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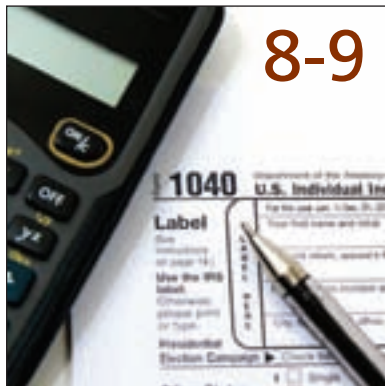
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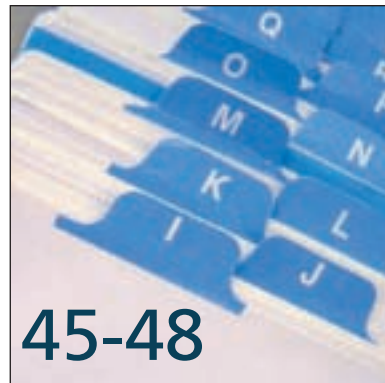
In This Issue | JANUARY 2012



Physicians and staff are moving forward with new initiatives to make Physicians Care Surgical Hospital the first place people think of for quality, comfortable, patient-centered surgical care.



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Published by: MACnificent Pages,
P.O. Box 334, Pottstown PA 19464-0334
Editor & Publisher – Bill Haley
Advertising Manager – Patti Seigel

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Physicians Care Surgical Hospital

OFF TO A RUNNING START



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

COVER STORY



After a whirlwind year of operation, **Physicians Care Surgical Hospital** celebrated its first anniversary on October 25, 2011. The hospital is growing steadily and all of the physicians and staff are moving forward with new initiatives to make Physicians Care the first place people think of for quality, comfortable, patient-centered surgical care. The physician-owned hospital, which offers surgical procedures in orthopedic surgery, hand surgery, otolaryngology, ophthalmology, general surgery, gynecology, oral and maxillofacial surgery, and pain management, serves the communities of Limerick, Royersford, and surrounding Montgomery, Chester, and Berks Counties. Physicians Care, a Blue Cross provider, is designed and dedicated to surgical care only. This focus of care on the specific needs of surgical patients substantially lowers the risk of infection and increases safety and patient satisfaction.

A joint replacement patient treated at Physicians Care summed up his experience at the hospital by saying, "What makes Physicians Care different from other hospitals is the higher level of attention and communication experienced. The interest and involvement of each person who participated in my care was genuine and thoughtful, and the tips regarding my experiences going forward proved to be spot on, and I believe that helped contribute to my recovery."

Positive patient experiences such as these prompted readers of the *Pottstown Mercury* to crown the facility as the Number One surgical facility in the area, and earned the hospital national customer satisfaction scores that markedly surpass those of the national average. The 30,000-sq-ft facility also obtained DNV accreditation, which integrates standards of the U.S. Centers for Medicare and Medicaid with ISO 9001, an internationally recognized standard for quality in service industries. Physicians Care is one of only three hospitals in Pennsylvania to merit the prestigious DNV accreditation.

"At Physicians Care our primary goal is to provide an outstanding experience where patients feel secure in a warm, patient-centric environment," said **Frederic Liss, MD**, hospital board chairman and medical director.

As part of an initiative to provide an increasingly positive patient experience, Physicians Care will implement in-house PAT (pre-admission testing) for its surgical patients in the first part of 2012. The PAT clinic allows patients to schedule all pre-admission testing, including labs, x-rays, and physicals, at the facility prior to their surgery.

"PAT is just another way Physicians Care is looking to make our facility more patient friendly," said **David W. Orskey** MSHS, administrator, Physicians Care Surgical Hospital. "Here, we can screen patients for pre-existing conditions and allow them to take care of everything under one roof. On the PAT day, patients will be given a tour of the hospital in order to orient them for their upcoming procedure. They can meet some of the people who will be caring for them in the operating room and in our inpatient area, thus reducing the anxiety and uncertainties that naturally precede virtually everyone's surgical experience."

Leadership in the community is an integral part of the mission of the members of Physicians Care Hospital. In December, the facility worked with Philadelphia-based Helio Power Systems to install 235 Lumos LS300 330-watt solar panels on the hospital roof. The solar panels will help



WENDY DRUMMOND

offset a significant portion of the energy consumed by the hospital with 88 megawatts of solar electric power.

Physicians Care Surgical Hospital, located at 454 Enterprise Drive in Royersford, off Route 422, is the area's premier surgeon-owned hospital. The hospital prides itself on providing the community with an alternative to traditional health care by focusing exclusively on the safety, personalized needs, successful outcomes, and satisfaction of each and every patient throughout the surgical process, from preoperative preparation through recovery.

"I want our patients to feel like I am welcoming them into our home and that we will do everything that we can to make them and their family comfortable," said **Wendy Drummond**, front desk receptionist at Physicians Care Surgical Hospital.

EMPLOYEE PROFILE:

Wendy Drummond – front desk receptionist

Q: What is your role at Physicians Care?

A: My role at Physicians Care Surgical Hospital is to greet everyone that comes through the door; this could be anyone from a patient, to a vendor, to family members, and I identify how to best take care of their needs.

Q: When patients walk in the door, what is their first impression of Physicians Care?

A: I believe that their first impression is how beautiful and clean Physicians Care Surgical Hospital is, and that it does not seem like a hospital.

Q: What are some of the things you like to do to make patients feel welcome?

(See "Cover Story" on page 6)



The solar panels installed by Helio Power Systems will provide the hospital with 88 megawatts of solar electric power.

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COVER STORY

(Continued from page 5)

A: I like to greet them with a smile as soon as they walk in the door and let them know who I am. I want our patients to feel like I am welcoming them into our home and that we will do everything that we can to make them and their family comfortable. We offer them coffee, and when someone is in the waiting area alone, I offer them the remote so that they can watch what they want on TV.

Q: What are some of the biggest fears or concerns that people have when visiting the hospital?

A: I think a lot of times not knowing what to expect is the biggest fear of the patient. I let them know that their family can stay with them until they go into surgery and if the family can't stay, I assure the family that we will take good care of their loved one. Another fear that patients have is owing money, so I have one of our billers spend some time with them and go over their insurance to ease their mind. Also, when a patient appears to be a bit apprehensive, we suggest that they come in for a tour of the facility (prior to surgery).

Q: How do you help patients feel more at ease?

A: I usually start with some basic small talk. When we have children come in, I talk to them about school and sports. If they are older, we talk about everything from the weather to grandchildren. I let them know that we have a wonderful

staff, and that they should not hesitate in anyway if they have a question or if they need something.

Q: What's your favorite part of working at Physicians Care?

A: My favorite part of working at Physicians Care Surgical Hospital is, of course, the patients. I have met so many nice people and enjoy all of them. ☺

UPCOMING EVENTS AT PHYSICIANS CARE

On Sunday, January 15, 2012 Physicians Care Surgical Hospital will host a blood drive with the local American Red Cross (www.redcrossblood.org). The Red Cross now offers convenient online scheduling. Questions about the event can be directed to Physicians Care Surgical Hospital at 610.495.3330.

CONTACT INFO

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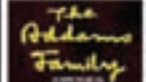
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THE ALTERNATIVE MINIMUM TAX (AMT)



FINANCIAL SUCCESS

By Al Matarazzo, CMFC®, Managing Partner,
Main Line Financial Advisors, LLC, Main Line Planning Team

In the past ten years there have been eight temporary legislative AMT-related "patches," designed to forestall a sudden dramatic increase in the number of individuals who are affected by the AMT. The latest two-year patch, included as part of the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010, is effective through December 31, 2011. That means you can expect additional AMT legislation later this year or in early 2012.

What is the AMT?

The AMT is essentially a separate federal income tax system with its own tax rates, and its own set of rules governing the recognition and timing of income and expenses. If you're subject to the AMT, you have to calculate your taxes twice—once under the regular tax system and again under the AMT system. If your income tax liability under the AMT is greater than your liability under the regular tax system, the difference is reported as an additional tax on your federal income tax return. If you're subject to the AMT in one year, you may be entitled to a credit that can be applied against regular tax liability in future years.

How do you know if you're subject to the AMT?

Part of the problem with the AMT is that, without doing some calculations, there's no easy way to determine whether or not you're subject to the tax. Key AMT "triggers" include the number of personal exemptions you claim, your miscellaneous itemized deductions, and your state and local tax deductions. So, for example, if you have a large family and live in a high-tax state, there's a good possibility you might have to contend with the AMT. IRS Form 1040 instructions include a worksheet that may help you determine whether you're subject to the AMT (an electronic

(See "Financial Success" on page 9)

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FINANCIAL SUCCESS

(Continued from page 7)

version of this worksheet is also available on the IRS website), but you might need to complete IRS Form 6251 to know for sure.

Common AMT adjustments

It's no easy task to calculate the AMT, in part because of the number and seemingly disparate nature of the adjustments that need to be made. Here are some of the more common AMT adjustments:

- **Standard deduction and personal exemptions:** The federal standard deduction, generally available under the regular tax system if you don't itemize deductions, is not allowed for purposes of calculating the AMT. Nor can you take a deduction for personal exemptions.

- **Itemized deductions:** Under the AMT calculation, no deduction is allowed for state and local taxes paid, or for certain miscellaneous itemized deductions. Your deduction for medical expenses may also be reduced, and you can only deduct qualifying residence interest (e.g., mortgage or home equity

loan interest) to the extent the loan proceeds are used to purchase, construct, or improve a principal residence.

- **Exercise of incentive stock options (ISOs):** Under the regular tax system, tax is generally deferred until you sell the acquired stock. But for AMT purposes, when you exercise an ISO, income is generally recognized to the extent that the fair market value of the acquired shares exceeds the option price. This means that a significant ISO exercise in a year can trigger AMT liability. If ISOs are exercised and sold in the same year, however, no AMT adjustment is needed, since any income would be recognized for regular tax purposes as well.

- **Depreciation:** If you're depreciating assets (for example, if you're a sole proprietor and own an asset for business use), you'll have to calculate depreciation twice—once under regular income tax rules and once under AMT rules.

AMT exemption amounts

While the AMT takes away personal exemptions and a number of deductions, it provides specific AMT exemptions.

(See "Financial Success" on page 11)



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— Sandi Mauger,
Daughter of Paul Kuszyk,
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Non-Compete Covenants:

Reasonable Restrictions or Unreasonable Restraints of Trade?



LEGAL PERSPECTIVES

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

Non-competition covenants — agreements by which employers seek to contractually restrict employees from later working for a competitive business, often for a year or two after leaving their current employment — are an ever-increasing part of the business landscape. Historically, these covenants were legitimately used to provide employers with critical protections against the taking of important parts of their business by key employees. More recently, however, the blanket and indiscriminate use of these covenants to bind all sorts of employees, from CEOs to entry-level sales representatives, has become an increasingly onerous and unreasonable limitation upon the activities of both employers and employees alike.

Non-competition covenants are, by their very nature, restraints on trade, contrary to the basic notions of the American free-market system. When properly used to prevent an employee from taking an employer's trade secrets and using those secrets for the benefit of a subsequent employer, non-competition covenants can provide valuable and legitimate protection. However, these protections can almost always be provided with more narrowly written restrictions against the use of trade secrets and non-solicitation covenants.

The persistent and increasing use of non-competition covenants for non-key employees, and employees without the recipe to the "secret sauce," is increasingly creating unreasonable restraints on trade, without actually protecting any

legitimate interest of employers. In these cases, the primary effect, and sometimes the far more questionable and pernicious goal of the covenants, is to simply prevent employees from leaving their current employer rather than protecting that employer from legitimate risks of unfair competition after they leave.

This trend creates problems not just for the employees who are unable to take jobs in the only industries they know, but also for prospective employers who customarily must ask, in the current climate of non-competition covenant overuse and abuse, whether their prospective hires are bound by non-competition covenants. Increasingly, employers cannot hire experienced employees because those experienced employees are

(See "Legal Perspectives" on page 12)

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FINANCIAL SUCCESS

(Continued from page 9)

The amount of AMT exemption that you're entitled to depends on your filing status.

AMT Exemption Amounts by Filing Status

- Married filing jointly: 2011—\$74,450; 2012—\$45,000
- Single or head of household: 2011—\$48,450; 2012—\$33,750
- Married filing separately: 2011—\$37,225; 2012—\$22,500

Note: The 2012 figures assume no additional Congressional action.

Your exemption amount, however, begins to phase out once your taxable income exceeds a certain threshold (\$150,000 for married individuals filing jointly, \$112,500 for single individuals, and \$75,000 for married individuals filing separately).

What happens in 2012?

AMT exemption amounts and phase out thresholds are not adjusted for inflation—they only change through legislation. This is one of the principal reasons that more people tend to be subject to

the AMT each year. The increased AMT exemption amounts included in the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 are for the 2010 and 2011 tax years only.

Unless Congress passes new legislation, 2012 AMT exemption amounts will return to pre-2001 levels. In addition, without new legislation, the AMT rules could limit your ability to claim certain nonrefundable personal tax credits in 2012, including the American Opportunity (Hope) and Lifetime Learning tax credits, the dependent care credit, and the credit for the elderly and disabled.

AMT rates

Under the AMT, the first \$175,000 of your taxable income is taxed at a rate of 26%. (If your filing status is married filing separately, the 26% rate applies to your first \$87,500 in taxable income.) Taxable income above this amount is taxed at a flat rate of 28%.

(See "Financial Success" on page 13)



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LEGAL PERSPECTIVES

(Continued from page 10)

routinely bound, for a year or two or more, by questionable non-competition covenants.

Generally speaking a non-competition covenant is enforceable under Pennsylvania law if it was signed at the start of employment. And while continued employment is generally not sufficient consideration for a non-competition covenant signed well after the start of employment, covenants signed after the start of employment will be binding if the employee was given some additional consideration for signing that covenant after the start of employment. Non-competition covenants signed after the start of employment will often be deemed binding even where the additional consideration given is questionable or illusory, as where a company with no discernible stock value or no prospect for increased stock value awards an employee essentially worthless stock options in consideration for signing a non-compete covenant.

However, even though a non-competition covenant is theoretically enforceable if an employee receives some consideration for its signing, it is not always

the case that a court will actually enforce that covenant. In the context of a request for an injunction to enjoin an employee from competing with the former employer, a court should not and generally will not enforce a non-competition covenant unless the former employer can establish that the employee's competition is actually causing the former employer irreparable harm. Otherwise, the sole effect of the covenant (and often the primary motive to have such covenants signed in the first place) is to simply prevent an employee from leaving employment, which is plainly not a legitimate purpose for non-competition covenant under Pennsylvania law. The guiding principle of law is that non-competition covenants are restraints on trade and on the ability of a worker to earn a living, and are therefore not favored by the law. As a result, such covenants will not be enforced except to the extent necessary to prevent significant harm to the employer.

For employees who possess no particular trade secrets and who can cause the employer no harm beyond the

(See "Legal Perspectives" on page 14)

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FINANCIAL SUCCESS

(Continued from page 11)

The lower maximum tax rates that apply to long-term capital gain and qualifying dividends apply to the AMT calculation as well. So, even under AMT rules, a maximum rate of 15% (0% for individuals in the lower two tax brackets) applies. However, long-term capital gain and qualifying dividends are included when you determine your taxable income under the AMT system. That means large capital gains and qualifying dividends can push you into the phase out range for AMT exemptions, and can indirectly increase AMT exposure.

Technical Note: In the context of AMT exemption amounts and tax rates, taxable income really refers to

your alternative minimum taxable income (AMTI). Your AMTI is your regular taxable income increased or decreased by AMT preferences and adjustments.

Summing up

Owing AMT isn't the end of the world, but it can be a very unpleasant surprise. It also turns a number of traditional tax planning strategies (e.g., accelerating deductions) on their heads, so it's a good idea to factor in the AMT before the end of the year, while there's still time to plan. If you think you might be subject to the AMT, it may be worth sitting down to discuss your situation with a tax professional. ■

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LEGAL PERSPECTIVES

(Continued from page 12)

short-term disruption that inevitably follows when an employee quits a job, the primary effect of a non-competition covenant is to prevent an employee from ever leaving employment, thus requiring that employee to put up with whatever pay cuts or onerous job restrictions the employer may seek to impose. Plainly in that case, the non-competition covenant limits the employee's future job prospects while serving no compelling interest of the employer. In all likelihood, no court would enforce a non-compete covenant with an injunction under those circumstances.

Even so, the very existence of that non-competition covenant, however unenforceable, may be enough to scare off other prospective employers, particularly in the current economy — unquestionably an employer's market. That is, given a choice between two equally qualified employment prospects, one of which is saddled with a non-compete and the other of which isn't, a prospective employer is likely to avoid hiring the restricted employee and the associated headaches of having to deal with a possible lawsuit, and instead hire the unrestricted free agent.

What goes around comes around. The employer who gets the benefit of a non-competition covenant this year may be the employer looking to hire someone bound by a non-competition next year. For this reason, and also in order to not unnecessarily restrict the freedom of individual workers, employers may be well advised to reconsider the blanket use of non-competition covenants, and instead consider using less restrictive employment agreements, such as covenants restricting solicitation of customers and fellow employees, and covenants against the use of trade secrets. Not only are these covenants less burdensome and often more reasonable than non-competition covenants, they are also more likely to be enforced by a court, precisely because they are less burdensome and more reasonable. Employers and employees seeking advice on restrictive covenants should contact experienced legal counsel. ■

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C. of Pottstown, and has represented both employers and employees in labor disputes for over 20 years. He may be reached at 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.

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

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) Manatoway 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. 2100SF stand alone building with heat and AC. Start your own business for \$1,000/Month plus utilities. All equipment usage is included with rent.
- (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. \$420/Month.
- (ZC1125) 208 E. Main St, New Holland- 20,000SF building on Main Street in New Holland. Lower level is currently leased by M & T Bank with a long term lease. Main level consisting of 9,250SF now available for lease at \$9.00/SF NNN + CAM. Space has walk in access from Main Street or from rear parking lot. Owner will consider elevator installation and also division of space. Long term lease w/5 year minimum will only be considered.
- (ZC1126) 144 Holly Road, Gilbertsville- Boyertown area, approximately 5,000SF of office space with loading dock. (8) private offices, large open area, convenient location to Route 100. \$8.00/SF

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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 LLI BUT USED AS A HORSE FARM-RESIDENTIAL. Reduced \$199,900
- 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. Reduced \$250,000
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- 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 TURKEY OPERATION, READY TO GO. FULLY EQUIPPED. SEATING FOR 245 PEOPLE. OFFSTREET PARKING FOR 15+ CARS. COMMUNITY LOT ADJACENT TO PROPERTY. PUBLIC WATER AND SEWER, ELECTRIC HOT WATER HEAT. 1BR-\$750/MONTH; 1BR-\$600/MONTH; 2BR-\$700/MONTH; 2BR-\$700/MONTH; 3BR-\$700/MONTH. ALL APARTMENTS ARE LEASED AND ON A MONTH TO MONTH BASIS. \$459,000
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- 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
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- 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- (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 COVENTRY 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 RICHMAIDEN ROAD. VERY ANXIOUS 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

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

FOR SALE- (ZC2156) 435 KING STREET, POTTSTOWN- 5 UNIT APARTMENT BUILDING WITH GREAT POTENTIAL FOR A SUPER RETURN ON INVESTMENT. EXTRA LOT. SOME COSMETIC WORK WILL BE REQUIRED. IMMEDIATE POSSESSION IS POSSIBLE. \$99,900

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CONTINENTAL BANK NAMES CARMEN ITALIA VICE PRESIDENT, BUSINESS DEVELOPMENT

Continental Bank recently announced the appointment of **Carmen S. Italia, Jr.** as Vice President, Business Development. Continental Bank has branch locations in Bala Cynwyd, Blue Bell, Conshohocken, Devon, East Norriton, King of Prussia, Limerick, Plymouth Meeting, Roxborough, West Norriton and Shannondell at Valley Forge and is focused on bringing true community banking back to the region.

"Carmen Italia's appointment as Vice President, Business Development for Continental Bank is a very significant addition to our business development team. With Carmen's vast contacts and knowledge of the entire range of economic development assistance offered to both local companies and municipalities through his former position as President of the Montgomery County Economic Development Corporation, we believe his efforts on the Bank's behalf will have an immediate impact. Carmen is highly respected throughout Montgomery County and the surrounding areas and is widely known for his ability in solving problems and promoting economic growth.

Many companies doing business in Montgomery County have greatly benefited from his leadership and experience," said **H. Wayne Griest**, President and CEO of Continental Bank.

Mr. Italia joins Continental Bank from the Montgomery County Economic Development Corporation where he served as President from 1990 until now. Prior to that position, he was with Continental Realty as a Sales Representative, Philadelphia Electric & Conowingo Power as an Economic Development Representative, Lotz Realty as Vice President of Sales and Leasing, Montgomery County Industrial Development Corporation as Deputy Director, and the Pennsylvania Department of Commerce as a Regional Representative. Mr. Italia serves on a number of committees and boards of local professional and civic associations. He holds a Bachelor of Arts degree in Sociology from Gannon University and is married with two children.

Continental Bank is a \$500 million community bank with 11 locations that was formed on September 7, 2005 and is focused on providing customized banking solutions to individuals and businesses in its local markets. To learn more about Continental Bank, its locations, products, services and people, visit www.thecontinentalbank.com or call 1.800.705.5500. ☎

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Five Investing Mistakes YOU DON'T HAVE TO MAKE



INVESTMENT IDEAS

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

It's easy to have confidence in investments made during bull markets: share prices climb and any losses from poor decisions are usually recovered fast. But times of increasing market volatility tend to magnify mistakes, and many investors may lose confidence in their decision-making. Let's take a quick look at some of these common — but generally avoidable — mistakes.

1. Timing the Market

During a downturn in the market, investors who regularly contributed to their portfolios when the market was rising often decide to stop investing until conditions improve. This can prove to be a costly mistake.

Not only is it impossible to time the ups and downs of the market with consistent success — by sitting on the sidelines during a down market, you could miss out on an opportunity to buy stocks and other investments at lower prices. In good times and bad, long-term investors should carefully consider the merits of dollar-cost averaging. By continuing to make investments of the same dollar value at regular intervals, investors can buy more shares when prices are low, fewer when prices are high.

A periodic investment plan such as dollar-cost averaging does not assure a profit

or protect against a loss in declining markets. Also, since such a strategy involves continuous investment, investors should consider their ability to continue purchases through periods of low price levels.

It is also important to continue to make contributions to your 401(k) plan or similar employee-sponsored retirement plan. These contributions often “earn” matching funding from your employer — providing additional earnings potential.

2. Skipping the Research

Determining whether an investment is appropriate for your portfolio requires research. There are more companies and investment products to invest in today than ever before, and you need to gather information before you can determine which investments might have potential for growth.

Before making an investment decision, it's helpful to evaluate it in the context of comparable opportunities. At a minimum, you should find two articles (from different authors) about the company or investment product and review the company's website. Both the investor relations section and news announcements found on the website can provide useful information. You should also review financial statements and carefully investigate anything that looks vague or unusual.

Not only can doing your homework help you to make informed investment decisions, it can also help you to feel comfortable with the holding in spite of temporary ups and downs.

(See “Investment Ideas” on page 19)

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New Year – New Marketing PLAN



MARKETING SOLUTIONS

By Maria L. Novak

Almost everyone who dreams of starting their own business, knows they need to create a business plan. However, that's often where many people stop. When you created your business plan, what did you do with it? You actually have the basis for the next step, which is creating your marketing plan. Without the plan of how you are going to market your business, the business plan is just an empty jumble of words speaking of dreams and desires. The marketing plan takes those dreams and creates a strategy for how to make them come true.

Marketing plans need not be complex. Following the eight steps below will lead you in the right direction to grow your business.

PREPARE A MISSION STATEMENT.

Your mission statement should clearly and succinctly describe the nature of your business, services offered, and markets served in just a few sentences. A mission statement is a statement of who you are and what you stand for. It answers the question of why you are in business.

LIST YOUR IDEAL CLIENT. I cannot emphasize this enough. You have to know who your ideal client is and what their needs are. You have to be able to visualize them in front of you. Be very specific in identifying your ideal client. What are their values, what do they like, and what do they need? Really get clear who this person/business is.

DESCRIBE YOUR SERVICES. Imagine everything you currently do and everything you want to do in the future. It's ok if you haven't done it before — If it's

something you want to do in the future, list it. You will later determine how to make it happen. Don't leave anything out even if you're not sure it's something you want to do this year. It's all about setting goals.

WHO IS YOUR COMPETITION? In order to know how to position yourself from your competition, you must know who your competition is. Do some research and determine what your competition offers, how they promote, what they charge, and what their strengths and weaknesses are. Do your research.

MARKETING OBJECTIVES AND STRATEGIES. Marketing objectives will indicate targets to be achieved across several marketing decision areas. Examples could include such things as what products/services you wish to offer, who you plan to offer them to, how you plan to make your services known, your promotional objectives, etc. Objectives should be clear, measurable,

(See "Marketing Solutions" on page 20)



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INVESTMENT IDEAS

(Continued from page 17)

3. Chasing Past Performance

Yesterday's hot stock may have already topped out. Today's innovative start-up may not have the wherewithal to stay in business. So it's important to base investment decisions on more than past performance and a few headlines. You should invest with the future in mind. If there is strong growth potential, and the fundamental likelihood of the company's success looks good to you, then it may make sense to invest even after a successful run. Keep in mind, however, that past performance is no guarantee of future results.

4. Trading Too Often

Frequent trading often reduces the total return of your portfolio. In addition to the trading fees and taxes that it may incur, frequent trading does not reflect a long-term outlook and thoughtful investment strategies — neither timing the market nor running from losses enhances your portfolio's performance.

5. Selling Low, Or Not At All

Before selling a stock or investment product that has tumbled, it's important to do some additional research to understand why it fell. This research

will help you anticipate the holding's potential for recovery. If the setback appears to result from a temporary problem that can be easily overcome, you may even want to consider buying more while the price is low.

Conversely, it's also important to know when to take a loss. It hurts to lose money, but a little pain now may pay off in the long run. If your company or investment relies on an industry that is likely to remain weak for several years, consider selling to avoid any additional losses.

Learning from your own past mistakes, as well as from those made by others, is an important step toward becoming a better investor. To find out more about avoiding these and other mistakes often made by investors, contact your Financial Advisor. 🏠

This article was written by Wells Fargo Advisors and provided courtesy of William M. Schultz, CFP®, CRC®, Financial Advisor in Collegeville at 610.454.2043. Investments in securities and insurance products are: NOT FDIC-INSURED/NOT BANK-GUARANTEED/MAY LOSE VALUE. Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company.

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MARKETING SOLUTIONS

(Continued from page 18)

and have a stated time frame for achievement. Objectives should include both marketing objectives and financial objectives.

MARKETING STRATEGY. This is your game plan to achieve your marketing objectives. You are now getting into the nitty-gritty. This is where it's time to play and play big! The marketing strategy should include information about your products/services, pricing, how you will promote or create awareness, and how you will distribute that information.

CREATE THE ACTION PLAN. Once the objectives and strategies have been developed, put together an action plan describing the steps that need to be taken in detail. This is your actual game plan for how you will accomplish all that you have written about in your business plan and marketing plan. It will include what the specific objective is, exactly what and when the steps will be taken, what results you expect to see, the marketing tactics you will employ and so on. This will be your template for your marketing calendar.

MONITOR RESULTS. By monitoring results, you can determine which of your

strategies are working and which are not. Identify strategies that generate increased business. This involves tracking and evaluating responses to each marketing strategy.

Creating a marketing plan is not something enough people take time to complete. I can't emphasize how important it is to do this work. Skipping this step can mean the difference between success and failure. Many people who start a small business are aware of creating a business plan. However, the business plan is just the first step. The marketing plan is not the final step, either! This document is the template for creating your marketing calendar that will set your projects in motion. You are creating your future with the marketing plan, and then watching that future become reality with your marketing calendar. 📅

Maria Novak is president of Marketing Solutions & Business Development, a marketing firm in West Chester, PA, offering creative marketing solutions for small & medium sized businesses. For more information, contact Maria at 610.405.0633 or MariaNovak001@yahoo.com or visit www.Maria-L-Novak.webs.com

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FOCUS ON HEALTH CARE DELIVERY

BUZZ AROUND THE BLOCK

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

Montgomery Hospital Medical Center

Montgomery Hospital Medical Center (MHMC) is the oldest suburban hospital in southeastern Pennsylvania. Founded in 1889, MHMC serves as the primary source of health care for central Montgomery County communities. MHMC meets the needs of approximately 8,000 inpatients and more than 100,000 outpatients each year. Montgomery Hospital is a member of Einstein Healthcare Network.

The hospital's specialty services include a spacious emergency department with Fast Track to meet the medical needs of non-critical emergency visitors; life-saving cardiac catheterization and balloon stenting; Sleep Laboratory, accredited by the American Academy of Sleep Medicine; Joint Commission accredited and nationally recognized home care and hospice services; Joint Restoration Center recognized for best practices for knee and hip replacement; Women's Center, offering DEXA scan bone density studies, digital mammography, and stereotactic breast biopsies.

Montgomery Hospital is also nationally recognized as a Breast Imaging Center of Excellence.

MHMC's Cancer Program offers a full spectrum of oncology services including medical, surgical and radiation oncology, genetic cancer risk assessment and support groups. Advanced diagnostics such as 64-slice CT imaging, digital mammography, and PET/CT enhance early detection and accurate staging of cancer. The hospital features Varian's state of the art RapidArc technology encompassing speed and precision for accurate and efficient cancer treatment.

MHMC provides convenient on-campus access to physical and occupational rehabilitation, pastoral care, nutritional support, home care, hospice and palliative care services to meet the physical, emotional and spiritual needs of our patients and their families.

The robust physician practices of the Montgomery Healthcare System offer a network of primary care and specialty physicians, caring for more than 80,000 patients throughout central Montgomery County. For more information about any of our services, please contact 610.270.2000 or 610.270.2481 to find a physician.

Pottstown Memorial Medical Center

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

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



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SIX KEYS TO SUCCEEDING IN BUSINESS

"There are no secrets to success.

It is the result of preparation, hard work, and learning from failure."

— General Colin Powell



LEADERSHIP AND SUCCESS

By Kenneth D. Richardson PhD, Redwood Enterprises

Passing by the shops, storefronts, and warehouses that once housed thriving businesses that are now closed, I always think of those that failed unnecessarily. Given the business I'm in, it always bothers me when I see yet another tragic failure, because I know that many of these can be averted by the systematic and diligent application of known principles.

Alexander Pope's adage, "Too err is to be human" certainly applies to the world of business. The rates of failure are astounding, some estimates placing it as high as 90 percent in the small business sector. Even those that consistently make money suffer from arrays of inefficiencies that keep them from thriving to the extent that they might. In a difficult and unforgiving economy, owners are especially in need of an arsenal of special weapons and tactics to give themselves their best shot.

Minimizing the fiascos, maximizing success

I am surprised at the numbers of managers who leave much more to chance than they need to and suffer the consequences. Some seem to invent problems, engaging in behaviors that appear self-defeating to outside observers. While none of us will ever achieve perfection in this life, we can maximize the likelihood of success, regardless of what business we happen to be in. What follows is a short list of things that those who wish to thrive during our trying times can apply to themselves and their enterprises to help them get through these difficult times.

I'll limit my current discussion to five categories of activity that just about anyone can apply to improve their results, and these are all interrelated to some degree. The five keys to success I'll focus

on are: (1) **making personal growth a priority**; (2) **the active use of goals**; (3) **knowing your market**; (4) **understanding the sales process**; and (5) **developing your emotional intelligence**.

KEY #1: MAKE PERSONAL GROWTH A PRIORITY

If you're not growing as a person, you're probably backsliding. Behavioral science, the history of business, and the Bible all agree on this point. It takes an active and deliberate effort to avoid the trap of complacency. My experiences with many business owners have shown that many do fall prey to this, which makes them susceptible to two destructive tendencies:

- Forgetting what they know: As people slip into routines, they increasingly run on "autopilot," and become prone to oversights and errors. Attention to detail often deteriorates, they get sloppy, and miss opportunities. Meanwhile, their competitors, who are more aggressive and attentive to their businesses claim market share that could have been theirs.

- Failures to anticipate and keep up with change: Increasing complexity and rapid change characterize virtually every business that I am aware of. If you're not attuned to those inevitabilities, you'll find your business well adapted to the past, but unprepared for the present and the future.

(See "Leadership and Success" on page 24)

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David is an attorney & Diana is a school librarian

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BUZZ AROUND THE BLOCK

(Continued from page 21)

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

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

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

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

The second floor now houses the Endoscopic Unit, which utilizes high-definition television technology to meet the demand for colon cancer and gastrointestinal screenings and other diagnostic procedures, and features three GI procedure rooms, one bronchoscopy room, and a 10-bay pre- and post-recovery area. Family members may accompany the patient to the unit, wait with them until the procedure begins, and then visit them once the procedure is completed.

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



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LEADERSHIP AND SUCCESS

(Continued from page 22)

If you take a look, you'll note that the most effective professionals never stop trying to better themselves. Continuous improvement is essential no matter what business you are in. Effective leaders seem to never cease reading, attending seminars, and enlisting the services of executive coaches.

KEY #2: ACTIVE STRATEGIZING AND GOAL SETTING

I am continuously struck by the numbers of businesses that are run independently of clearly identified strategic plans and goals. In no cases are these running as effectively as they could be, nor are they as profitable as they could be. They may survive and in some cases generate at least some wealth, but they are certainly not what they would be if their owners were more goal driven.

I recently met with the owner of a small firm makes and sells signs, logos, and t-shirts. He admitted that he doesn't have a strategic plan, nor does he consciously set goals that determine his business activities. His goods are of high quality, but he doesn't orchestrate the growth of his enterprise—he just sells as much as he can and hopes for

the best. Right now it's keeping him afloat, but he could (and will) be doing even better as he gets his goals in place.

Strategy and goals need to be carefully considered, written out, consulted regularly, and revised as conditions change. Commercial lenders insist on the inclusion of a written plan as part of any loan application, so it only makes sense to master and get used to this important activity.

KEY #3: SOUND MARKET ANALYSIS

Essential to sound planning is knowing who you'll be able to sell to. Far too many businesses fail to achieve success because they don't do the research necessary to identify market trends, understand their competition, and seriously analyze their potential for generating revenues. This step tells you what and how much you'll be able to sell. Far too many start-ups suffer because their owners operate in an informational vacuum.

The oldest principle in economics is "supply and demand." Without assessing the demand for your goods or services, you are literally turning your

(See "Leadership and Success" on page 26)



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BUZZ AROUND THE BLOCK

(Continued from page 23)

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

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

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medical and nursing care. It has received numerous awards and accreditations, including:

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

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

The second location, Main Line Health Center in Collegeville, offers every member of the family convenient

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

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LEADERSHIP AND SUCCESS

(Continued from page 24)

potential for survival over to something akin to a roll of the dice. General Motors' long slide toward near-bankruptcy started with a failure of market analysis. Among other things, they weren't prepared for the shifts in buying behavior that were occurring in plain sight.

KEY #4: UNDERSTANDING THE SALES PROCESS

The old approach to selling— that is, coming at people with slick talk designed to corner them into buying decisions— is long dead. And yet many vendors of goods and services continue to apply obsolete psychological trickery. Today's buyers are more sophisticated and have more options than ever before, not to mention being more tight with their money.

The truth remains however, that in business nothing happens unless somebody sells something. But the focus is no longer on the seller— it has to be all about the buyer. Rather than selling, the more functional approach is "helping people to buy" rather than selling in the old sense of the word. There is actually a "buying

process" that operates in the mind of most potential customers, that if violated ruins the seller's chance of closing a deal.

Many people fail in the domain of sales because they attempt to rush through the process. The evidence is clear however, that when it comes to serious purchases, particularly those involving services, today's buyers make decisions based on the following sequence, which must be respected:

- They first must buy **you**: business really is about relationships, so you must be credible, civil, genuine, and interesting. Failure to establish the good first impression is deadly.
- If they first buy you, then they might just trust **your company** enough to want to hear more.
- If the first two steps go well, they'll give your **product or service** serious consideration.
- Surprisingly, the **price** only becomes an issue if you've managed yourself well throughout the prior three phases. So many sales people

(See "Leadership and Success" on page 28)

BUZZ AROUND THE BLOCK

(Continued from page 25)

access to all the expertise of Paoli Hospital in a neighborhood setting. Here, you'll find physician practices representing a wide range of specialties, as well as a full array of imaging and laboratory services.

Physicians Care Surgical Hospital

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

Uniting this group of physicians is their commitment to putting the patient back at the center of medicine. As the U.S. health care industry grew over the last decade, the physicians noticed more problems were being created than solutions. With a commitment to making a tangible difference

in their patients' lives as well as improving our national health system as a whole, this group of physicians banded together to bring Physicians Care Surgical Hospital to life.

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

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

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

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LEADERSHIP AND SUCCESS

(Continued from page 26)

think that price needs to be discussed way earlier than is generally appropriate—this is common mistake.

- **Timing:** A common error is a failure to respect the potential buyer's readiness to purchase. Trying to get them to buy on your timetable is bad business practice. It turns out that 85 percent of business to business sales are closed after an average of five social encounters between salespeople and buyers.

Respecting the buyer's wants and needs is a crucial element in sales. One expert on sales, the late Linda Martin, was always careful to advise her trainees that "People hate to be sold, but they love to buy."

KEY #5: DEVELOP YOUR EMOTIONAL INTELLIGENCE

Again, *business is all about relationships*. The old days of the ruthless, cutthroat business owner ruled by self-interest are long past. There may still be some limited areas of enterprise where that style can be gotten away with, but it's a bad bet here in the 21st Century. The keys to long term success in the times in which we live lie in generating "win-win" relationships as opposed to the "zero sum game" approaches of the past.

Those that succeed over the long haul do so by placing the needs of others ahead of their own and making themselves of service to others. The most successful leaders as well as salespeople tend to seek to understand others first, and then to be understood afterwards. Far too many people put themselves at a disadvantage by talking too much and listening too little.

In a world in which self-centeredness and insensitivity are common,

those that take the time to cultivate an empathetic nature in themselves reap benefits of various kinds. This leads us right back to the notion of continuous personal growth, which makes the other aspects possible. Emotional intelligence has been associated with good self-regulatory skills as well as positive social relationships.

Choosing to succeed

Restating an earlier point, a lot of business failures can be averted through systematic and diligent applications of known principles. I am by no means suggesting that success is simple or easy—in fact, it's neither. But by understanding markets, the sales process, the importance of goals, and most of all, people, you can make a lot of good, hard work pay off.

While it's true that there will always be economic instability and upheavals, keep an eye out—in the midst of the worst circumstances there will also always be those that figure ways to make the best of bad situations. We saw this even in the worst of times, such as the Great Depression, and we're seeing it now despite the current economic troubles. It's a matter of choosing success. According to the late Vince Lombardi, "The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will." 📖

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 27)

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

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

At nearly 30,000 square feet, the hospital includes five operating rooms and twelve private inpatient rooms. The hospital is outfitted for procedures in orthopedic surgery, hand surgery, otolaryngology, ophthalmology, general surgery, gynecology, oral and maxillofacial surgery and pain management.

Additional specialties will be added to their scope of services in the coming months, which will support their long-term goal of continually pursuing excellence in patient care. Physicians and staff alike look forward to a productive and successful future serving all patients in this thriving and beautiful suburban Philadelphia community.

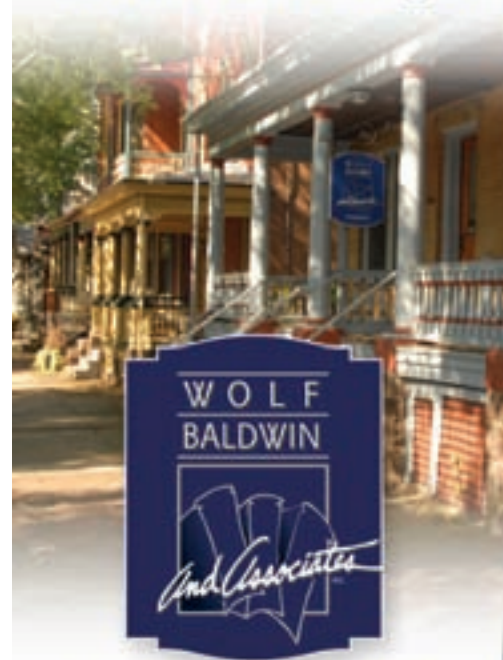
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“Fox Chase Cancer Center Partners has set the standard for cancer care delivery at the community level and has served as a model for cancer networks nationwide,” says Michael V. Seiden, MD, PhD, president and CEO of Fox Chase.

Leaders in community cancer care

Established in 1986 as Fox Chase Network, the Partners program was the first known community cancer affiliate program in the United States. Through their connections with Fox Chase, Partner hospitals provide the latest in cancer research, prevention, diagnosis, and treatment in their own communities.

“The initial focus for developing the program was to offer excellent cancer care close to home for patients who were unable or didn’t want to drive the extra distance to Fox Chase for expert treatment,” says Paul F. Engstrom, MD, chief network officer at Fox Chase. “In addition to accomplishing this, we’ve been able to expand research opportunities for the Partner hospitals to encourage more physician-initiated studies and pharmaceutical research collaborations, develop new benchmarks to ensure quality assurance, and offer a growing array of community and professional education resources.”

Benefits to patients and health-care providers

Being a member of Fox Chase Cancer Center Partners offers a number of additional benefits to both patients who seek medical care and health-care professionals who provide treatment at affiliate institutions. Some of these advantages include access to and participation in clinical trials, patient referrals, marketing support, data and statistics for strategic

(See “Fox Chase Cancer Center” on page 32)

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BUZZ AROUND THE BLOCK

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Pottstown Medical Specialists, Inc. was formed in August of 1978, first known as Deviney, Guthrie & Popolow, LTD, from the merging of three separate practices of internal medicine. In May of 1980 the office was moved into the current location at 1591 Medical Drive and the company name became Pottstown Medical Specialists, Inc. (PMSI). Over the years PMSI has added gastroenterology, cardiology, pulmonology, nephrology, rheumatology, oncology and orthopedic surgery to its specialty roster. Complimenting these physicians and specialties are ancillary services such as a state of the art endoscopy suite, a nuclear cardiology camera, a digital echo machine, physical rehabilitation and infusion therapy.

PMSI has also developed a strong family practice division. This growth has been accomplished by the acquisition and merger of practices as well as

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Fox Chase Cancer Center

(Continued from page 30)

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"Since Pottstown Memorial Medical Center became affiliated with Fox Chase in 1998, we have seen tremendous benefit to the community we serve," says W. Frank Song, M.D., Co-Director of Pottstown Memorial Regional Cancer Center. "Our partnership with Fox Chase gives us a direct connection to the latest in cancer research, allowing us to offer important clinical trials right here on our campus as well as outstanding cancer care."

For more information about Fox Chase Cancer Center Partners, visit www.pottstown-memorial.com or www.foxchase.org.

As a Fox Chase Cancer Center Partner, Pottstown Memorial Medical Center has early access to new research discoveries on cancer prevention and treatment. Fox Chase Cancer Center Partners is a select group of community hospitals in Pennsylvania and New Jersey affiliated with Fox Chase Cancer Center to provide the latest in cancer research, prevention, diagnosis, and treatment in their own communities. Fox Chase Cancer Center Partners offers patients, families, and their physicians enhanced resources to deal with the burden of cancer, including the newest clinical trials. 🗑

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Route 422 Business Advisor Dining Guide

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andtavern.com

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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 –

Try a Few NEW THINGS this NEW YEAR!

The Chamber would like to wish everyone a Happy New Year! For many of us, January marks the beginning of change. We take time at the beginning of every year to rethink our habits, attitudes, and direction. This year, consider adding “try new things” to your resolution list. When it comes to your business, the Chamber would like to help you rethink how you participate in our organization. I would like to encourage all of you to try something NEW here at the Chamber.

We are always working for you, changing and evolving to put on the most informative events, have the best marketing opportunities, and to create the most effective networking opportunities. Here are a few “new things” your business might consider being a part of this year.

The Chamber is pleased to announce we have launched our NEW Mobile App. Use our Mobile App on your smartphone to:

- Find members in the Chamber's directory
- Search and register for Events
- Stay up to date on community events and News
- Search and review the latest Chamber News

The TriCounty Area Chamber of Commerce Mobile App is free to users and available on iPhone, iPad, Android, and Blackberry platforms. Stay tuned for opportunities to enhance your directory listing in the new app.

You may also want to try a NEW Event this year. Our newest event here at the Chamber is the Power Networking Luncheon. This is a great opportunity to meet face-to-face with other Chamber Member businesses to gain business contacts and promote your products and services. Join us for our next Power Networking Luncheon on January 26th at Western Montgomery Career and Technology Center (see testimonials in 2nd column).

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

Don't just take our word for it!

“I was able to have one-on-one time with business contacts that I may not have had the opportunity to get in front of in a traditional networking mixer. I have attended several speed networking events elsewhere and today's event was by far the best.”

– Michelle Catrambone, Fulton Bank,
Branch Manager, Assistant Vice President

“Thank you so much for the TCACC's Power Networking Luncheon event last week. I enjoyed the opportunity to network in smaller groups at the table. It is more personal, you get the opportunity to ask a question here and there and in general makes a more personal connection, which in turn make the follow-up call after the event so much easier.”

– Jessica Burger, UFinancial Group

Check out the Calendar on page 37 for more events.

Don't forget about our NEW Members on page 36. Every month you can find a list of our New Members in the *Route 422 Business Advisor*. Make a habit of seeing who is new each month and consider doing business with them as you continue to practice the motto – ALWAYS BUY CHAMBER.

Lastly, try a NEW Member Benefit that you haven't used before. Sponsor an event, host a mixer, get your information out in one of our emails, post your information around the Chamber office, add a flyer to the Route 422 Business Advisor, or try any of our other Member Benefits. For a complete list go to tricountyareachamber.com and click on Member Benefits.

We are truly excited for what this New Year has in store for all of us. Be adventurous, good luck, and thank you for your support of this organization.

Eileen Dautrich, President, TCACC

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

THE POWER OF THE NETWORK JOIN TODAY!

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

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

*"The Chamber has been extremely
supportive of my company!"*

– Joe Fava, Clothes to Home Dry Cleaners

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.*

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484.948.4186
www.wjohnmccartin.acnrep.com
Energy Consultants; Telecommunications
Equipment / Services
ACN, Inc. is the largest direct seller of telecom-
munication services in the world.

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King of Prussia, PA 19406
610.306.6556
www.feelthewarmth.org
Non-Profit Organizations
Feel The Warmth provides school supplies, toys,
and winter coats to the less fortunate in the com-
munity. Once donations are collected via busi-
nesses and individuals, the items are disbursed to
the less fortunate through certain organizations
that tend to these families or via our "mass give-
aways" where we hand out items at central loca-
tions directly to those in need.

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ful information to the community at large.
Features include small business, community
groups, etc.

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@tricountyareachamber.com.



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

*HAPPY ANNIVERSARY to
the following Members:*

34 Years

Boyertown Oil Co., Inc.
Brookside Country Club
Building Industries
Exchange (BIE)
Cappelletti Pinter &
Company, P.C.
Columbia Boiler Co.
Exelon Nuclear
P. Richard Frantz, A.I.A.,
Architect

The Hill School
Maillie,
Falconiero & Co., LLP
The Mercury
National Penn Bank
O'Donnell, Weiss &
Mattei, P.C.
Borough of Pottstown
Pottstown Memorial
Medical Center

Pottstown
Roller Mills, Inc.
Reading Foundry &
Supply Co.
Specht Realty, Inc.
Susquehanna Bank
Twin County
Construction Co.
Yergey, Daylor, Allebach,
Scheffey, Picardi

29 Years

Montgomery
County Economic
Development Corp.

26 Years

Pottstown Regional
Public Library
Freedom Valley
YMCA at Pottstown

5 Years

Community Health &
Dental Care
Phone America Corp.
Synergy
Environmental, Inc.

1 Year

AdminService, Inc.
Franchise
Development Group
GoWireless, Inc.
Phoenix Disposal, Inc.
PNC Bank
St. Pedro &
Associates, Inc.
Watson McDaniel
Company

Member Renewals

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

American Cancer Society
Antonelli Medical &
Professional Institute
Bally Savings Bank
Boyertown Supply, Inc.
Carroll Engineering
Corporation
Copperfield Inn at Lakeside
Coventry
Christian Schools, Inc.
C. Raymond Davis
& Sons, Inc.
East Coast Seed Connection
Express Data Systems, Inc.
Family Caregivers
Network, Inc.
French Creek Golf Club
Gateway Employment
Resources, Inc.
Independence
Planning Group

Keller Williams
Realty Group
E.G. Landis Jewelers
Malvern Federal
Savings Bank
Money Management
International
Norco Fire Company
Penn Airways
Perkiomen Watershed
Conservancy
Quality Inn
Sanatoga
Animal Hospital
Sawchuk's Garage, Inc.
Staybridge
Suites Royersford –
Valley Forge
Verizon
Windstream
Communications, Inc.

*Are you Celebrating 25, 50, 75 Years? If your Chamber Member company is celebrating a
significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members
for their success. Contact Kitty Papp at 610.326.2900 or kitty@tricountyareachamber.com*



TRICOUNTY AREA
CHAMBER OF COMMERCE

JANUARY FREE EVENTS: CHAMBER 101

Thursday, January 5, 3:30 PM AND Tuesday, January 17, 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.

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

BE SEEN. BE HEARD. BELONG.

CALENDAR OF EVENTS



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., Jan. 5
7 – 7:30 AM
7:30 AM
MEMBERSHIP BREAKFAST – “Scary Global Economics and You”
Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468
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 prepaid, \$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, YWCA Tri-County Area, will be discussing the topic “Managing Stress Wisely”. Identify the stressors in your life and recognize how to respond to them. Are your responses healthy or unhealthy? The program will discuss 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; Maillie, Falconiero & Co., LLP

Thurs., Jan. 12
4 – 6 PM
REGIONAL CHAMBER BUSINESS CARD EXCHANGE
Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468

Grow your network and connect with several hundred attendees from 5 Chambers – Perkiomen Valley, Phoenixville Regional, Spring-Ford, Upper Perkiomen Valley and TriCounty Area Chamber of Commerce.

Members only; No charge; Reservations appreciated
Sponsored By: Pottstown Memorial Medical Center

Wed., Jan. 18
4:30 PM
6 PM
BOYERTOWN AREA PROGRESS DINNER
La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, PA 19525

**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. - Snow date: January 25, 2011.

\$60 per Member; \$500 per table of 10; \$75 per non-member
Platinum Sponsors: Cabot Supermetals, Media Fusion Technologies, Inc., Pottstown Memorial Medical Center

Tues., Jan. 24
4:30 – 6:30 PM
BUSINESS CARD EXCHANGE
University Services Sleep Diagnostic & Treatment Center, 1133 High St., Pottstown, PA 19464

Enjoy refreshments and the company of your fellow Chamber Members as University Services provides a tour of their facilities. A drawing will be held for participants to win an Apple iPad and various gift certificates.

Members only; No charge
Sponsored By: University Services Sleep Diagnostic & Treatment Center

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 rotate from table to table and give your elevator speech one-on-one to other Chamber Members making business contacts and exchanging information. **Limited to 2 Members per company. \$15 per Member; Member's only**

Tues., Jan. 31
8 – 10 AM
SEMINAR: “TIME MANAGEMENT”
Chamber Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*

With increasing complexity, we all have to get more things done in less time without sacrificing quality. Ken Richardson, CEO, Redwood Enterprises, will acquaint participants with tried and true methods of prioritizing their goals and accomplishing more by being more systematic and proactive.

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

EVENTS

Thurs., Jan. 5
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., Jan. 17
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

SAVE THE DATES

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”. Understand how to navigate nonprofits, identify potential glass cliffs where you may have a chance to shine, and discover your gift of leadership for a community organization by asking the questions.

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

Tues., Feb. 28
8 – 10 AM
BUSINESS CARD EXCHANGE
COSTCO, 14 W. Lightcap Rd, Limerick, PA 19468

Members only; No charge

Thurs., Mar. 8
7 – 9 AM
MEMBERSHIP BREAKFAST
Spring Ford Country Club, 48 Country Club Rd., Royersford, PA 19468

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

Tues., Mar. 13
11:30 AM – 1:30 PM
POWER NETWORKING LUNCHEON
Location TBD

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 rotate from table to table and give your elevator speech one-on-one to other Chamber Members making business contacts and exchanging information. **Limited to 2 Members per company. \$15 per Member; Member's only**

Thurs., Mar. 15
11:30 AM – 1:30 PM
WOW LUNCHEON – PARTNERING WITH SHRM
Brookside Country Club, Prospect and Adams Streets, Pottstown, PA 19464

Hear Jonathan Segal, Partner, Duane Morris LLP, present “Dancing on the Edge of a Volcano: Social Media”.

Members only; \$28 per Member prepaid; \$36 per Member invoiced
Sponsored By: Pottstown Memorial Medical Center

Tues., Apr. 17
8 – 10 AM
WOW BREAKFAST
Last Call by Neiman Marcus, Philadelphia Premium Outlets, 18 Lightcap Rd., Suite 753, Pottstown, PA 19464

Members only; \$28 per Member prepaid; \$36 per Member invoiced
Sponsored By: Schultz Technology Solutions, LLC

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.

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:

SUPPORT LOCAL BUSINESS

FEATURED MEMBER BENEFIT OF THE MONTH



To get the most out of your Chamber membership remember your ABC's – **ALWAYS BUY CHAMBER.**

There is no better way to help our community grow than by supporting each other. Always Buy Chamber is here to help Chamber Members save money while supporting other Chamber Members' businesses and services. The Chamber's networking events are the perfect time to create these win-win business scenarios because when you support local businesses, they reciprocate the support. Don't forget about the Business Directory at

www.tricountyareachamber.com to find over 500 businesses to choose from for all of your business and personal needs.

OSHA STORE

New Mandatory NLRA Posting Required after January 31, 2012.

On August 25, 2011, the National Labor Relations Board (NLRB) issued the final rule requiring nearly all private-sector employers to notify employees of their rights under the National Labor Relations Act (NLRA) by posting a notice. The deadline for this new mandatory posting is January 31, 2011.

Visit the Chamber's website, tricountyareachamber.com and click the Member Benefits tab to get to MyOSHASTore.com for all your OSHA regulation needs, including the new NLRA posting. Chamber Members can get this poster at a discounted price, free shipping, and 12 months of automatic e-update service.

The TriCounty Area Chamber of Commerce's partnership with MyOSHASTore.com has successfully provided Chamber Member businesses the opportunity to purchase a range of compliance products such as labor law posters, first aid products, exit signs, and training manuals through our OSHA Compliance Store. The Chamber encourages Members to visit the site to review the products and services available and we will continue to inform the membership of any mandatory regulation standards and OSHA policy updates in the future as provided to them by managing partner, MyOSHASTore.com.

COFFEE SPONSORS

Thank you to our recent Coffee Sponsors!

September – Keller Williams Realty Group – Janet Flack



October – WBZH – 1370



November, December, & January – Express Data Systems, Inc.



Place your promotional materials on the Chamber's coffee carts throughout the Chamber's Conference Center for visitors to view. The sponsorship opportunity is available every month for \$50. If you are interested in being a coffee sponsor in 2012, contact Kitty at kitty@tricountyareachamber.com or call 610.326.5158.

Still Available for Coffee Sponsorship:
May 2012 & June 2012

COUPONS

Visit the **Business Directory** at tricountyareachamber.com to get coupons to Chamber Member businesses. Just enter the word **coupon** in the **Business Name** search box and click the Search! button.

If you would like to offer a coupon, please visit the Members Only tab at tricountyareachamber.com to create your own. Coupons can be made available to the general public (Public Coupons) or can be restricted to fellow Chamber Members (Member-to-Member Coupons).

Like us on Facebook and join our group on LinkedIn.



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.

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!

WINTER SKI CONSIGNMENT TICKETS



Discounted tickets to **Bear Creek**, **Camelback**, and **Jack Frost/Big Boulder** are available for all Chamber Members. There are other discounted tickets available in the Chamber office including: **Carmike** and **Regal** movie theaters, **Movie Tavern**, **Adventure Aquarium**, and **National Aquarium**. Don't forget that all employees of a Chamber Member company are also Chamber Members! Contact Jeff at jeff@tricountyareachamber.com or call 610.326.2900 for more information. You can also check out pricing online at www.tricountyareachamber.com. Pricing information is located under the Member Benefits section of the website.

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 eileen@tricountyareachamber.com.

➔	Event Committee
➔	Pro-Business Council
➔	Small Business Council
➔	Ambassadors (Engagement Committee)
➔	Member Value Committee
➔	Foundation Committee

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

HOLIDAY MIXER

On December 13, 2011, over 90 Chamber Members gathered in the Chamber Conference Center for the Chamber's Annual Holiday Mixer. The Chamber would like to thank everyone who attended this event. A great time was had by all.



A special thanks to the food and beverage Members who donated the refreshments:

Bause-Landry Catering
The Brick House
Brookside Country Club
Ice House Steaks & Pizza
Little Italy Pizzeria
Longhorn Steakhouse

Manatawny Creek Winery
McDonald's – Pottstown
Moyer's Catering
Pat's Beverages
RiverCrest Golf Club
TGI Friday's

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION

MEET JEFF KOFSKY, 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.



Jeff Kofsky,
Pottstown SCORE

Jeff Kofsky, Professional Business Coach serving as a Pottstown SCORE Volunteer, has been working in the tri-county area for 3 years. Jeff is married to his wife Holly and has two children, Naomi and Ben. Some of Jeff's special interests include coaching and personal development, education and training, world cultures and spiritual practice, history, fostering world peace and understanding, music, hiking and cycling, cooking, and Contra dancing.

Jeff holds a BA in Liberal Arts, an MA in Education, and an MS in Information Science. He is also a Certified Life Coach and Licensed Professional Business Coach. Jeff's personal business philosophy is the Rotary's 4 Way Test: *In all things we think, say or do ask these 4 questions: 1. Is it the truth? 2. Is it fair to all concerned? 3. Will it build good will and better friendships (relationships)? 4. Will it be beneficial to all concerned?*

Up to this point Jeff's involvement in the Chamber has been to represent SCORE to the Members at net-

working events. Now that he is participating in the Leadership Tri-County program, he expects to become more involved in the Chamber in the future. Jeff said that Leadership Tri-County was important because he wants "to better understand the organizations that serve our community and become more effective as an active citizen and as a board member of a non-profit organization serving the people in our community."

Jeff is most excited about meeting and working with leaders in the community who are committed to making a positive difference and learning how to become a better leader. In addition, Jeff said, "I am looking forward to working with my fellow classmates and the Pottstown School Community through our Leadership Class Project to contribute to the lives of our students who want to explore business education and to our community through hands on opportunities." 📌



LEADERSHIP UPDATE

Leadership Tri-County Class of 2012 has been going strong for four months now. The past four months have held a variety of experiences for the group. The class has done everything from visiting the Berks County Prison to meeting with local politicians.

In October, the class was introduced to the local justice system. They visited Berks County Prison, the Pottstown Police Department, and heard from a local judge. Each tour and speaker held a unique view of the challenges that face the tri-county area offering the class a comprehensive look at the justice system, both the problems and solutions currently in place.

November began with a Membership Breakfast featuring 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. Dr. Madonna spoke about the upcoming 2012 Presidential election and gave an interesting point of view on just what it will take to win the election. (To read more about this event, look back in your December issue of the Route 422 Business Advisor.)

Senators Bob Mensch and Judy Schwank presented information on the fall Agenda in the PA Senate, and later in the day State Representative Tom Quigley did the same regarding the PA House. Also, the class heard from David Patti, Pennsylvania Business Council, and Alex Rahn, Wanner Associates, regarding the advocacy of business and non-profits and how to get more involved in politics. On a more local level, Limerick Township Manager, Dan Kerr, gave a presentation on the importance of local government's impact on business. The last item on the November agenda was presented by David Tulin, Executive Director, Fellowship Farms. This skill session featured information on "Leveraging Emotional Intelligent Diversity Leadership Business Competencies".

Stay tuned to future issues of the Route 422 Business Advisor for more updates on the Leadership Tri-County Class of 2012. 📌

The Class of 2012 is sponsored by



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RIBBON CUTTING



Pictured: Owner, Adam Donkus, holds the scissors and representatives from Building a Better Boyertown also pictured.

Baldy Dog Search Strategies

On November 14, 2011, the Chamber participated, along with Building a Better Boyertown, in the ribbon cutting ceremony for Baldy Dog Search Strategies, located on East Philadelphia Avenue in Boyertown. 🐾

Small Business Workshop Offered at TCACC Conference Center

Pottstown SCORE is offering to local entrepreneurs a winter workshop series on the topic of How to Start and Operate a Small Business. This seminar is scheduled to be presented from 7:00 to 9:30 pm on four consecutive evenings beginning on January 9. All classes will be held in Suite 360 in the TriCounty Area Chamber of Commerce Conference Center, 152 E. High Street, Pottstown. There is ample free parking in the lot adjacent to the building.

This workshop series, presented by SCORE, Counselors to America's Small Business, is for those who are considering starting a business as well as those who are currently operating a small business. All courses are taught by experienced members of SCORE and outside practitioners recognized as experts in their specific fields.

The workshop sessions are as follows: Sources of Information and the Tax and Legal Implications of the Different Legal Structures, January 9; The Business Plan and The Business Loan, January 16; Sources of Market Information, Marketing, January 23; It's All About Profit, January 30.

The instructors for this workshop series are local business partners and experienced SCORE counselors. Tap into their expertise to gain practical, real-life

information on how to start and operate a small business. The instructors are as follows: Don Havas, President of Applied Technology and Sciences, Inc; Jeff Kofsky, President of Higher Vision Coaching and Counseling; Ralph Clemmer, Chairman of the Board, Evans-Hauseman & Richard, Inc., James Hufford, Business Services Manager at Diamond Credit Union; David Megay, Esq., Attorney with O'Donnell, Weiss & Mattei, PC; Scott Rakowski, CPA of Rakowski and Company, Pottstown; and Carolyn Wiker, Head of Adult Services at the Pottstown Public Library.

Registration begins at 6:45 pm, and all classes start promptly at 7:00 pm.

Each session costs \$25. A manual on preparing a business plan will be available for \$20. A special price of \$100 is offered for the four classes as a package, and this includes the manual. As an added bonus, there is a 50 percent discount off the workshop fee for each additional person.

This has been an extremely successful and well-attended workshop. Early paid reservations guarantee a seat. For more information or to register, call the Pottstown SCORE office at 610.327.2673 or register online at www.pottstownscore.org. 🐾

TriCounty Area Chamber of Commerce Mobile App Will Help the Community Stay Connected

Mobile App users can find local businesses and stay connected with news, events, and exclusive discounts

To deliver more value to members, and the community, The TriCounty Area Chamber of Commerce is excited to announce the launch of its new Mobile App. The App. went live the week of December 12, 2011 and empowers users to:

- Find members in the Chamber's directory
- Search and register for Events
 - Stay up to date on community events and News
- Search and review the latest Chamber News

"In today's tech-focused world, we realized a mobile app is the best way for us to connect with the community using technology" Eileen Dautrich, President, said. "Our new mobile app will deliver tremendous value to not only our Members, but also the community as a whole. We see this mobile app becoming THE destination for mobile internet users seeking information about the tri-county area."

The TriCounty Area Chamber of Commerce Mobile App is a smart investment today, and it will continue to benefit the community for years to come. According to the Nielsen Company, not only will half of

Americans own a smartphone capable of using web apps by Christmas of this year, but smartphones will be the majority stakeholder in the U.S. cell phone market.

This means by next year, half of Americans will have access to phones and portable devices capable of accessing mobile web. The TriCounty Area Chamber of Commerce plans to be there to meet them.

If you're still not sure mobile web is the real deal, in a report by The Nielsen Group it is stated by 2015, 2.7 billion people will access mobile web via smartphones and portable devices. This means mobile web will overtake desktop internet as the most popular online tool.

"We're very excited," Dautrich, said. "Our new mobile app will put our Members and our community on millions of mobile devices. This means no matter where people are, or what they're doing – they will have access to valuable information about the tri-county area, and our Members."

The TriCounty Area Chamber of Commerce Mobile App is free to users, and available on iPhone, iPad, Android, and Blackberry platforms. To download, visit the Chamber's website – web.tricountyareachamber.com/mobile using your smartphone or mobile device. 🐾



How to Download Your Mobile App

The Chamber Mobile App is designed to be used on any Mobile Web 2.0 mobile device. Our Mobile App eliminates the need for clunky updates, and ensures you're getting the most up-to-date information. The URL for our Mobile App is: web.tricountyareachamber.com/mobile

Here are instructions for downloading the Chamber Mobile App on several mobile devices.

iPhone/iPad

- Open the Safari browser on your Apple mobile device.
- In the URL bar, enter the URL of your Chamber's mobile app.
- The Mobile App will populate, and a pop-up will prompt you to add the Mobile App to your Home Screen.
- The Chamber Mobile App will be placed on your Home Screen.

Android Devices

- Open your browser app.
- In the URL bar, enter the URL of your Chamber's mobile app.
- Press Menu.
- Tap Bookmarks.
- Tap Add to add the bookmark.
- Go back to Your Bookmarks, and tap and hold the bookmark you just created for the Chamber Mobile App.
- A menu will appear where you can Add Shortcut to Home.
- The Chamber Mobile App will be placed on your Home Screen.

Windows Phone 7 Devices

- Open the Internet Explorer.
- In the URL bar, enter the URL of your Chamber's mobile app.
- Tap the 3 dots at the bottom right corner of the screen, and drag it up to view the Options Menu.
- Tap Pin to Start Menu.
- Tap Add to add the bookmark.
- Go back to Your Bookmarks, and tap and hold the bookmark you just created for the Chamber Mobile App.
- The Chamber Mobile App will be placed on your Home Screen.

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

WOW - WOMEN OF THE WORKFORCE

NOVEMBER WOW LUNCHEON



On November 16, 2011, the Chamber held its monthly WOW Luncheon at Spring Ford Country Club. Attendees participated in a discussion on WOW's Book Club choice: "The Five Dysfunctions of a Team: A Leadership Fable" by Patrick Lencioni. The discussion was led by Ross DeSimone, Corporate Psychological Resource Center. DeSimone gave attendees a handout outlining the "Five Key Arenas of Team Dysfunction" and assigned each table a different key arena to discuss amongst themselves. Attendees then shared their key points of discussion with the group. This Luncheon allowed Members the opportunity to discuss this book with others and helped attendees to make sense of what they read by talking about how they related to the different concepts in the book and learning from the experience of others in attendance. 📖

JANUARY WOW LUNCHEON

The next WOW Luncheon will take place on **Tuesday, January 10, 2012** from 11:30 AM to 1:30 PM at Spring Hollow Golf Club, 3350 Schuylkill Rd., Spring City, PA 19475. Susan Krall, Director of Programming, YWCA Tri-County Area, will be discussing the topic "Managing Stress Wisely". Identify the stressors in your life and recognize how to respond to them. Are your responses healthy or unhealthy? The program will discuss a variety of coping mechanisms designed to create a healthy lifestyle balance. Go to the Chamber Events Calendar at www.tricountyareachamber.com or call 610.326.5158 to register. 📖

MORE UPCOMING WOW EVENTS

February 7, 2012

Place: Copperfield Inn at Lakeside

Speaker: Kayte Connelly, Best Principled Solutions, LLC – "Women in Community Leadership"

March 15, 2012

Location: Brookside Country Club
Speaker: Jonathan Segal, Partner, Duane Morris LLP – "Dancing on the Edge of a Volcano: Social Media"

April 17, 2012 (Breakfast)

Location: Last Call by Neiman Marcus
Speaker: Pam Varkony – "Power of Women".

May 15, 2012

Location: Spring Ford Country Club
Speaker: Dr. Carol Cola, Dermatologist

June 19, 2012

Location: Frederick Mennonite Community
Speaker: TBD

BOYERTOWN AREA PROGRESS DINNER

REGISTER NOW!



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

Platinum Sponsors:



Supermetals



Pottstown Memorial
Medical Center

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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. January's Business of the Month was chosen from a business card drawing at November's Membership Breakfast.



J&J Environmental, Inc.

J&J Environmental, Inc. is a spill response and environmental contracting company operating in East Norriton, Pennsylvania. J&J was one of southeastern Pennsylvania's first environmental emergency response companies beginning operations in 1975 as J&J Spill Services & Supplies. As of 2010 J&J Environmental is operating under new ownership and in the process of growing and expanding the company. J&J Environmental is focused on the goals of providing prompt, dependable, cost competitive, and ethical environmental services.

At J&J Environmental our primary services are: Petroleum Spill Response, Underground & Aboveground Tank Cleaning and Removal, Non-hazardous Vacuum Truck Services & Transportation, Soil Excavation & Disposal, Drum Transportation & Disposal, and Environmental Supplies such as drums & spill absorbents. We provide these services to industrial, commercial, residential, and municipal customers. We work with several municipalities and government organizations to provide spill response and remediation for roadway spills. We work with realtors and property management companies to provide fuel oil tank removal for residential and commercial properties. We work with other environmental consultants to provide the labor and equipment needed to perform the "dirty work". We are included as a response contractor on the spill response plans of several local organizations such as manufacturers, fuel oil dealers, petroleum storage facilities, school districts, and insurance companies.



J&J Environmental maintains a full fleet of vehicles and equipment that includes: vacuum trucks, excavation equipment, dump trucks, street sweepers, rolloff trucks & boxes, service vehicles, and emergency response trailers. J&J Environmental is located in the heart of southeastern Pennsylvania allowing us to provide prompt response to all of southeastern Pennsylvania and the Lehigh Valley. Our in-house labor and equipment allow us to provide rapid and turnkey services.

J&J Environmental has recently added additional equipment and technical expertise to expand our services to include hazardous chemical spills, hazardous waste transportation, hazardous waste disposal, lab chemical removal, universal waste disposal, OSHA Training, and mold remediation. We plan to have these services fully online by the spring of 2012.

J&J Environmental is committed to the local area and the environment providing support to local environmental organizations and agencies.

For more information on J&J Environmental or to include us as a contractor on your spill response plans please contact Bill Kunsch or Andy Meadows at 610-277-4511. 📞

Could This Be THE YEAR?



Shayne Trimbell,
Project Coordinator,
GVF Transportation



As deadlines approach and deals are made, we sit and wait, and hope that yes, this could be the year. If only this applied to the fans of the Philadelphia Phillies and not to those in the transportation industry. In September of 2009, the previous Federal Transportation bill, SAFETEA-LU (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users) expired. What is SAFETEA-LU, and why is it so important?

This bill is the primary legislation that authorizes the federal government to spend tax revenue on transportation infrastructure projects. The bill specifies the various programs for transportation projects and the levels that those programs are funded. The revenue used to pay for all these projects is collected through a tax levied on motor vehicle fuels. SAFETEA-LU was passed in 2005, and had a four year lifespan. In those four years, the federal government pledged to allocate \$286.4 Billion to projects nationwide.

When the bill expired in 2009, Congress took upon itself to extend the bill using the funding levels and formulas passed in 2005 until a new bill could be drafted and passed. Now, at the end of 2011, the bill has been extended eight times; the current extension is set to expire in March of 2012. Why is this a problem? Does money stop flowing to projects in March? The money does not stop flowing to current projects in development. The problem posed by the indefinite extensions of the transportation bill is that it makes project planning extremely difficult. With the continued extension of the bill, there is no guarantee that funding levels will remain constant when Congress votes to extend the bill. Without the assurance of consistent and reliable funding levels, large scale projects cannot be advanced through the planning and design process. The risk of not having funding to construct a project is too great, so states are reluctant to begin a new project.

There is some hope, and we are starting to see something developing in Washington. The current proposal, MAP-21 (Moving Ahead for Progress in the 21st Century) is a glimmer of hope on the otherwise bleak transportation funding horizon. The bill, which originated in the Senate, provides as much as \$85 Billion over the next two years. This is a short term fix, but the hope is that by passing a short term bill, rather than continuing to extend the current bill, Congress will have time to craft a long term transportation funding solution. There has also been a bi-

partisan push in the House of Representatives to develop a long term solution.

A contributing factor to why there has been little development of a transportation bill is that Congress cannot agree on how to pay for the bill. Our current funding stream is derived from a tax levied on motor vehicle fuels. Congress has expressed no interest in increasing that tax, a tax which continues to have its buying power diminished as fuel economy standards increase. There have been ideas proposed such as a vehicle mileage tax, tolling interstate highways, and privatizing certain elements of the highway system. Unfortunately, there is no agreement on which method, or which methods will be used to fund transportation in the future.

Transportation infrastructure is critical to our nation's economic growth. The ability to move goods and people is what built our economy, without continued funding dedicated to maintaining the infrastructure, we will face an even more daunting challenge rebuilding the American economy. A two year transportation bill would only be a stop gap measure. It would provide some assurance of funding levels and identify national priorities for infrastructure spending, but it does not provide the long term investments needed. We must demand a long term solution that funds our infrastructures at levels that allows state departments of transportation to properly maintain existing facilities, while expanding facilities that expand our transportation options. We must demand that funding not decline as time passes, as is the case with a fuel tax, but rather increases to keep pace with inflation. We must also let Congress know that we are willing to support changes to the funding system, and are willing to pay for our infrastructure. The time has passed to deal with our infrastructure, hopefully this is the year that something gets done. 📌

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

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POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION AWARDS \$1,153,085 TO LOCAL SCHOOLS AND NONPROFIT ORGANIZATIONS

December 7, 2011, Pottstown, PA – The Pottstown Area Health & Wellness Foundation has awarded \$1,153,085 to fund 39 grant requests during its fall 2011 grant round. Funding is provided to non-profit organizations, schools, and municipalities to promote health and wellness programs. “The grant applications submitted are innovative and consistent with our mission to enhance the health and wellness of area residents,” comments Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation.



This year’s grant budget was increased by \$30,000 due to the volunteer efforts of the Pottstown Area Health & Wellness Foundation East Auxiliary. “Through the Auxiliary’s fundraising efforts and generous commitment of time and talent, five additional organizations are able to benefit from our combined grant dollars,” stated Kraybill.

According to Kraybill, the Foundation has redefined their long-term goals. The following list of grant awards is based on the new long-term goals that support their mission of enhancing the health and wellness of area residents:

PRIORITY #1: Funding programs and solutions for long-term improvement in healthy behaviors. \$124,750 awarded to support the following seven projects:

- Boyertown Area Community Wellness Council – Operating Support
- Centro Cultural Latino Unidos – Zumba Classes and Health & Wellness
- Developmental Enterprises Corporation/Pottstown Training Center – Healthy Eating, Healthy Living
- Freedom Valley YMCA, Spring Valley Branch – After Breast Cancer Program (Funded by East Auxiliary)
- Greater Pottstown Tennis Association – National Junior Tennis & Learning Program at Pottstown School District
- Maternity Care Coalition – Pottstown Early Head Start
- Pottstown Family Center, Family Services of Montgomery County – Expanded Food and Nutrition Education Program (Partially funded by East Auxiliary)

PRIORITY #1A: Promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living. \$148,313 awarded to support the following seven projects:

- Brookside Montessori – Outdoor Learning Environment and School Garden
- Coventry Christian School – Opportunities for Under-privileged Children Program
- Daniel Boone Area School District – Coordinated School Health Program
- Falkner Swamp Nursery School, Inc. – Health and Wellness Programs
- St. Aloysius School – Steps to a Healthier You – Fitness and Nutrition Program & Playground Construction
- True to Life Ministries – Operation Backpack
- West-Mont Christian Academy – Replacement of Gymnasium Floor

PRIORITY #1B: Improving parks, programming and the built environment to increase access to physical activity. \$205,000 awarded to support the following eight projects:

- Borough of Pottstown – The Greening of South Street
- Borough of Pottstown – Heritage Action Plan Trail Connection
- Boyertown Area YMCA – Daniel B. Boyer Skate Park
- Delaware Riverkeeper Network – Pottstown Rivercast Feasibility Study
- Delaware Valley Christian Camp – Camp Manatawny Rock Climbing Wall
- Limerick Township – Manderach Memorial Playground ADA Upgrades
- Preservation Pottstown – Mosaic Community Garden
- Schuylkill River Greenway Association – Bike Pottstown

PRIORITY #1C: Creating and promoting social networks involving healthy living. \$43,000 awarded to support the following project:

- Pottstown Area Seniors’ Center – Prime Time Health

PRIORITY #2: Funding programs for physical health and emotional well-being. \$529,053 awarded to support the following 11 projects:

- Camphill Village Kimberton Hills – Aging in Community (Funded by East Auxiliary)
- Chester County 4-H – After School Programs at Park-Springs Apartments in Spring City
- Child Advocacy Center of Montgomery County–Mission Kids – Victim/Family Advocate Program
- Child, Home & Community, Inc. – Pottstown Adolescent Prenatal, Parenting and Support Continuum (Funded by East Auxiliary)
- Community Health and Dental Care, Inc. – Operational Improvements & Growth
- Creative Health Services – Collaborative Family & Childhood Obesity Program
- Family Services of Montgomery County – Project Hearth (Helping Elderly Adults Remain in Their Homes)
- Maternal and Child Health Consortium of Chester County – Healthy Start Program in Spring City
- Montgomery County Community College – Dental Sealant Day
- Spring-Ford Counseling Services – Emotional Health Workshop for 8th Graders in Spring Ford School District
- Visiting Nurse Association Community Services, Inc. – Personal Navigator Program

PRIORITY #3: Funding learning opportunities and strategic planning to strengthen non-profits. \$102,969 awarded to support the following five projects:

- KenCrest Centers – Restroom Renovation and Personal Hygiene Project (Funded by East Auxiliary)
- Montgomery County Community College – Service Learning to Build the Capacity of Community-Based Nonprofit Organizations
- Pottstown Area Police Athletic League – Strengthen Nonprofit & Complete Phase I Sports Complex
- Pottstown Area Seniors’ Center – Save Our Collaboration
- Pottstown Cluster of Religious Communities – Operating Support to Implement Capacity Building Plan

EXERCISING ON A BUDGET:

MAKING AN IMPACT WITHOUT MAKING A BIG INVESTMENT

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

Are you one of those individuals who can easily find an excuse not to exercise? I had to do this. I had to do that. I have my kids. I’m tired. It’s dark out. It’s not in my budget to join a gym or buy expensive equipment. Well, you can cross that last one off your list of excuses—you *can* exercise if you’re on a budget and you don’t have to join a gym or invest big bucks. In fact, there are so many low-cost or free ways to exercise, by yourself or with your family, you may start to find those other excuses are no longer necessary.

According to the guidelines from the Department of Agriculture and the Department of Health and Human Services, individuals should have at least 30 minutes of daily physical activity to reduce the risk of chronic diseases in adulthood. So, you may be pleasantly surprised to find out how often and affordably you can fit exercise into your day and reach your 30 minute minimum without trying too hard or changing too much of your routine.

Everyday Exercises

Start small. Did you know that you can turn almost your entire day into an exercise routine? Consider:

- Using the self-check out at stores – not only is it faster, but scanning and bagging your own groceries is more movement than you would normally get when using the regular check-out lane.
- Taking the steps instead of the elevator – sound familiar? That’s because it works. If you’re on the 25th floor, start small – go up a few flights and add more flights as you progress.
- Cleaning your house – yes, you get exercise every time you vacuum, scrub the floor, and polish the furniture—30 minutes of housework can burn up to 215 calories!
- Doing squats or lunges while brushing your teeth or waiting for the microwave.
- Balancing on one leg while drying your hair, shaving or putting makeup on.
- Doing exercises during commercials while watching your nightly TV—ab crunches, squats, “jump” rope, march in place.
- Mowing the lawn and weeding the garden in spring and summer, and raking the leaves and shoveling the snow during fall and winter.
- Parking in the farthest away space so you have a longer walk to the store.

Free Exercises

Perhaps you are interested in more structured exercise, not just what you can fit in where you can. There are many FREE things you can do to get started. Try:

- Walking or jogging – still the best bargain there is. However, the one investment you do want to make is in good athletic shoes.
- Putting on some music and dancing.
- Going online and finding free workouts on YouTube.com

(See “Exercising On A Budget” on page 44)

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Business Counselor and Help
Build a NEW Generation of
Entrepreneurs!**

Call 610-269-7009 or visit
www.pottstownscore.org

Pottstown SCORE Chapter 594 serving
Montgomery, Chester, and Berks Counties

SCORE is a resource partner with the
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422business.com

EXERCISING ON A BUDGET

(Continued from page 43)

- Finding an exercise program on TV.
- Checking out exercise DVDs from your local library.
- Hiking and biking – check out missionhealthyliving.org for local parks, bike trails and hiking spots in our local area.
- Strength training – using just your body as resistance. Try squats, lunges, calf raises, push ups, tricep dips and crunches. Not sure how? Look it up on YouTube.
- Scouting around in your basement or garage for old fitness equipment that you may have purchased long ago, but forgot about. You may find a basketball, tennis racket, Frisbee, paddle ball games, baseballs, step equipment, etc. that you can begin to use again.

Low-Budget At-Home Gyms

Having an at-home gym does not mean you have to invest in a costly machine. There are many ways to build a gym at home that will not set your budget back. Consider:

- Making your own weights from full soup cans, laundry detergent bottles and water bottles; milk or orange juice jugs filled with sand; and PVC pipes filled with sand.
- Seeking out used equipment from garage sales, relatives or friends, Craigslist, Play it Again Sports stores and Ebay.
- Making a modest investment in versatile, but inexpensive equipment: medicine ball, jump rope, dumbbell set, resistance tubing, exercise/stability ball, mirror, step bench.

Other Options

Finally, just when you think there cannot possibly be more choices to exercising on a budget—good news, there is! Consider:

- Seeking out low-cost, local fitness classes that are not associated with a gym.

A Fresh Start Fitness has a number of workout choices, and the **Ballroom on High** offers Zumba classes.

• Starting a fitness class at work if you have the interest and the room—kettlebells, Zumba, yoga, etc. There are many local trainers and teachers who may be looking to teach extra classes. The more people you get, the less expensive it will be!

• Starting a fitness class at work, not with a trainer, but with a DVD player. Take turns bringing in your fitness DVDs and get moving.

• Looking into low-cost gym options. Planet Fitness offers a membership for only \$10 a month and the YWCA also has low-cost options.

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Revitalization: Who Benefits?



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

Recently I went to a meeting of two towns, located side by side, that wanted to join in a common revitalization effort. I sat there a while and listened to the discussion. Everyone was hot to revitalize and then someone stood up and said they did not want to revitalize because their rent would go up. The meeting went downhill as the woman went on to say that her taxes would increase and more people in the downtown means that the landlords would want more rent.

I thought that it was a weird comment but then I really started thinking about it. Is it true? Probably partially true, because when an area becomes more vibrant the rents usually go up... but that means you have additional sales and additional sales means more income.

Income is the basis for valuing commercial property. I learned a lot about how properties are valued and how the role of the merchants plays a big part in whether or not a building is valuable. The merchant sales generate an income stream for the merchant and that income stream is capitalized to derive a value.

That is the basis for real estate assessment. Normally residential properties are valued by comparable sales (what the similar house down the street sells for) and commercial properties are valued through the income stream capitalization. Then a millage is charged against the assessed value. It is a little more com-

plex than that but that is the down and dirty.

When revitalization happens in a downtown, the buildings that are improved will be reassessed. Then, when these buildings are reassessed,

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



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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 49)

the value of the building will increase and the taxes will most likely increase because of the increased value of the building. I suppose there could be a case where the value goes down but I never have seen that happen.

The interesting part of this discussion is that, the buildings surrounding the buildings that are improved, gain in value and never are reassessed. Basically, if you do nothing to your building, and it is in the between two buildings that have been improved and your building value appreciates, the tax burden remains the same unless the owner improves the building or sell it for an appreciated value.

Normally another result of a revitalized commercial strip is that the value of housing that surround the strip increases. This is not really so much so for stand alone strip centers but would relate more to the corridor that encompasses a series of strip centers or a traditional downtown. Again, those values will not go up

unless there is a sale or some significant betterment of the property.

I remember the commercial values in downtown Phoenixville almost quadrupling and the residential values increasing to a lesser extent. Still the Borough of Phoenixville did not get a windfall in taxes because if the building next to you is worth \$800,000 and your building has a fair market value of much, much less, it does not increase in value with the assessment board.

So really, it is a mixed bag about who will benefit. It depends on which end of the equation you are on.

A downtown property owner could charge the higher rent because of the revitalization, while not paying his or her fair share of taxes to reflect the increase because there is no reassessment on buildings that are not sold or improved.

A merchant may gain if they were in a long-term lease and they get the

(See "Downtown Marketing And Development" on page 53)



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Pennsylvania Receives \$1.7 Million Federal Grant to Increase Small Business Exports

The Pennsylvania Department of Community and Economic Development received a \$1.7 million State Trade and Export Promotion grant in October from the federal Small Business Administration (SBA) to increase export assistance to Pennsylvania's small businesses.

"Providing small businesses with the tools they need to grow and create jobs in the state is a top priority of the governor and our agency," DCED Secretary C. Alan Walker said. "Export assistance is a great resource for small businesses interested in selling their goods and services to new markets."

The SBA's State Trade and Export Promotion Grant (STEP) Pilot Grant Initiative provides grants to states for small business exporting assistance programs. The STEP Initiative works to increase the number of small businesses that are exporting, and boost the value of exports for those small firms already exporting.

Pennsylvania's Center for Trade Development will provide funds to qualifying companies to participate in multiple international trade events and projects. Industry categories will focus on food, energy, medical and wood/building. Countries include Taiwan, UAE, Brazil, Canada, Israel, Japan, Chile, Germany, Korea, India, China and others. The STEP project will hold at least two virtual buyer events with the Commercial Service and Pennsylvania universities.

From 2005 to present, the Center for Trade Development directly generated over \$2.1 billion in new export sales and supported over 14,200 jobs in the state. In the last fiscal year alone, the program generated over \$526 million in new export sales for Pennsylvania companies, supporting more than 4,000 jobs.

The Center for Trade Development, housed within the Department of Community and Economic Development's Office of International Business Development, helps Pennsylvania exporters expand their reach, capacity and capability to sell into new markets by providing clients with access to market research, partner search services, grants, and a full schedule of international trade shows and missions.

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Community Health and Dental Care, 11 Robinson St, Pottstown, began the season of giving by hosting a Miller-Keystone blood drive on Monday, December 5th, from 8:30am-4:00pm located in the lower level employee parking lot. A total of 15 participants were able to contribute 11 units of blood, which will in turn save 33 lives. As the demand for life-saving blood donations increase, our health center will help meet the needs of the community by hosting additional blood drives in the future.

It is the mission of Community Health and Dental Care to identify gaps in health services and to ensure access to appropriate levels of care for all people in the service area regardless of their ability to pay. In order to provide access for all, we welcome all patients of all ages, with or without insurance. Extended weekday office hours are offered as well as Saturday appointments. For more information on our services or to make an appointment, please call 610.326.9460 for medical or 610.326.7405 for dental. 📞

Picture #1 shows Johanne Tobias, Human Resource Director for Community Health and Dental Care entering the van. Picture #2 shows Johanne Tobias lying on the table ready to donate and picture #3 is Betty Sanchez, Patient Services Rep. for CHDC entering van.



GOVERNOR CORBETT TO LEAD INTERNATIONAL TRADE MISSION IN 2012 TO EXPAND ECONOMIC OPPORTUNITIES FOR PENNSYLVANIA

Trade Mission to be Supported by Private Sector Funds

Governor Tom Corbett will lead a delegation of Pennsylvania business leaders on a trade mission to France and Germany next spring that will focus on connecting Pennsylvania companies with potential export partners and encouraging international businesses to invest in the commonwealth.

The March 2012 mission will be privately funded and organized by the Team Pennsylvania Foundation, a private non-profit partnership with the commonwealth.

"With the private-sector support of the Team Pennsylvania Foundation, I am proud to lead our business leaders

on this mission to create real opportunities for economic investment and job growth," said Corbett. "While in France and Germany, we will connect our businesses with opportunities to enter new markets and will meet directly with companies that are looking at investing and creating jobs in Pennsylvania."

France and Germany are two of Pennsylvania's most important trade partners. Combined, they represent the state's fourth-largest export market and top source of foreign direct investment in Pennsylvania. In 2010, Pennsylvania companies exported

(See "Governor Corbett" on page 55)

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DOWNTOWN MARKETING AND DEVELOPMENT

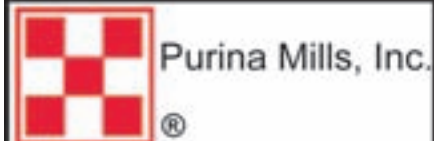
(Continued from page 50)

benefit of revitalization because their rent is set. In this case, the property owner will gain in appreciation of the value of the property but will not receive the increased benefit of additional rent.

The borough or city will benefit to a limited extent, as the properties that have been revitalized will pay more taxes. The downside of that is that there will be additional services provided because when revitalization occurs the price for making it safe and clean often increases. Those services must be provided to the entire corridor, whether or not the building reflects a change in taxes.

Mixed bag for everyone! So is it even worth revitalizing? I believe it is because the entire community wins. People become proud of their town, local businesses thrive, and the vacancies in the downtown lessen. It is a process... a long process and fixing up the first storefront is a start.

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422 BUSINESS ADVISOR COLUMNIST TO TEST POLITICAL WATERS

Route 422 Business Advisor columnist Barry Cassidy has decided to seek public office in the newly created 45th state representative district, which extends along the Route 30 corridor. Cassidy recently announced his candidacy in a Democratic rally in Caln Township of the "Fighting 45th Democrats" and the "Route 30 Democrats."

Cassidy, a commercial corridor marketing and development specialist, has revitalized Phoenixville. He also worked in Downingtown as an economic development specialist. He has had positions in Philadelphia as corridor manager for Kensington Avenue and South Street.

He is married to Karen McMichael. Ms. McMichael is currently the Director of International Programs for Temple Law School and is a hearing master in the Philadelphia Emergency Protection from Abuse Court.

Cassidy is a 62-year-old economic development professional from

Downingtown Pennsylvania, was named a Keystone Laureate as an "agent of change" by former Governor Edward Rendell. He is also the co-founder of statewide downtown technical assistance organization, Pennsylvania Downtown Center.

Job creation, economic expansion, and increasing assessed real estate values along the route 30 corridor will be the main themes of Cassidy's campaign. "The only reason I was interested in this office was because it is the Route 30 commercial corridor... and corridor management and representation is what I do for a living. I work to create jobs, value and wealth everyday, I thought it was a good fit and an a perfect challenge to help improve the corridor that include East Caln, Caln, Sadsbury, East Fallowfield and Valley townships, the boroughs of Modena, Parksburg, South Coatesville, Downingtown as well as the City of Coatesville," Cassidy stated. 🗳️

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GOVERNOR CORBETT

(Continued from page 52)

more than \$767 million of goods and services to France and more than \$1.4 billion to Germany. Currently, 438 French-based firms employ more than 18,500 people in Pennsylvania, and 707 German-based firms employ more than 34,900 in the state.

The Department of Community and Economic Development's (DCED) Office of International Business Development (OIBD) is currently working on several investment projects from France and Germany. Governor Corbett and DCED Secretary C. Alan Walker will work with OIBD's international representatives to meet with company officials with a goal of securing the projects and the new jobs that will follow.

A great example is the Alstom Group based in France, which in 2009 began a search for a location in the United States to manufacture its disconnect switches. After considering a number of locations in the U.S., Alstom chose a site in Charleroi, Washington County, creating 30 new jobs and bringing \$8 million of investment to the area.

"We considered many factors in choosing a new location for U.S. manu-

facturing of our disconnect switch products," said Alstom Grid's North America Regional Vice President Keith Stentiford. "We looked at availability and quality of the local workforce, wage rates, proximity to customers and suppliers, available sub-contractors for manufacturing industries, and of course the proximity to our existing operations in Charleroi."

OIBD and Pennsylvania's Investment representative in France have been meeting with company officials in Paris and in the United States since 2007, working to promote Pennsylvania as the ideal location for their expansion projects in the U.S. energy market. Alstom recently indicated that it plans to continue expanding at the Charleroi location.

To learn more about how businesses can participate, contact Lindsay Michael, International Initiatives Manager for Team Pennsylvania Foundation, by email at lmichael@team-pa.com or by calling 717.233.1375.

For more information about the OIBD or other economic development services, visit www.newPA.com or call 1.866.466.3972. 🗑

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