfillment ... Boyertown Publishing Company gets the job done !!

Heading up the management team are company president Scott Gabel and general manager Greg Hoffman.

Gabel commented: "As we head toward 2012, despite the challenging economic conditions, Boyertown Publishing Company remains excited about the future."

"We are grateful for our talented and dedicated staff ... representing many, many years of accumulated knowledge and expertise."

Hoffman, who has been affiliated with the firm since 1973, echoed the sentiments of Gabel: "We are well aware of the challenges facing companies and organizations these days ... and a large segment of our game-plan here at Boyertown Publishing is to assist our clients and customers with old-fashioned, reliable service."

For more information about the printing and/or mailing services offered by Boyertown Publishing Company, you can phone 610-367-2121 or 1-800-362-7829. The fax number is 610-367-7093.

You can communicate via e-mail at info@boyertownpublishing.com. And more information is available via the web at www.boyertownpublishing.com.

Will We See Meaningful Reform?



Shayne Trimbell,
Project Coordinator,
GVF Transportation



In April of 2011, Governor Tom Corbett formed the Transportation Funding Advisory Commission (TFAC). The TFAC was charged with reviewing current funding mechanisms for transportation infrastructure, and identifying how Pennsylvania could modernize the system to properly fund our infrastructure. Previous reports made to PennDOT have identified an annual gap in funding of approximately \$3.5 billion dollars. The TFAC, made up of 40 individuals from throughout the state, all with some stake in improving our transportation infrastructure, completed their report and presented their findings to Governor Corbett on August 1, 2011 as was instructed in the commission's charter.

The funding recommendations made by the TFAC were broad based and included: extending vehicle registration from one year to two, extending driver's license renewal from five years to eight, eliminating the vehicle inspection for the first two years on new cars, and consolidating vehicle license centers. These changes will mostly generate savings within PennDOT with some minor revenue increases. Some of the more dramatic funding changes include: shifting the Pennsylvania State Police budget from the Motor License Fund to the State General Fund, consolidating public transit systems throughout the state, restructuring Act 44 of 2007 (the act created an annual transfer of funds from the PA Turnpike to PennDOT in the amount of \$450 million) to direct the funds to public transit, and uncapping the Oil Company Franchise Tax (a tax that is levied on the wholesale price of fuel and is currently capped at \$1.25 per gallon). The program would be a five year ramp up, and it is expected that these changes could raise as much as \$2.7 billion by year five.

These changes will, undoubtedly, increase the expense for each driver in the state. How much will these changes cost? The TFAC estimates that to raise the full \$2.7 billion, the cost to each driver will be approximately \$2.50 per week. What can the driver expect to see for the added expense? The backlog of structurally deficient bridges will be reduced significantly from current levels. Without the funding increase PennDOT does not expect to be able to stay ahead of the rate of bridges being added to the deficient bridge list. Bridges are only part of the investment; roadway surface will be improved by about 50% over current levels. Without

new funding PennDOT will have to cut its resurfacing program and use money saving techniques such as using oil and chip (a much less desirable resurfacing treatment) on more roads. Transit will benefit from the increase as well by purchasing new rail cars, new buses, upgrading stations, and expanding service options.

Since the report was released in August, Governor Corbett has remained silent on the issue. He has not stated publicly if he supports the findings of the report, nor has he indicated support for the legislature should they draft legislation based on the report findings. The silence from the governor has not stopped the legislature from acting. Senator Jake Corman (R-34) introduced three separate bills, SB 4, SB 1326, and SB 1327 to the Senate in early November. The bills address the recommendations listed above.

Without the governor's endorsement of the TFAC findings, or his support of legislation, it is unknown whether the legislature will advance the much needed reform of our transportation funding system. What we do know is that inaction will not improve our infrastructure. The drivers of Pennsylvania will be paying increased transportation expenses in the form of increased fuel consumption due to traffic congestion, higher auto repair bills resulting from poor quality roads, and face time consuming detours from closed bridges. Regardless of what the state legislature and the governor do, we will be paying more for transportation; it is just a matter of what we get for our money. ■

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

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JOB CREATION POLICIES

One of the main goals of the TriCounty Area Chamber of Commerce is encouraging policies that lead to economic growth, and thus supports the US Chamber of Commerce's recently released Six-Point Plan for Job Creation.

Expand Trade and Global Commerce - Congress and the Administration have the tools in your hands to quickly open new markets for American businesses and create new jobs for American workers

Produce more American Energy- Decision makers should let American energy workers and businesses responsibly develop all sources of domestic energy immediately. This will not only create jobs but will generate new government revenues, protect our energy security, and release us from the grip of some unfriendly governments.

Speed up Infrastructure Projects - Government at all levels is standing in the way of badly needed improvements in the nation's infrastructure. Hundreds of clean and traditional energy projects have been held up by Not In My Backyard (NIMBY) delays. We can strengthen our economy, clean the air, and save lives while putting hundreds of thousands of Americans to work.

Welcome Tourists and Business Visitors to the United States - Travel and tourism is a small business-centered sector that already accounts for \$700 billion in revenues and 7.4 million American jobs. Spending by foreign tourists counts as U.S. exports and helps our balance of trade. When business visitors come here for conferences, training, and trade shows and to buy our products, they strengthen America's role as the center of innovation and global commerce. We have an opportunity to create new jobs, spur consumer spending, and generate more revenues for government at all levels.

Alex Rahn, Wannner Associates, 908 North 2nd Street, Harrisburg, PA 17102; P-717.236.2050; www.wannerasoc.com

Speed up Permits and Provide Regulatory Certainty and Relief - Small and large businesses alike have cited regulatory burdens, the excessive litigation that regulations spawn, and fears about what government regulators will do to them next as among the most significant obstacles to new hiring. Immediate regulatory relief is required in order to begin moving \$1 trillion-\$2 trillion in accumulated private capital off of the sidelines and into business expansion.

Pass Tax Incentives that Create Jobs While Increasing Revenues - Comprehensive pro-growth tax reform must be a key deliverable of the Joint Select Committee on Deficit Reduction. Lawmakers and the administration can begin delivering now by swiftly enacting tax measures that stimulate business expansion and jobs without adding to the deficit.

The most immediate priority facing our nation is to create jobs for the 25 million Americans who are unemployed, underemployed, or have simply given up looking for work. Thus, Congress and the Administration's timely action on these and other ideas would significantly ease uncertainty, get existing capital off the sidelines, spur business and consumer activity, and create American jobs.

A positive business climate in the TriCounty Area and our Commonwealth benefits our residents, municipalities, and various other institutions. Support of pro-business policies go a long way towards making our area and Pennsylvania a better place to live, work, and raise a family. 🗑️

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BOYERTOWN AREA PROGRESS DINNER

SAVE THE DATE

2012 Business & Community Highlights in the Greater Boyertown Area

Wednesday, January 18, 2012

Inclement Weather Date: Wednesday, January 25, 2012

4:30 PM – Social Hour

(Beverages will be for sale from 4:30 – 5:30 PM)

6 PM – Dinner

La Massaria at Bella Vista Golf Course

2901 Fagleysville Road, Gilbertsville

\$60.00 per Member;

\$500.00 per Member table of ten;

\$75.00 per Non-member

Event Highlights Include:

James K. Boyer Award

presented to Boyertown Alumni Marching Unit

Video

by Boyertown Area High School Students

Sponsorship Opportunities Available

Please consider being a sponsor for the Boyertown Area Progress Dinner. For sponsorship information contact the Chamber Office at 610.326.2900 or email Kitty at kitty@tricountyareachamber.com.

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EATING HEALTHY WHILE ON A BUDGET: ADVICE WHEN APPROACHING FOOD SHOPPING

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

The grocery store has become a complex labyrinth of possibility, especially for families who desire healthy food on a smart budget. According to the Food Marketing Institute, the average number of items carried by a traditional grocery at the end of 2010 was a whopping 38,718. As consumers, we crave the concept of choice but are quickly overwhelmed by the multitude of options at our fingertips.

Having an exorbitant number of options may seem like a small worry; however, budget continues to challenge families who visit the grocery stores on average nearly twice per week. According to the latest projections by the US government, grocery prices are expected to climb between 4% and 5% by the end of 2011. Many operate under the assumption that eating healthy equates to spending money. Therefore, a 5% price hike may hinder healthy decisions in favor of what is on sale or featured in coupons. Suddenly all of those options lead to bad decisions in the name of saving money.

Health and wellness are intrinsically linked to maintaining a sense of happiness, yet achieving them at a time of uncertainty leads to questionable behavior, even while grocery shopping. The past couple of years have encouraged consumers to hone their spending skills. Generally speaking, a smaller percentage of Americans are willing to spend on quality, unless they're given good reason. For families, the fact that childhood obesity rates have been termed a national epidemic is just one reason to make smart and healthful choices in the grocery, as well as the kitchen.

It all begs the question: Is it possible to eat healthy on a budget? With a little dedication, the answer is yes! First, consider your resources:

PLAN AHEAD. The thought of planning your excursions to traditional supermarkets may seem like an unappealing step if you are not accustomed to it, but a little thoughtful strategy can go a long way. Generally, we crave instant grat-

ification. When food shopping, it is easy to succumb to impulse purchases, which elevate expenses and usually equate to unhealthy prepared foods. A list gives consumers a sense of direction and purpose when navigating the aisles. In addition, consult, but don't rely on, weekly flyers and coupons. Whereas they offer competitive pricing, they do not always pay attention to the healthiest choices. And just because you have coupons do not feel the need to use them. Especially if the foods are not something you normally use or are for unhealthy items.

ENJOY VARIETY. While many of us call the traditional grocery our main source when food shopping, a plethora of options exist for consideration. For instance, farmers markets and roadside stands sell locally-grown produce, while specialty stores and mass retailers create a competitive market. Though it may take away some of the efficiency of the one-stop-shopping experience, it does create potential for more robust savings. It is all a matter of simply knowing your community.

DO-IT-YOURSELF. More Americans are returning to their gardens as a means of growing their own organic produce. The fresher the better; processed foods may seem enticing, but they lack the nourishment meant to support a smart diet. For families, gardening offers an engaging project that emphasizes and educates all members on the importance of healthy living. Also, consider the benefits of canning or freezing your produce, whether home-grown or store-bought. The laws of supply and demand dictate that seasonal foods have the potential to be less expensive. You may enjoy fresh produce throughout the year, just by thinking ahead, stocking up and preserving foods when pricing is right.

EATING SMART. Americans love their fast food lifestyle. A diet that includes increased levels of refined flour, sugar, salt and fat, coupled with a decrease in physical activity has taken its toll on our collective well-being. According to recent comments by Dr. Michael F. Jacobson, the executive director of the Center for Science in the Public Interest, "The typical American diet is promoting major health problems, causing serious environmental pollution and unintentionally creating poor working conditions for those who harvest, process and prepare our food."

In addition to improving shopping techniques, budget-conscious consumers must also consider how to eat smart

and watch out for the foods that miss the healthy mark. Some suggestions:

EAT LESS MEAT. Experts suggest that Americans indulge in their passion for meat more often than they should. By reducing intake, it is possible to invest in better quality meats to balance additional costs. Additionally, incorporating other sources of protein, such as poultry or beans, creates a more well-rounded diet.

CONSIDER WHOLE GRAINS. Whether bread, cereal or pasta, steer clear of refined or white flour in favor of whole grains. As is the case with fruits and vegetables, whole grains offer a bevy of necessary vitamins and minerals to support a balanced diet.

BUY BULK IN MODERATION. There is a difference between buying bulk paper supplies versus fresh fruits and vegetables. Unless you plan to preserve, can or freeze for later use, often produce will go to waste in refrigerators. Also, pay careful attention to expiration dates. Americans are especially guilty of throwing away spoiled food, with estimates suggesting anywhere from 25% to 40% of food purchased being disposed of annually.

WALK THE PERIMETERS. The adage is true – fresh food and baked goods typically line the outside edge of grocery stores, while processed and junk foods take up aisle space. Keep focused on your list and take to the aisles sparingly.

DRINK MORE WATER. Sugary beverages equal empty calories and can easily raise your grocery tab. Water is essential, and in the best scenario, tap water is free.

MIX AND MATCH. Fashion stylists suggest that you need only a handful of items to create a versatile wardrobe. The same is true for food preparation. By planning ahead of time, you can outline family meals that stem from a standard group of healthy ingredients, while still offering the variety you crave.

SNACK RESPONSIBLY. It's inevitable that snack foods will find their way into our grocery baskets. By including healthy snacks, as well as an indulgence or two, on your list, you can curb detrimental and pricy impulse purchases.

Eating healthy does not have to be expensive. Making just a few behavioral shifts will strike the right balance between feeding your family responsibly while remaining on a budget. ■

REVEREND KERRY PIDCOCK-LESTER APPOINTED TO POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION BOARD

Pottstown, PA – November 2, 2011 – The Pottstown Area Health & Wellness Foundation recently appointed Reverend Kerry Pidcock-Lester, of Pottstown, PA to its board of directors.

Reverend Pidcock-Lester is the Co-Pastor of First Presbyterian Church in Pottstown since June 1994.

"Kerry brings specific talents to our board," comments David Kraybill, Executive Director of the Foundation. "Her leadership and communication skills, in addition to her insightfulness and community involvement are key qualities which will enrich the Board." In addition to her Board assignment, Reverend Pidcock-Lester will serve on the Grants/Program and Nominating committees.

A graduate of Duke University, Reverend Pidcock-Lester received her Master of Divinity from Union Theological Seminary, Richmond, Virginia. She is also active in the community and serves on several not-for-profit boards. ■



Promoting Healthy Living

www.pottstownfoundation.org

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

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CHANGING IT UP



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

I am going to expand my column focus a little this month to deal with the issue of change and introducing change in an area.

I have worked in a number of different communities throughout the commonwealth and have introduced change as part of the main street manager program.

I remember on my first day of my first main street job in Loch Haven, a local realtor summoned me. He told me in no uncertain terms that everyone was happy about the way things were going and... and, although he thought I probably had a lot of good ideas, they were not looking to make any changes. Many other places braced for change like Downingtown and some endorsed change like South Street.

Change sometimes happens in ways that we do not expect. Currents of society sometimes bring a change in the way people live their lives. Changes in society like the adoption of legal abortion affected everyone who is part of the reproductive process in society. People maintaining faithfulness to the values before the change will continue to live their lives in a manner they deem appropriate. As they continue to practice their beliefs, the change becomes the norm.

The invention of the computer has had a profound affect on the way society conducts their business. Access to information has enabled people to learn about subjects, which in the past would have been difficult to research. Information was placed in people's hands.

This created some situations of action being forced by the revelation that an incident has happened. Things that in

the past that would take days or weeks to be publicized are now documented as they happen. People in authority are asked to react instantaneously. Now some guy in Indonesia sneezes and the price of oil goes up five cents a barrel.

Cultural change is difficult to manage, and when it happens it can spread in unexpected ways. A main street manager implementing change may get unexpected results from the action.

(See "Downtown Marketing & Development" on page 50)



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 49)

In most cases the issue would not be on the level of abortion or as wide sweeping as the computer but could hit home in a number of different populations.

When I first arrived in Phoenixville, there was a need to deal with the perceived lack of safety factor in the downtown. I studied the problem and realized that individuals who provided that perceived feeling populated the two benches in the center of town. They were selling drugs and sex from that bench and there was not much anyone could do about it. They have the right to sit on the bench.

I had the benches removed to introduce an interruption in the activity. I found that it was a very unpopular move. People had been sitting on the benches for a number of years and although the problematic people populated the bench, the benches had its legitimate loungers too. I had affected not only the culture of the drug dealers it affected the borough by eliminating a long-standing tradition of hanging ten at the corner in downtown.

Other changes ensued as the people who were putting their trash in the pub-

lic trashcan were without a place to throw their daily bag of trash. One woman was beside herself, because she just had a baby, now bags of dirty diapers started appearing all over town. It was weird for a while she kept putting the bags where the trashcan used to be... like it was a designated trash pick up or something.

Then there were the patrons of the casino bus. Since there was free parking most of the people parked all day in the downtown parking lot and took a trip to Atlantic City. The patrons were upset that the benches were removed. Some of them threatened not to come to the center of town and park all day. I could not understand why that was a threat but they thought it was.

Although there was an original intention, there were elements concerning different issues that became known because of the action. Most of the results were positive for me because it eliminated a specific destination for purveyors of narcotics and sex trade workers. Some casino patrons were parking elsewhere which freed up spaces in the parking lot downtown. I also had the

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unexpected result of finding bags of poop around town at least until she potty trained the kids.

The potty training timetable did not work for me. I then went to the landlord and chatted about the bags of poop. I asked him if he could provide an alternative to the current poop disposal method. He explained to me that there was no place for people to store their garbage except inside. I felt the woman's pain. Baby poop smells as much as and maybe even more than any other poop. I was able to work out a solution whereby the landlord dealt with the storage situation and thank goodness that the baby poop stopped appearing.

Subsequent actions concerning the purveyors and workers were easy because they were mobile. I would 911 purveyors all the time, right in front of them. You could see them scatter when I came down the street. I organized a community watch to keep the purveyors out of the neighborhoods. We 911'd purveyors moving onto the side streets.

I followed up with the sex workers and created a zone on the sidewalk, which was delineated with a sign, and

some chalk marks, which explicitly forbid them from entering. The space was just a 6 x 10 square that broke the routine of walking up one side and back down the other.

I also followed up with the cars and pick up trucks that trolled the street looking for the sex workers. We took their license numbers down and reported them to the police as they did not seem to know the difference between a sex worker and a mom pushing a baby stroller.

It is change, upon change, upon change, upon change that results in lasting change. Every time you implement one change a couple of other changes happen as a result of the initial change. The sequence of change goes like this... if I go there I can do this, if I go there I think I can do this, if I go there I may be able to do this and if I go there I cannot do this.

Each time you address one issue other issues come up in relation to the initial issue. If you follow the trail and you are faithful to your mission, you will accomplish change. The change you get may not be the change you want. You also may get change that excludes you from the loop of change. 🗑️



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INVESTMENT IDEAS

By William M. Schultz, CFP®, CRC®; Wells Fargo Advisors

There's a theory on Wall Street that goes something like this: If you follow the crowd and buy the hot investment of the day, chances are you'll be scooping up shares when most others are about to sell. This natural "herd instinct" of buying when everyone is euphoric may mean you've entered the game too late and are buying at the wrong time.

Investors often jump in at the wrong time because they're worried about what others are doing instead of focusing on good old-fashioned fundamentals such as a company's earning potential and its management.

History continually shows us that when individuals choose investments without a prudent basis for doing so, they often wind up losing money that can take many years to recover. We saw this from 1998-2000, when investors drove the Nasdaq composite over 5,000 — only to see it fall to less than 2,000 over the following year.

History has also shown that when individuals avoid investments because the popular thinking is to steer clear of them, opportunities are often overlooked. We saw this in early 1982, when interest rates were high and companies had a difficult time impressing analysts with their earning

potential. That period proved to be the beginning of a bull market that lasted more than fifteen years.

(See "Investment Ideas" on page 58)



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INVESTMENT IDEAS

(Continued from page 57)

Good Advice

In response to market downturns, some investors shift a greater percentage of their assets to liquid investments. Time and again, this strategy has also proven to be a mistake.

Keep in mind that, over its history, the stock market has experienced nearly twice as many bullish periods as bearish periods. And while past performance is no guarantee of future investment results, the stock market has bounced back from every major market downturn to date.

When times get tough for stocks, we generally recommend that you maintain your confidence in their long-term growth potential and use these simple strategies:

- Reduce your cost by averaging down. If one of your stocks declines in value, but the underlying business still appears sound, consider buying more shares. You will reduce your overall cost basis; you do, of course, increase your losses should the stock value continue to fall. A periodic investment plan such as dollar cost averaging does not assure a profit or protect against a loss in declining markets.

- Stay diversified. Keep your assets spread among investments, which have historically performed differently under the same market conditions. Profits from appreciated investments can help offset losses from any losing investments.

- Stay focused on your long-term goal. Don't try to avoid the downturn by jumping out of the market. No one can accurately predict when it will rebound. Remembering why you invested in the first place will help you stay calm during times of market uncertainty.

Stocks offer long-term growth potential, but may fluctuate more and provide less current income than other investments. An investment in the stock market should be made with an understanding of the risks associated with common stocks, including market fluctuations. ▣

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FOR SALE- (ZC2080) 3208 SANATOGA ROAD, POTTSTOWN. RURAL SETTING YET CLOSE TO 422 & ALL MAJOR ARTERIES. 2-3 BEDROOM STONE FARMHOUSE WITH LARGE STONE BARN. INCLUDES STORAGE SHEDS, OUTBUILDINGS AND A SPRING HOUSE. LOTS OF STORAGE. ZONED LLJ BUT USED AS A HORSE FARM-RESIDENTIAL. \$250,000

FOR SALE- (ZC2083) DOUGLASS TOWNSHIP, BERKS COUNTY (3/4) ACRE LOT IN INDUSTRIAL PARK WITH APPROVED LAND DEVELOPMENT PLAN TO CONSTRUCT UP TO 27,000SF OF FLEX SPACE. OWNER WILL ALSO CONSIDER CONSTRUCTING THE BUILDING IF A TENANT IS SECURED. CALL FOR DETAILS. \$475,000

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

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

FOR SALE- (ZC2111) 2431 MORGANTOWN ROAD, READING. PRIME LOCATION-COMMERCIAL/RETAIL PROPERTY LOCATED ON BUSY ROUTE 10. LARGE 58R RESIDENCE ABOVE COMMERCIAL SPACE IDEAL FOR OWNER TO LIVE IN OR RENT FOR EXTRA INCOME. 1BR EFFICIENCY UNIT ON FIRST FLOOR REAR CAN ALSO BE LEASED FOR EXTRA INCOME. 2ND 2,000SF BUILDING IN REAR OF PROPERTY. VILLAGE COMMERCIAL ZONING ALLOWS FOR A MYRIAD OF POSSIBILITIES. 1.57 ACRES HAS LARGE FENCED IN AREA. A BETTER LOCATION JUST PAST FLYING HILLS CANNOT BE FOUND. CURRENTLY USED AS BLACKBERRY SERVICES. OWNER WILLING TO CONSIDER NEGOTIATING BUSINESS AND INVENTORY. \$398,000

FOR SALE- (ZC2114) 301 S. RAILROAD STREET, MYERTOWN. FORMER PERSONAL CARE FACILITY. 15 BRs IN MAIN BLD. 3RD FL. FEATURES 1BR OWNERS APT. LEASED 1BR UNIT AT REAR OF PROPERTY. POSSIBLE USES INCLUDE BOARDING HOUSE, BED & BREAKFAST, POSSIBLE APARTMENT CONVERSION. LARGE 7.348SF PROPERTY ON CORNER LOT IN QUIET NEIGHBORHOOD. POSSIBLE OWNER FINANCING. \$280,000

FOR SALE- (ZC2119) CHESTNUT HILL ROAD, MORGANTOWN. PRIME INDUSTRIAL DEVELOPMENT LAND ADJACENT TO MOUNTAINEER VILLAGE. LOT #1-28.75 ACRES (\$500,000); LOT #2-5.70 ACRES (\$210,000); LOT #3-5.62 ACRES (\$210,000); LOT #4-5.54 ACRES (\$190,000); LOT #5-5.59 ACRES (\$180,000). INDUSTRIAL ZONING PERFECT FOR MANY USES. EASY ACCESS TO ROUTES 10, 176, PA TURNPIKE AND NEW MORGAN DEVELOPMENT. PERFECT FOR MOBILE HOME DEVELOPMENT WITH SPECIAL ZONING EXCEPTION. \$1,000,000

FOR SALE- (ZC2120) 1178 COMMERCE DRIVE, POTTSTOWN (POTTSTOWN RECYCLING MATERIAL COMPANY). INCOME PRODUCING PROPERTY SPECIALIZING IN LUCRATIVE RECYCLING OF BRICK, ASPHALT, CONCRETE AND TREE WASTE. 6 WORKING WELLS ON PROPERTY. EASILY ACCESSIBLE TO MAJOR HIGHWAYS. LIGHT INDUSTRIAL ZONING ALLOWS FOR MANY USES. MECHANICAL CRUSHER AND OTHER EQUIPMENT INCLUDED IN OFFERING. Reduced \$899,000

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

FOR SALE- (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN. 3825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. LOWER LEVEL (BASEMENT) CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. Reduced \$199,900

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

FOR SALE- (ZC2125) 39 S. READING AVENUE, BOYERTOWN. BOYERTOWN BORO RESTAURANT/APART. BLD. 5 APARTMENTS + REST. RESTAURANT IS TURNKEY OPERATION, READY TO GO. FULLY EQUIPPED. SEATING FOR 245 PEOPLE. OFFSTREET PARKING FOR 15+ CARS. COMMUNITY LOT ADJACENT TO PROPERTY. PUBLIC WATER AND SEWER, ELECTRIC HOT WATER HEAT. 1BR-\$750/MONTH; 1BR-\$600/MONTH; 2BR-\$700/MONTH; 2BR-\$700/MONTH; 3BR-\$700/MONTH. ALL APARTMENTS ARE LEASED AND ON A MONTH TO MONTH BASIS. \$459,000

FOR SALE- (ZC2132) 3575 SCHUYLKILL ROAD, SPRING CITY. EAST VINCENT TOWNSHIP COMMERCIAL PROPERTY. HIGHWAY EXPOSURE. FEATURES INCLUDE PUBLIC SEWER, ONSITE WELL, GAS HOT WATER, ONSITE GAS, 200AMP ELECTRIC SERVICE. Reduced \$550,000

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

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

FOR SALE- (ZC2135) 1147 E. SCHUYLKILL ROAD, POTTSTOWN. INTERESTING HOME BUILT BY BETHLEHEM STEEL. IT IS CONSTRUCTED OF STEEL AND CONCRETE. ALL FLOORS ARE CONCRETE. WOOD/BRICK EXTERIOR. PITCHED ROOF. ONSITE WELL, PUBLIC SEWER, OIL, HOT WATER. WASHER AND DRYER ARE INCLUDED. Reduced \$179,900

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

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

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

FOR SALE- (ZC2141) PRIME COMMERCIAL PROPERTY IN MORGANTOWN. OFFICE/RETAIL/MEDICAL SPACE FOR SALE OR LEASE. 3 CLASS A SUITES. \$695,000 (or \$8,000/SF TRIPLE NET)

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

FOR SALE- (ZC2144) 1833 E. HIGH STREET, POTTSTOWN. BEAUTIFUL SINGLE STONE BUILDING COMPRISED OF 3 RENTAL UNITS AND A GARAGE. 1ST OFFICE CURRENTLY VACANT. 2ND FLOOR BOASTS A 2BR APT AND 3RD FLOOR IS A 1BR APT. RESIDENTIAL UNITS & GARAGE ARE LEASED. OFFICE HAS BEEN UPDATED W/NEW FLOORING. CALL FOR INFORMATION ON INCOME & EXPENSES. \$214,900

FOR SALE- (ZC2145) INCOME PRODUCING PROPERTY- 15 STORAGE UNITS, 40X90 BUILDING, 30X30 BUILDING PLUS OUTSIDE STORAGE RENTAL. 3 ACRES OF GROUND. VARIOUS POSSIBILITIES. CALL FOR INCOME AND EXPENSES. \$370,000

FOR SALE- (ZC2146) 1001 N. HANOVER STREET, POTTSTOWN. NEWER 8 UNIT APARTMENT BUILDING. ALL UNITS ARE 2BR AND FULLY LEASED. 8 RANGES & 8 DISHWASHERS INCLUDED IN PRICE. CALL FOR INCOME & EXPENSES. \$595,000

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

FOR SALE- (ZC2150) 1827 COUNTY LINE ROAD- WASHINGTON TOWNSHIP, BERKS COUNTY. LOCATED A SHORT DISTANCE FROM RT. 100 BETWEEN ALLENTOWN AND READING. 16,889SF BUILDING ON APPROX. 3 ACRES. FORMERLY OCCUPIED BY TWO TENANTS. MACHINE SHOP AND WAREHOUSE/OFFICE USE. MANY POSSIBILITIES FOR OWNER OCCUPANT OR INVESTOR. AMPLE PARKING. CALL FOR DETAILS. \$595,000

FOR SALE- (ZC2151) POTTSTOWN AUTO BODY/AUTO REPAIR SHOP. 3,000SF, 5 BAYS, PAINT BOOTH, 4 OVERHEAD DOORS. BUILDING IS IN GOOD CONDITION WITH REAR FENCED AREA FOR STORAGE. READY FOR YOUR BUSINESS. \$175,000

FOR SALE- (ZC2152) N. CHARLOTTE ST., POTTSTOWN. SINGLE (5) UNIT APT. BLDG. CURRENTLY ALL UNITS OCCUPIED AND RENTS ARE BELOW MARKET. ALL TENANTS PAY HEAT AND HOT WATER. INVESTMENT PROPERTY WITH GREAT POTENTIAL TO PROVIDE HIGH INCOME TO NEW OWNER. \$129,000

FOR SALE- (ZC2153) KUTZTOWN ROAD- 7,000SF HISTORIC BLDG. ON 1 ACRE LOT. MANY POSSIBLE COMMERCIAL USES. CURRENT OWNERS HAVE STARTED \$400,000 IN INTERIOR IMPROVEMENTS SINCE 2003. ONCE KNOWN AS KIRBYVILLE HOTEL. 46 CAR PARKING LOT ON BUSY ROUTE 222 N. LARGE CAPACITY SEPTIC SYSTEM INSTALLED IN 1995. ROAD FRONTAGE ON ROUTE 222 277' AND 155' ON RICHMOND ROAD. VERY ANNOXIOUS SELLERS. BLDG. IS OVER 200 YEARS OLD. WAS A POSSIBLE STOPPING POINT FOR UNDER GROUND RAILROAD DURING CIVIL WAR. ORIGINAL STONE WALLS UNDER STUCCO. \$325,000

FOR SALE- (ZC2154) BERKS COUNTY 42.8 ACRES- MANY POSSIBILITIES. LOCATED ON MAIN HIGHWAY. CALL FOR ADDITIONAL INFORMATION. \$3,500,000

FOR SALE- (ZC2155) BERKS COUNTY 27.4 ACRES- POTENTIAL DEVELOPMENT. PREVIOUS PLANS AVAILABLE. CALL FOR DETAILS. \$1,900,000

PENDING

(ZC2115) 2427 MORGANTOWN ROAD, READING- 2.18 ACRES- PROPERTY TO BE SOLD AS ADDITIONAL LAND TO PROPERTY ADJACENT KNOWN AS 2431 MORGANTOWN ROAD, WHICH IS SEPARATELY LISTED. TOTAL PACKAGE WOULD BE 3.6 ACRES. LOCATED ON ROUTE 10 IN FLYING HILLS. ACROSS ROAD FROM LARGE TURKEY HILL. IDEAL FOR SHEETZ, WAWA, CVS, RITEAID OR BANK. CALL LISTOR FOR ADDITIONAL INFO. PUBLIC WATER AND SEWER AVAILABLE. Reduced \$178,000

SOLD (ZC2130) 307 MAIN STREET, ROYERSFORD

SOLD (ZC2126) 133 S. RICHMOND STREET, FLEETWOOD

SOLD (ZC2143) 1374 S. HANOVER ST, POTTSTOWN

Call Toll Free 1-866-948-2255

Listings For LEASE

(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 St., 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.

(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- 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) Manatwamy Road, Boyertown- 1,200SF 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. 21,000SF stand alone building with heat and AC. Start your own business for \$1,000/Month plus utilities. All equipment usage is included with rent.

(ZC1121) Auto Body or Auto Repair Shop in borough of Pottstown- 3,000SF with 5 bays, paint booth, 4 overhead doors. Rear fenced area for storage. \$1,400/Month + Utilities.

(ZC1122) 190 Moser Road, Pottstown- Convenient location with good visibility. 1,500SF space presently used as Beauty Salon. New heating system/central air, ample parking in front of building, powder room. \$1,100/Month includes trash, water & sewer, snow removal.

(ZC1123) North Coventry (2) spaces for LEASE- 1109 S. Hanover St., Pottstown - GARAGE REPAIR / STORAGE SPACES: Space #1 (1850SF) 4 - 10' doors. \$800/Month + utilities. Space #2 (3000SF) 4 - 12' doors. \$1,600/Month + utilities.

(ZC1124) 215 East First Street, Birdsboro- Store Front with curb appeal on busy Birdsboro street now available. Includes: basement storage, conference/work room and powder room. \$445/Month.

LEASED (ZC1097) 1145 E. Phila. Ave. Gilbertsville-

LEASED (ZC1096) 21 S. Limerick Rd., Limerick -

LEASED (ZC1101) 12 Church Lane, Douglassville-

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