

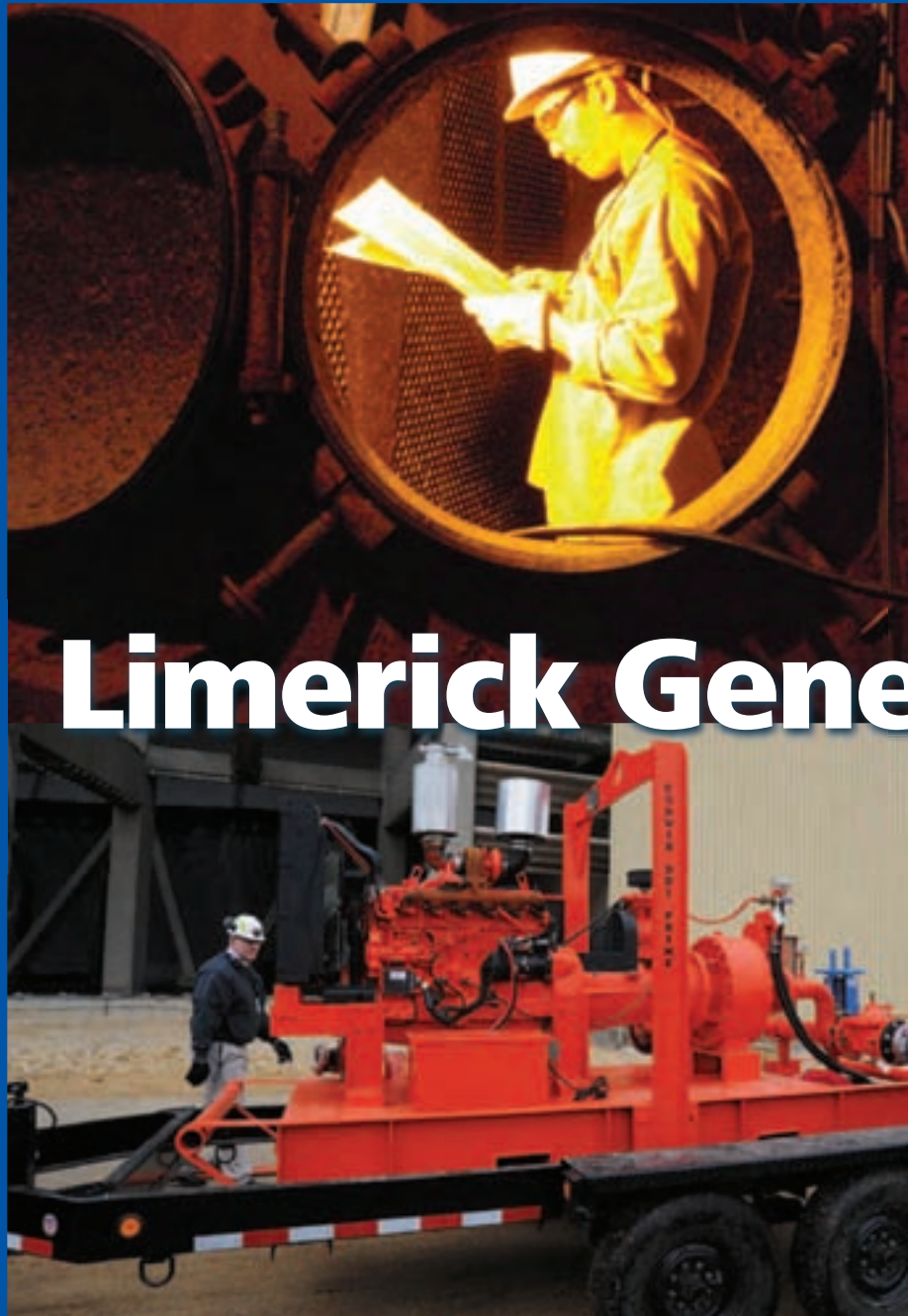
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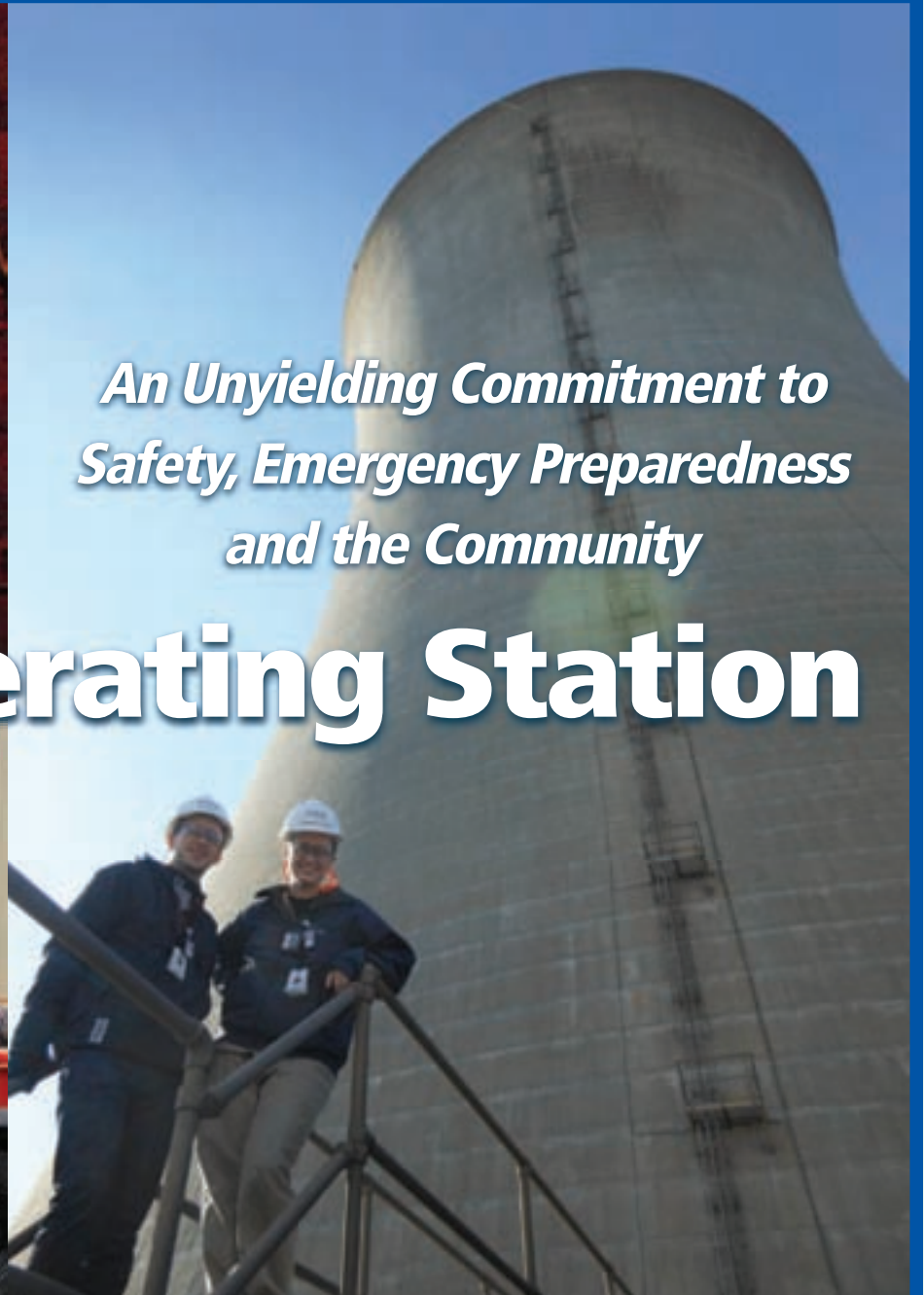
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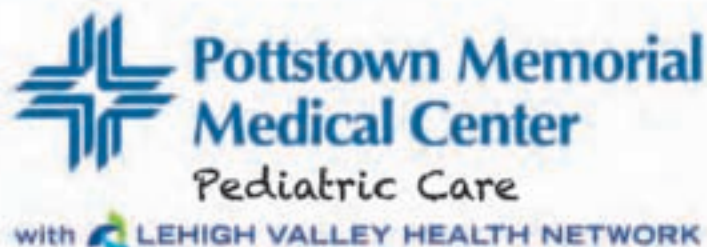
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In This Issue | APRIL 2012



Limerick Generating Station, is designed and maintained to safely withstand a variety of natural and other severe events.



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Limerick Generating Station

*An Unyielding
Commitment
to Safety,
Emergency
Preparedness
and the
Community*



Tom Vogdes, left, and Amanda Fogerty, right, perform a walk down of the Unit 1 cooling tower during the recent refueling outage at Limerick Generating Station. Thousands of activities, inspections and state-of-the art equipment upgrades are performed each year to enhance the safety and reliability of the facility.

Safety has and always will be the most important aspect of operating Limerick Generating Station. Just like the events of 9-11 added increased margins of security to nuclear power plants, the massive earthquake and tsunami that occurred over a year ago in Japan has already translated into numerous measures to maintain and upgrade the already-high level of safety at Limerick. Every year, Exelon invests millions in plant equipment and operator training to make a safe and well-run facility even safer. This investment in infrastructure, along with a total site output of 2,345 megawatts — enough to power two million homes — plays a large role in the economic viability of the tri-county region.

Reaffirming an Already Robust Design

Within one week of the March 11, 2011 events, Limerick was reviewing systems and components to ensure the facility could mitigate the effects of a seismic event, flood or complete loss of power from the electric grid. Teams of engineers and technical experts from Exelon Nuclear and others in the industry traveled to Japan to provide expertise and to begin understanding as much as possible — the primary lesson: expect the unexpected, and prepare for the unimaginable.

This lesson translated into extensive reviews of equipment, structures and procedures; purchases of additional backup emergency equipment; updates of emergency procedures; and additions to emergency training.

Among other actions completed at Limerick within the past year include:

- Well above 3,800 person hours applied to completing all Fukushima response activities.
- 208 procedures and operating guidelines were created, revised or verified.
- Added another mobile, high-volume diesel-driven pump bringing the total to one per unit.
- Additional training on backup emergency equipment conducted with operators.
- Hands on pump trailer towing training conducted with all operators.
- 93 pieces of portable and installed equipment throughout the plant site were reviewed.
- 37 plant areas that have internal and external design flood barriers or seals were inspected to verify barrier/seal functionality.
- 220 operations training lesson plans and main control room training simulator guidelines modified to address post Fukushima learnings.

"Limerick, like all nuclear power plants, is designed and built to safely withstand a variety of natural and other severe events," said Bill Maguire, Limerick Site Vice President. "Ongoing research, continuous self-assessments, benchmarking of industry best practices and nonstop sharing of operating experience results in continuous safety upgrades at US nuclear plants."

State-of-the-Art Upgrades and Regional Economic Boost

Last month during the Unit 1 refueling outage, more than 2,000 supplemental workers performed over 13,000 activities, including state-of-the-art equipment upgrades, safety inspections and equipment improvements, as well replaced one-third of the reactor's fuel.

"We prepare thousands of activities at least one year in advance of a refueling outage," added Maguire. "All are designed to enhance the facility's operational strength and ensure Limerick's ability to provide safe, reliable, carbon-free electricity throughout Unit 1's planned two-year operating cycle."

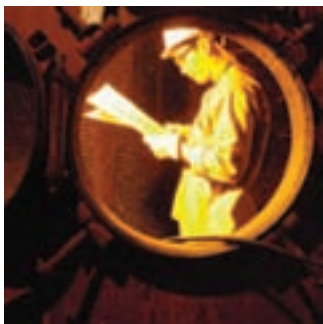
Major work performed during this outage included installation of new alternate speed drives that supply power to vital systems and a number of electrical upgrades.

"A month in advance of the outage, we begin in-processing thousands of workers," added Maguire. "Many workers are from out of town, therefore, local hotels, restaurants, convenience stores and retailers see an increase of business."

Limerick and its employees also give generously to the community. Limerick Generating Station contributes more than \$400,000 to regional charities and community organizations each year.

Recently, the station donated \$150,000 to Limerick Township, bringing the total amount donated to the township alone during the past four years to \$600,000. This contribution provides

(See "Cover Story" on page 6)



Dave Cheung performs a Circulating Water Box inspection at Limerick Generating Station. Recent post-Fukushima lessons learned have translated into extensive reviews of equipment, structures and procedures; purchases of additional backup emergency equipment; updates of emergency procedures and training at the facility.



Pictured here is one of the seven diesel-driven portable pumps ordered by Exelon in the past year. After Fukushima, Limerick purchased another mobile, high-volume diesel-driven portable pump and related equipment. This second pump is not required by the NRC, but it gives Limerick a dedicated pump for each reactor and an additional level of safety if an extended loss of off-site power were ever to occur.



Bill Maguire, right, Limerick site Vice President, recently presented Limerick Township Supervisors Ken Sperring Jr., left, and Elaine DeWan, center, with a check for \$150,000.

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Limerick Generating Station

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Exelon Nuclear submitted a license renewal application to the U.S. Nuclear Regulatory Commission seeking approval to operate Limerick for an additional 20 years. It is important for Limerick to receive license renewal and remain in the community.

Good for Our Power Supply

License renewal is good for the regional power supply. Limerick is a reliable, always-on, inexpensive energy source providing electricity to the power grid.

Good for Our Community

License renewal is good for our community. Limerick employs hundreds of local people in well-paying jobs and contributes approximately \$600,000 to community organizations each year.

Good for Our Environment

License renewal is good for our environment. Limerick generates enough carbon-free electricity to power over two million homes.

To learn more about Limerick Generating Station visit www.exeloncorp.com/limerick



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Exelon
Nuclear

COVER STORY

(Continued from page 5)

vital support to the Limerick and Linfield Fire companies, the Limerick Township Police Department and a host of local parks and recreational facilities and programs.

With a payroll of approximately \$75 million, Limerick provides well-paying, stable jobs for many local residents. And, during these tough economic times, property taxes of approximately \$2.8 million mean less money out of tax-payers pockets.

Safe Facility; Tested Emergency Preparedness

Limerick Generating Station is designed with multiple physical barriers and layers of backup safety systems to ensure safe operations even in extreme events. The plant is protected from flooding by watertight doors, elevation of equipment above flood levels and specially engineered flood barriers. Using massive backup power generators that have second, third and fourth layers of backups, the plant can automatically and safely shut down and keep the fuel cooled even without electricity from the grid.

"At Limerick, the overriding goal is to reaffirm that our facility and the professionals who operate and maintain them are prepared to deal with even the most unpredictable events," added Maguire. "Our highly trained, federally licensed operators are capable of taking any necessary actions to mitigate and control adverse events. A team of licensed reactor operators is always on site in the control room to operate the plant 24/7. Through frequent emergency training and exercises, emergency operating

procedures are constantly tested, challenged, and simulated to ensure that they will work properly when needed."

Emergency plans are regularly practiced and evolve working with local law enforcement and emergency planning agencies to protect the health and safety of the public. Every two years, the station conducts a major exercise with local, state and federal agencies that simulates a several accident.

In addition to each employee's daily job responsibilities, Limerick Generating Station employees have an additional Emergency Response Organization (ERO) position that relates to their normal job duties. ERO personnel train, practice and drill on specific actions to take in the event of an emergency situation above and beyond their routine jobs to keep the facility, their coworkers and neighbors safe.

Employees are "on duty" one week each month and are required to respond 24/7 in the event of an emergency. This ensures a team of highly-trained professionals is always available to respond to Limerick Generating Station and protect the health and safety of the public.

Looking Forward

The U.S. nuclear industry has pooled resources to ensure the lessons from Fukushima are systematically gathered, analyzed and implemented. The process identified short- and long-term actions that further increase the margin of safety at U.S. nuclear facilities. To learn more about these additional actions, visit the Nuclear Energy Institute at www.safetyfirst.nei.org.

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Above: Keystone Villa at Fleetwood

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FOCUS ON POTTSTOWN AND BOYERTOWN

BUZZ AROUND THE BLOCK

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

BOYERTOWN

Hollenbach Construction, Inc. Strategically Approaches the Future from Strong Local Roots

Hollenbach Construction, Inc. (HCI) is a professional general contractor and construction management organization that develops and delivers strategic client-focused solutions to meet facility needs. HCI has deep roots in the Boyertown and Pottstown area and has been headquartered in Boyertown since 1968. "HCI truly is a full-service construction company that offers professional construction management, general contracting and development services for a wide variety of projects in seven vertical markets, that include senior living, healthcare, religious, commercial, retail, educational and industrial," according to owner and President Tim Little.

"Since 1968, Hollenbach Construction, Inc. has successfully built a wide range of projects throughout Pennsylvania, with a significant concentration of those projects within a 50-mile radius of Boyertown," says Stephanie Hollenbach, Vice President and Secretary/Treasurer. Stephanie repre-

sents the third generation of owners of HCI in the Hollenbach family, as she is the granddaughter of founder William "Bill" Hollenbach and the daughter of Jim Hollenbach, Chairman of the Board. Recently completed successful projects in the local area include: Patriot Buick GMC renovations; Bally Savings Bank addition and renovations; Ursinus College dormitory renovations; Keystone Villa @ Fleetwood; Fred Beans Ford of Boyertown new body shop & detail facility; TPI Environmental pre-engineered building and River Station Business Park office and warehouse buildings.

HCI has embraced a strategic thinking and planning approach to continue to grow and build a sustainable and vibrant company for the future. A strategic leadership team is in place and includes Tim Little, Stephanie Hollenbach, Jim Hollenbach and Glenn Ebersole, Director of Strategic Business Development. The team is focusing on the strategic thinking, planning and implementation of a vision and mission and strategic objectives for the long term future of HCI. There is a continuous intentional effort to strategically look at demographics of our

(See "Buzz Around the Block" on page 9)

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In recognition of Children's Dental Health Month in February, Community Health and Dental Care educated their pediatric patients and local elementary students on the importance of proper dental care. The health center's young patients signed pledges to brush their teeth twice a day for two minutes and were even given timers to take home!

In addition, a dental health program entitled "D.K. Destroyers" was created in an effort to keep tooth decay under control through proper education and dental care. In February, students of the Lincoln Elementary School in Pottstown met the "D.K. Destroyers" (Paula Kamp, Outreach Director and Beth Desch, Dental Hygienist from CHDC) along with their smiling dragon named Magnum. In an effort to keep dental education interesting, Magnum the dragon helped the students decide which foods were healthy for their teeth and was even able to demonstrate the proper way to brush.

For the older students, Beth Desch, Dental Hygienist, showed the students experiments on how acid affects our teeth and provided insight as to how much sugar is hiding in our favorite foods. At the end of the day, all of the students were given dental supply kits, pledge forms, activity books and calendars to keep them on track.



Beth Desch, Dental Hygienist and Magnum the Dragon with the Lincoln Elementary School students.



Community Health and Dental Care patients holding their pledge forms and timers.

Community Health and Dental Care is committed to caring for this community. 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 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. 🐉

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BUZZ AROUND THE BLOCK

(Continued from page 7)

population and market trends to define market opportunities, as well as developing and implementing strategic approaches to communications, project management, business development, marketing, client relations and business operations. Two of the most strategic markets currently served and with significant potential in the future for HCI are senior living and healthcare. Two very successful local projects that exhibit this are Keystone Villa at Douglassville and Keystone Villa at Fleetwood.

HCI is proud of its roots in the Boyertown and Pottstown communities, and remains involved in those communities and beyond with construction projects and volunteer work with the Boy Scouts of America, the TriCounty Area Chamber of Commerce, the YMCA, various churches and other community non-profit organizations. HCI intends to remember and honor its roots in the local community, continue to build the company upon the strong foundation of the past successes and keep a watchful strategic eye on the future and the opportunities it holds.

For additional information, please visit www.hollenbach.com and contact Glenn Ebersole at 610.367.4200 or gebersole@hollenbach.com.

Baldy Dog Search Strategies

The founders of Baldy Dog have been involved in Search Marketing since the late 1990s. Baldy Dog Search Strategies was incorporated in February 2006, and the offices moved to Boyertown, PA in September 2011.

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The Twin Turrets Inn, built 1865 for Horace Boyer, has been restored to its Victorian splendor with ten tastefully appointed rooms, two of which feature the copper turrets.

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The Twin Turrets Inn provides the creature comforts, as all rooms have wi-fi and private baths accompanied by plush bathrobes and thirsty towels. But the gardens provide the respite for the soul. April showers do bring the azaleas, rhododendron, roses and hydrangea in abundance

(See "Buzz Around the Block" on page 11)

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PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

(L to R) Olivia Layton Liberato, Maria Liberato, Luigi Liberato, Senator Andrew Dinniman, Jennifer Liberato.

LUIGI LIBERATO RECOGNIZED FOR SPECIAL ACHIEVEMENT IN BUSINESS AND ENTREPRENEURSHIP

Luigi Liberato, founder of Spring City-based L. Liberato Steel Fabricating Co. Inc., was selected as this year's recipient of the award for *Special Achievement in Business and Entrepreneurship* from NIA-PAC (the National Italian American Political Action Committee), which hosted a black tie gala honoring Mr. Liberato at the Union League in Philadelphia on Saturday, March 10. Pennsylvania state senator Andrew Dinniman, presented Mr. Liberato with a Senate Proclamation on March 9 recognizing this prestigious honor.

"First I want to thank you for what you have done to help business here in the district," Dinniman said. "You've been a leader in the business community here. You understood the use of solar, and what it could do in terms of cost savings, both as a businessman, and also in terms of helping the environment. It is deeply appreciated."

Dinniman then read the following Senate proclamation: "Whereas the Senate of Pennsylvania is always pleased to recognize those citizens who have contributed to the enrichment and betterment of their community. Whereas Luigi Liberato is being honored with a special achievement award in Business and Entrepreneurship by the National Italian American Political Action Committee during the 14th annual Carnivale, which is being held on March 10, 2012, and whereas Mr. Liberato serves as president of the L. Liberato Steel Fabricating Company, Inc., a leading producer of structural and miscel-

laneous steel products, to his great credit he has proven himself to be a strong community leader and a role model worthy of emulation, now therefore, the Senate of the Commonwealth of Pennsylvania congratulates Luigi Liberato on the great honor which is being bestowed upon him, offers best wishes for continued success and excellence in all future endeavors . . ."

A personification of the American Dream, Luigi Liberato started out as a salesman in Italy, then obtaining certification as a mechanic, ironworker and blacksmith. He arrived in the U.S. in 1967, quickly learned the language of his new country, and after a brief stint as a laborer, obtained work as a first class welder in Conshohocken. A conversation during a 1970 Christmas visit from his brother led to a partnership and the beginning of a family-owned steel fabrication business located in Eagleville, which incorporated in 1973. The business quickly grew and expanded requiring a move to larger space, first to Norristown in 1975, and again to Phoenixville in 1985. In 1998, the Phoenixville property was sold, and Luigi's brother retired. Luigi took the company under his wing and moved L. Liberato Steel Fabricating Co. Inc., which currently employs 25 people, to its present location at 200 Wampler Drive in Spring City.

"We do structural steel fabrication, for commercial and industrial buildings," Luigi explained. "We reach from Long Island, all the way down to Maryland

(See "Luigi Liberato" on page 12)

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BUZZ AROUND THE BLOCK

(Continued from page 9)

and are interwoven with statuary and ponds. Your home-cooked breakfast may be enjoyed on the patio, the gardens or our dining room.

You can visit our website at www.twinturrets.com to learn all about Twin Turrets and select your room from our accommodation gallery. Please call 610.367.4513. You will be glad you did.

40 Years of Excellence at Bob Hilbert Sportswear

Bob Hilbert Sportswear is proud to have serviced the sportswear needs of the community for 40 years.

Bob Hilbert Sportswear — located outside of Boyertown, — maintains a commitment to quality throughout its product line, which includes screen-printed sportswear, quality embroidered apparel and a complete line of promotional products to help spread the word for your business, group or organization.

Company founder Bob Hilbert welcomes customers of all types. Current clients include businesses of all sizes, educational institutions from pre-schools to colleges, clubs and organizations promoting awareness and fundraisers, the resort industry from Pennsylvania to

the Caribbean and a nationally known custom line of auto racing products.

An interactive customer service department helps customers get what they need working within a budget. The Bob Hilbert team also ensures your items arrive when you need them — on time! The in-house art department turns customers' ideas into an eye-catching and successful apparel and promotional product program.

The screen-printed tee shirt has been the typical featured item at Bob Hilbert Sportswear with more than 100 colors and numerous styles and graphics to bring attention to your group. Printed quantities begin at just 12 shirts — your order is not too small!

Over the past four decades, Bob Hilbert Sportswear's list of products has grown to include sport shirts and dress shirts for everyday work apparel with quality embroidery, ladies' items with new styles and colors, caps, sweatshirts and jackets. You can have a professional look whether you are dressing up or dressing down.

To learn more about Bob Hilbert Sportswear, log onto: www.bobhilbert.com, call: 610.367.6186 or e-mail: info@bobhilbert.com.

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

LUIGI LIBERATO

(Continued from page 10)

and Delaware, and all the way to Harrisburg. We contribute to the infrastructure of the United States, basically." Recently, L. Liberato Steel Fabricating Co. Inc. provided the steel used in the construction of O'Neill Properties' Philadelphia Produce Center on Essington Avenue.

Asked by Senator Dinniman how he felt about being honored by the caucus and now the Pennsylvania Senate as well, Luigi responded "I never expected it. It's a wonderful thing, and I guess its part of the dream we talk about."

"And you exemplify that dream," Dinniman replied. "There's no question about it. In this country, what you've shown, is that in spite of all the economic changes, through hard work and dedication you have achieved success. And I know that success is going to increase, because as this economy changes, I think your orders are already starting to increase now. And what's so nice is you have your family working with you."

Luigi's daughters, Olivia and Jennifer, are both key, long-term employees of the company. "We are very proud of our father," Olivia said emotionally. "He's taught us, not only a trade, not only how to run a business, but how to really look out for our employees, how to do the right thing and succeed in life."

"I think his talent shines through," she continued. "He brings 40 years of experience in the steel industry, and no matter the situation, that always shines through. When people hire you, and rely on you for a multi-million dollar project, they expect excellence. And Liberato Steel thrives on that. That is our goal. Not just to succeed, but to succeed with an excellent product. He's done that, and our team has done that. The shop is very proud of their product. They are a hard-working bunch here. Hands on."

Luigi's family extends to his employees. "That is the way I put this business together," he said. "This is a family business. I am responsible for each and every one of those guys out there."

"He's an unbelievable person," added Luigi's wife Maria. "Today, with the economy and everything, he's really unbelievable. I think he is great and has a lot of respect. He has these two beautiful daughters, and he is just great as a father, and in the community. He is loved by the people he is friends with."

"Everyone is very proud of your accomplishments and this company," said Senator Dinniman in concluding the presentation. 📄

For additional information, please call 610.948.9540 or email Olivia@LiberatoSteel.com, and please visit www.LiberatoSteel.com.



Senator Andrew Dinniman and Luigi Liberato surrounded by family and staff.



L. Liberato Steel Fabricating Company, Inc.

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L. Liberato Steel Fabricating Co., Inc. occupies a 40,000 square foot state of the art facility with an automated beam line, punch press, and angle master. We have the capability of running over 500 tons per month providing custom services for the large developer to the local homebuilder.

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Linda Marquardt—
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Boyertown Museum of Historic Vehicles

The exciting story of how we "go" is just down the road at the Boyertown Museum of Historic Vehicles. From America's earliest cars to the alternative fuel cars of the future.

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85 S. Walnut Street, Boyertown • boyertownmuseum.org • 610-367-2090

Buzz Around the Block

(Continued from page 11)

The Boyertown Museum of Historic Vehicles

The Boyertown Museum of Historic Vehicles houses dozens of automobiles, trucks, and motorcycles that were manufactured right here in Southeastern Pennsylvania while the industry was still in its infancy. Prior to that time, the region produced multitudes of horse-drawn vehicles, of which many examples can be found at the Museum.

The Boyertown Museum of Historic Vehicles was established in 1965 by Paul Hafer and his wife Erminie. Paul Hafer had a 57-year career of designing and building over 100,000 truck bodies at the Boyertown Auto Body Works [BABW], which was founded by his father. He served for 21 years as Chairman of the Executive Committee of the Boyertown Museum of Historic Vehicles.

The Museum is housed in the old BABW factory. The original 1872 Jeremiah Sweinhart carriage factory still stands as a part of today's museum facility. This building complex, where vehicles were built from 1872 to 1990, houses the Museum's collections. Ever changing stage-set exhibits display vehicles as they would have been seen in earlier times. The buildings include the

1872 carriage shop, large exhibit areas, an orientation theater, research library, and museum store featuring vehicle related books, gifts, and toys.

Visitors enjoy learning from a variety of cars and trucks at the Museum's annual Duryea Day Antique and Classic Car Show on the Labor Day weekend. Spaces are available to rent for business meetings, birthday parties, weddings, etc. The Boyertown Museum of Historic Vehicles is located in Boyertown, Pennsylvania, approximately 35 miles northwest of Philadelphia.

Walnut Woods of Boyertown

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

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

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

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Left to Right:
Richard Zuber, Brian Gilbert,
Craig Kriebel, Barbara Wagner
and Ken Stryer

Listings For SALE

FOR SALE- (ZC2080) 3200 SANATOGA RD., 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 LL1 BUT USED AS A HORSE FARM-RESIDENTIAL. **Reduced \$188,900**

FOR SALE- (ZC2083) DOUGLASS TOWNSHIP, BERKS COUNTY (3) 1/4- ACRE LOT IN INDUSTRIAL PARK WITH APPROVED LAND DEVELOPMENT PLAN TO CONSTRUCT UP TO 27,000SF OF FLEX SPACE. OWNER WILL ALSO CONSIDER CONSTRUCTING THE BUILDING IF A TENANT IS SECURED. CALL FOR DETAILS. **\$475,000**

FOR SALE- (ZC2114) 301 S. RAILROAD STREET, MYERSTOWN- FORMER PERSONAL CARE FACILITY. 15 BRs IN MAIN BLD. 3RD FL. FEATURES 1BR OWNERS APT. LEASED 1BR UNIT AT REAR OF PROPERTY. POSSIBLE USES INCLUDE BOARDING HOUSE, BED & BREAKFAST, POSSIBLE APARTMENT CONVERSION. LARGE 7,346SF PROPERTY ON CORNER LOT IN QUIET NEIGHBORHOOD. POSSIBLE OWNER FINANCING. **Reduced \$250,000**

FOR SALE- (ZC2120) 1178 COMMERCE DRIVE, POTTSTOWN (POTTSTOWN RECYCLING MATERIAL COMPANY), INCOME PRODUCING PROPERTY SPECIALIZING IN LUCRATIVE RECYCLING OF BRICK, ASPHALT, CONCRETE AND TREE WASTE. 6 WORKING WELLS ON PROPERTY EASILY ACCESSIBLE TO MAJOR HIGHWAYS. LIGHT INDUSTRIAL ZONING ALLOWS FOR MANY USES. MECHANICAL CRUSHER AND OTHER EQUIPMENT INCLUDED IN OFFERING. **\$1,200,000**

FOR SALE- (ZC2121) BUCKWALTER ROAD, SPRING CITY, INCOME PRODUCING HORSE FARM. BARN WITH STALLS, 2 BUILDINGS WITH RENTAL UNITS, EXTRA INCOME FROM HORSE BOARDING. BEAUTIFUL FENCED PROPERTY WITH WONDERFUL DEVELOPMENT POTENTIAL FOR RESIDENTIAL SITES. ADJACENT PROPERTY CONSISTING OF ADDITIONAL 2.5 ACRES & PRIVATE RESIDENCE ALSO AVAILABLE IN THE PACKAGE. POSSIBLE OWNER FINANCING! **\$1,200,000**

FOR SALE- (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN, 3825SF PLUS LOWER LEVEL (BASEMENT)- 50% FINISHED. LOWER LEVEL (BASEMENT) CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **Reduced \$188,900**

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- (ZC2132) 3575 SCHUYLKILL ROAD, SPRING CITY, EAST VINCENT TOWNSHIP COMMERCIAL PROPERTY. HIGHWAY EXPOSURE. FEATURES INCLUDE PUBLIC SEWER, ONSITE WELL, GAS HOT WATER, ONSITE GAS, 200AMP ELECTRIC SERVICE. **\$650,000**

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

FOR SALE- (ZC2135) 1147 E. SCHUYLKILL ROAD, POTTSTOWN, INTERESTING 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. **\$179,900**

SOLD (ZC2141) PRIME COMM. PROP. IN MORGANTOWN

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

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

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

FOR SALE- (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 THAT CURRENTLY HOUSES THE PINE FORGE POST OFFICE AND A 1BR APT UNIT. ALL UNITS ARE CURRENTLY OCCUPIED. **\$248,900**

FOR SALE- (ZC2144) 1033 E. HIGH STREET, POTTSTOWN, BEAUTIFUL SINGLE STONE BUILDING COMPRISED OF 3 RENTAL UNITS AND A GARAGE. 1ST OFFICE CURRENTLY VACANT. 2ND FLOOR BOASTS A 2BR APT AND 3RD FLOOR IS A 1BR APT. RESIDENTIAL UNITS & GARAGE ARE LEASED. OFFICE HAS BEEN UPDATED w/NEW FLOORING. CALL FOR INFORMATION ON INCOME & EXPENSES. **Reduced \$239,000**

FOR SALE- (ZC2146) 1001 N. HANOVER STREET, POTTSTOWN- NEWER 8 UNIT APARTMENT BUILDING. ALL UNITS ARE 2BR AND FULLY LEASED. 8 RANGES & 8 DISHWASHERS INCLUDED IN PRICE. CALL FOR INCOME & EXPENSES. **\$395,000**

FOR SALE- (ZC2149) 302 STATE STREET, HAMBURG- LARGE MASONRY/SIDING BUILDING IN MIDDLE OF BORO OF HAMBURG. CONTAINS 4,800SF ON 2 LEVELS. (2) HEATING SYSTEMS, NEW GAS STEAM HEATER, GAS HOT AIR HEAT AND CENTRAL A/C. WALL TO WALL CARPETING. VARIOUS POSSIBILITIES. PRICED REASONABLE AT **Reduced \$128,900**

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**

FOR SALE- (ZC2154) BERKS COUNTY 42.8 ACRES- ROUTE 100 & MONTGOMERY AVENUE. NEW BERLINVILLE. MANY POSSIBILITIES, LOCATED ON MAIN HIGHWAY. CALL FOR ADDITIONAL INFORMATION. **\$1,500,000**

FOR SALE- (ZC2155) BERKS COUNTY 27.43 ACRES- MONTGOMERY AVENUE & ROUTE 100, NEW BERLINVILLE. POTENTIAL DEVELOPMENT. PREVIOUS PLANS AVAILABLE. CALL FOR DETAILS. **\$1,900,000**

SOLD (ZC2143) 1314 S. HANOVER ST. POTTSTOWN

SOLD (ZC2138) 1827 COUNTY LINE ROAD

FOR SALE- (ZC2157) 256-260 BEN FRANKLIN HIGHWAY- BIRDSBORO- COMMERCIAL PROPERTY ON 2.6 ACRES OF LAND. LARGE COLONIAL HOUSE PREVIOUSLY UTILIZED AS BEAUTY SALON. LARGE BANK BARN FINISHED ON UPPER AND LOWER LEVELS. OVER 30 PARKING SPACES AVAILABLE. HEAVILY TRAVELED MAIN ARTERY. **\$625,000**

FOR SALE- (ZC2158) 369 W. RIDGE PIKE, LIMERICK- LIMERICK AREA. 5 PLEX INCLUDES COMMERCIAL STORE FRONT W/4 APARTMENT UNITS ON 1 ACRE LOT, 2 CAR GARAGE. POSSIBLE ENTRANCE ON 2 MAJOR ROADS. **Reduced \$325,000**

FOR SALE- (ZC2159) BERKS COUNTY 9.78 ACRES- WITH PUBLIC WATER AND PUBLIC SEWER. PHASE IV OF TOWNHOUSE COMMUNITY. **\$300,000**

FOR SALE- (ZC2160) 2397-2411 EAST HIGH STREET, POTTSTOWN- LOWER POTTSGROVE INVESTMENT PROPERTY. (4) RENTAL UNITS SITUATED ON (2) PARCELS BEING SOLD TOGETHER. DETACHED 3 CAR GARAGE. ALL UNITS WELL MAINTAINED WITH GOOD RENTAL HISTORY. CALL FOR DETAILED INCOME AND EXPENSES. **\$298,900**

FOR SALE- (ZC2161) 1140 RIDGE RD., POTTSTOWN- SINGLE FAMILY ZONED C1. HOME IS COMPLETELY REHABBED. FEATURES CENTRAL AIR, LAUNDRY ON 1ST FL., 2 BATHS, 3 BEDROOMS. ALL APPLIANCES INCLUDED. **Reduced \$230,000**

FOR SALE- (ZC2162) BERKS COUNTY APPROVED 19 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

FOR SALE- (ZC2163) 2081 E. HIGH ST., POTTSTOWN- LOCATION, LOCATION, LOCATION IS WHAT THIS PROFESSIONAL OFFICE IS ABOUT. SITUATED IN LOWER POTTSGROVE 7300SF BUILDING CURRENTLY RENTED BY 4 SEPARATE TENANTS. 60+ PARKING SPOTS, LONG TERM TENANTS. GREAT RENTAL HISTORY. CALL FOR INCOME AND EXPENSES. **\$449,900**

FOR SALE- (ZC2164) 4 ASH STREET, W. POTTSGROVE- .95 ACRE COMMERCIAL VACANT LOT SITUATED CONVENIENTLY ON ROUTE 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS ARE AVAILABLE. **\$124,900**

FOR SALE- (ZC2165) 117-119 N. FRANKLIN STREET, POTTSTOWN- GREAT OPPORTUNITY TO OWN AN INCOME PRODUCING MULTI-UNIT PROPERTY. 2 ATTACHED BUILDINGS WITH ONE COMMON BASEMENT. EACH BUILDING HAS ITS OWN TAX ID# AND SEPARATE UTILITIES. BUILDING #117 HAS THREE (2) BEDROOM UNITS AND BUILDING 119 HAS TWO (2) BEDROOM UNITS. CALL FOR DETAILS. PRICE INCLUDES PARCEL ID# 16-00-10420-004. **\$179,500**

FOR SALE- (ZC2166) 26 ROUTE 73, OLEY - GREAT LOCATION. WELL MAINTAINED VICTORIAN OFFICE BUILDING WITH GINGERBREAD TRIM. ACCESSIBLE TO ROUTES 222, 12 AND 73. **\$179,900**

LEASED (ZC2167) 1145 E. Phila. Ave. Gilbertsville

LEASED (ZC2168) 21 S. Livonia Rd., Limerick

LEASED (ZC2169) 17 Church Lane, Douglassville

LEASED (ZC2170) 116 Walnut Street, Pottstown

LEASED (ZC2171) 46 South Chestnut Street, Boyertown



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 Parlier 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- 10,000SF to 15,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. 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

(ZC1088) 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.

(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) Hoffmansville Road, Sassmansville- 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.

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

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

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

(ZC1125) 208 E. Main Street, 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

(ZC1127) 1033 E. High Street, Pottstown- OFFICE SPACE. Pottstown East End first floor office space. 1400-SF, large rooms, kitchenette, offstreet parking. \$975/Month + utilities.

(ZC1128) 416 S. Hanover Street, North Coventry- 1,721SF heated garage, powder room, ample parking, previously used as a repair garage. \$650/Month + electric, heat and trash.

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BUZZ AROUND THE BLOCK

(Continued from page 13)

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

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

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

Graber Letterin' Sign Co.

For many years Graber Letterin' Sign Co. has been serving the local community with custom signage and vehicle graphics. Beginning in 1992, Graber Letterin' Sign Co. has helped businesses and organizations in the Tri-County area present a professional image by providing a variety of quality products and services.

From a company's entrance sign to their vehicles, and all graphic needs in between, our clientel has trusted us to give them the expertise needed to help enhance their business. Organizations have relied on us to provide other products such as high-visibility banners and yard signs designed to promote their special activity or event.

From the initial design concept to the finished product, Graber Letterin' Sign Co. takes the care and attention needed through each step of the production process. We offer a convenient "one-stop-shopping" for our clients by offering a complete package of products and services.

For additional information please call 610.369.1112 and visit www.graberletterin.com.

POTTSTOWN FASTSIGNS of Pottstown

More than fast and more than signs, FASTSIGNS of Pottstown will help you create your brand, image and identity and communicate them to your prospects and customers in ways that are immediate and compelling, that command attention, raise awareness and bring additional revenues. From architectural signs to point-of-purchase, event signs, promotional signs, trade show displays, vehicle graphics, branded apparel, promotional products, and print materials, FASTSIGNS can help you build an integrated campaign to bring your company or organization the attention it needs to grow and prosper. FASTSIGNS can create a 'quick read' QR code that will link your campaign to a customized mobile-ready web site. FASTSIGNS can handle your most demanding projects, from concept, through design, production, installation and maintenance.

Now in their third year, FASTSIGNS has built a reputation for competitive prices, top quality and superior customer service. "We're truly gratified at how quickly we've become accepted in the area," said Bill Wellen, owner of the Pottstown location. "We have a talented and dedicated team of professionals. Everyone who does business with us receives a link to our customer satisfaction survey and they've consistently given us top marks in these critical areas."

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

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UNDERWATER ROBOTICS COMPANY PLANS RELOCATION TO POTTSTOWN

VideoRay, LLC and Pottstown Area Industrial Development, Inc. (PAID) recently announced plans for the relocation of VideoRay's headquarters to Pottstown, Pennsylvania. VideoRay, the global leader in observation Remotely Operated Vehicle (ROV) technology, is working on plans to acquire and renovate the former Levitz building at 212 E. High Street.

The building would initially be occupied by 35 VideoRay employees working in management, corporate administration, marketing, engineering, assembly, and repair functions. The rapidly growing man-

ufacturer of very small underwater ROVs expects to increase the size of its workforce over the next several years.

"I am very excited about what we can do when we relocate to downtown Pottstown," said Scott Bentley, President and majority owner of VideoRay LLC. "There are a lot of reasons why we will be better off in Pottstown than where we are now. We were recruited by PAID and I have found Borough Manager Jason Bobst and the Borough staff to be very helpful in addressing some zoning and parking issues. It has been great working with PAID and the Borough."



"VideoRay is exactly the type of employer we want to attract to our community," said Stephen M. Toroney, Borough Council President. "A global high tech company with tremendous growth potential will soon call Pottstown home and we are pleased to welcome them."

PAID and the Borough have been working with VideoRay since November to help determine the feasibility of relocating and alleviating concerns about moving from a rural to urban environment. The company has outgrown its current location in East Pikeland, Chester County. "We presented the many benefits of establishing operations in Pottstown," said Steve Bamford, Executive Director of PAID. "The idea of locating in a classic, walkable downtown was appealing to the company. Proximity to restaurants, the Tri County Performing Arts Center, public transportation, and convenient parking factored into their decision, as did plans for expansion of the Schuylkill River Trail and the continued growth of Montgomery County Community College in the borough."

VideoRay is also exploring establishing a robotics campus in the building by leasing space to independent companies that provide some of the accessories and software used by VideoRay and its customers. "The prospect of additional technology companies moving to Pottstown is tremendously exciting and we are here to be of assistance," said Bamford. ■

ABOUT VIDEORAY

With more than 1,950 Remotely Operated Vehicles (ROVs) in service around the world, VideoRay is the global leader in observation ROV technology. The VideoRay ROV is an extremely versatile, portable, affordable, and reliable solution for underwater operations including surveys, offshore inspections, search & recovery, homeland & port security, science & research, fish farming, and other unique applications in underwater environments. More information about VideoRay can be found at www.videoray.com.

ABOUT PAID, INC.

Pottstown Area Industrial Development, Inc. (PAID) is the non-profit corporation designated by a partnership of the Borough of Pottstown, Pottstown School District, and the Montgomery County Redevelopment Authority to coordinate and lead economic development efforts within the Borough of Pottstown, Montgomery County, Pennsylvania.

For additional information, please contact Scott Bentley, President, VideoRay, LLC, 610.458.3000; or Steve Bamford, Executive Director, Pottstown Area Industrial Development, Inc., 610.326.2900 ext. 223 or email: sbamford@paidinc.org.



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BUZZ AROUND THE BLOCK

(Continued from page 15)

FASTSIGNS of Pottstown is focused on serving the Tricounty area along the 422 corridor from Douglassville to Eagleville, from Dale to Mont Clare, "although we've served customers as far west as California and Washington State and as far south as Florida and Georgia," said Wellen. "Your reputation goes a long way so it had better be a good one."

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(See "Buzz Around the Block" on page 18)

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BUZZ AROUND THE BLOCK

(Continued from page 17)

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

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BUSINESS PROFILE

FREESTYLE REAL ESTATE

Freestyle Real Estate is growing and they have lots of exciting things happening! First, is their recent association with Debby Singleton, a 19-year veteran of the local real estate market. Debby is loved by her clients and respected by her peers. She specializes in Residential and Commercial real estate, and, especially in Senior Residential Housing. You can reach Debby, for all your real estate needs, by calling or texting 610.496.9094 or email her at HomesbyDeb@comcast.net.

Freestyle Real Estate is also excited to announce the opening of their second office in the 1700 block of Swamp Pike in Gilbertsville, PA 19525. Suzanne Kunda, Broker/Owner of Freestyle Real Estate, initially opened her office in Barto, PA in 2009. The great success of her company allows her to open a branch office in Gilbertsville and, in the future, she will expand to Limerick and Collegeville, where the partners already do a good portion of their business.

Suzanne credits her success, in part, to her wonderful clients, the builders that entrust her with their new construction and her association with her partner Jackie Smith who, herself, is a seven-year veteran of the local market. The new partnership of Suzanne Kunda, Jackie Smith and Debby Singleton will propel Freestyle Real Estate into the future with excellent web-based services seasoned by their down-to-earth attitudes and hometown spirits. All three are local born and bred and have a combined 35 years experience serving Northwestern Montgomery County, Northern Chester County and Eastern Berks County and beyond.

You can reach Suzanne at 484.686.7872; Jackie Smith at 215.896.0345 and Debby Singleton at 610.496.9094. Freestyle Real Estate, LLC, 1723B Swamp Pike, Gilbertsville PA 19525. Main Office: 610.845.1800. Licensed in PA. RM421160-Suzanne; RS289523-Jackie; RS199510-Debby. Search homes at: www.FreestyleRE.com 🏠

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BUZZ AROUND THE BLOCK

(Continued from page 18)

along with a multiple car discount. With prices starting as low as \$30.00 per month, this is one of the most economical ways to wash your car.

Now for a limited time, All Star Car Wash will be offering a Yearly E-Z Wash Card for even more savings! This will be setup the same way as the Monthly E-Z Wash with a recurring charge each year. Now you can wash your vehicle all year long, as you need and as often as you like. You will be covered for the snow and salt, bugs and pollen and for the summer heat and winters cold. Let All Star Car Wash do all the dirty work. It's like having a gym membership for your car! Stop by or call 484.524.8520 for more details.

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Wolf, Baldwin & Associates, P.C. is a general practice law firm primarily serving Montgomery, Berks and Chester Counties. The firm was founded in 1973 by Attorney Jack Wolf, a Pottstown resident and native, and former Borough Council President and School Board President. Based in Pottstown on North Hanover Street, the firm maintains additional offices in West Chester and Reading. They recently announced the purchase of a building at 800 High Street in Pottstown, where the firm will relocate its main office after an extensive renovations of the new property.

Wolf, Baldwin & Associates employs seven attorneys who take pride in delivering high quality legal services in a friendly, small-firm atmosphere. Their practice areas include Workers' Compensation, Estate Planning and Administration, Family Law, Business Law, Civil Litigation and Real Estate Matters. More information is available through their website, www.wolfbaldwin.com, or by calling the firm at 610.323.7436.

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H & F Tire Service carries 13 brands including Bridgestone, Firestone, Goodyear, Michelin, B.F. Goodrich. Let our tire professionals help you maintain your tires and choose the right tire for your vehicle. Check us out at any of our four locations: Pottstown, Lancaster Ephrata, and Reading or on the web at www.hftire.com.

Weitzenkorn's Adds Fifth Generation

Aaron Weitzenkorn recently joined his father Gregg and uncle Marc at Weitzenkorn's men's store in Pottstown, carrying on a longstanding tradition of providing quality products and excellent service to a long and growing list of repeat customers. The store is located at 145 E. High Street, Pottstown, PA, and now online at www.weitzenkornsmenswear.com. Aaron represents the fifth generation operating the family owned business, which opened in 1864 with Abraham Weitzenkorn peddling bolts of cloth, shoes, and work gloves from a wagon on the streets of Pottstown. Morris Weitzenkorn became the second generation operator of the business

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

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LEADERSHIP AND SUCCESS

By Kenneth D. Richardson, PhD, Redwood Enterprises

For most of my adult life, financial planning was one of my least favorite things to deal with. I used to feel that I was swimming in information and was apprehensive regarding the potential for making bad decisions. Recently, however, I've become intrinsically fascinated with this domain and enjoy delving into it. The reason for the change is that I've recently run across some approaches to organizing business as well as personal finances that make it possible for virtually anyone with common sense to understand them in novel and useful ways.

When I ask the business owners that I work with what issues are most responsible for keeping them awake at night, the two most common answers are: (1) their ability to organize financial plans that will best secure their long term futures, and (2) concerns with profitability.

The second one, maximizing profits, I've always been comfortable with. A long-term student of the performance of business organizations, I'm on home turf with issues associated with that end of success. Long term financial planning, however, has always been another matter.

I've always been content to defer to professionals whose specific training and experience are more purely focused within that domain. To me, financial planning *per se* was a necessary and irritating evil that I would prefer to leave to others.

Common fears and frustrations

I'm not alone that way. People representing a staggering array of income levels, professional training, and degrees of net worth often express bewilderment when it comes to issues related to wealth management. It's complicated, includes myriads of possibilities, and it's really easy to make errant deci-

sions. The fact is, most people have trouble developing a mental map of the best route success and have a lot of difficulty getting a good handle on the process.

Developing a viable financial plan is itself an exercise in managing complexity, chaos, change, and risk. The pressures associated with it create uncertainty and stress that affect much more than one's fiscal status — they can degrade one's quality of life and even physical health.

Complicating factors

The human brain came about in simpler times, and hasn't changed much over thousands of years of human history. The world of finance that it has to respond to has — and rapidly. Consider the array of factors that affect the consequences of our financial decisions. A quick review of some of these explains why most people feel overwhelmed:

Market volatility: IRAs and 401Ks grow and shrink with ups & downs in the market. Millions of people have watched their plans for a secure retirement dashed by the economic downturn. The unpredictability is frustrating and often frightening. J. Pierpont Morgan, financial genius of the

(See "Leadership and Success" on page 24)

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BUZZ AROUND THE BLOCK

(Continued from page 21)

in 1911, and in 1945 Arthur S. Weitzenkorn took over, moving the store to its present location the following year. Current owners, brothers Marc and Gregg, took over the operation in 1977.

Aaron Weitzenkorn is a 2003 graduate of Owen J. Roberts High School. He went on to earn a degree in business administration and finance from Coastal Carolina University, where he was a pitcher on the school's baseball team. Before joining the family business, Aaron worked as a portfolio accounting analyst for SEI Investments in Oaks.

Aaron is proud to continue to carry on the tradition of providing distinctive men's wear for all sized men and all occasions. In addition to fine lines of clothing, Weitzenkorn's also offers expert tailoring, and is truly a full-line men's store — carrying everything from hats to shoes and jeans to tuxedo's. They also offer formalwear for rental and sale.

Weitzenkorn's men's store carries only the most respected brands. With a wide selection of suits, sports coats, slacks, denim, sportswear, furnishings, ties, belts, outerwear and shoes, they offer you style and comfort.

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As an independent insurance agency, EH&R represents many insurance companies handling various types of insurance, which enables them to tailor each individual policy to a person's unique needs. The carriers represented are among the best in the industry and all carry at least an (A) excellent rating. Also a broker, EH&R can insure just about anything or anyone.

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



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LEADERSHIP AND SUCCESS

(Continued from page 22)

early 20th Century, when asked about what the stock market was likely to do, responded, "The market will fluctuate." Not comforting news.

Lack of agreement among experts: Note any televised discussion among financial experts, and the most consistent thing you'll run across is disagreement, frequently heated. One of the more successful independent financial planners I know was once told by a representative of a big firm that his business model would doom him to failure. He's doing great. Another one, who's enjoyed a lifetime of success in that area, insists that "There are no real financial planners; there are only mutual fund salesmen." Others I've spoken with completely disagree with this view. Apparently there are a lot of ways to get it right—and doubtless more to get it wrong.

Self-interested financial professionals: While many financial advisors do put their clients' interests first, there are also many professionals who seek to maximize their own fees, billable hours, and commissions, playing upon the confusion and uncertainty of those they purport to serve.

Managing risk: Countless people have suffered financially because of unforeseen events, such as accidents, illnesses, lawsuits, or loss of employment. Sound financial planning needs to take some of the most unpleasant possibilities imaginable into account, which isn't easy to do.

Inability to see the forest for the trees: With so many details "in your face," grasping the big picture can be very difficult. Yet that is exactly what we need to be able to do. What most of us really need is some way of backing off and seeing the totality of what we're dealing with in a way that simplifies, but does not lose, the realities and options we're dealing with.

Simplifying the picture

For most folks, financial information is usually in quite a fragmented state. It tends to be scattered across different accounts and institutions, and generally involves multiple advisors who don't communicate with one another. The big picture is difficult to get a handle on, but recently I've run across some intriguing means for doing so.

There are now a number of web-based tools that give clients access to their entire financial picture in one location, while preserving the realities necessary for managing the future intelligently. While they certainly don't eliminate the need for financial advisors, they simplify the picture and empower more "ordinary" thinkers to view money matters in a coherent way. The understanding and confidence that some of these convey empowers them to take greater charge of their futures.

Coherence out of chaos

One such tool that I've become enamored with, called "The Living Balance Sheet," allows its users to reduce their financial information down four interrelated "domains" for analysis:

Cash flow: This includes all sources of income, which of course is the foundation for building wealth.

Assets: The dollar value of what we currently possess: IRAs, 401ks, the value of our businesses, real estate, or anything else that we own that might be converted to cash.

Liabilities: What we know we're going to have to pay out: Mortgages, credit card debt, loans, taxes, or any other outstanding accounts receivable that we're responsible.

Protection: Property, health, life, casualty, and any other type of insurance we carry to manage the risks that we all face in life and business.

(See "Leadership and Success" on page 26)

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BUZZ AROUND THE BLOCK

(Continued from page 23)

According to Independent Agent **Pete Hallman**, current trends in business include increasing employee deductibles, and eliminating certain coverages. His aim right now is to help people reduce costs without leaving them exposed to potential catastrophe.

Carrying only the minimum coverage doesn't reflect what could or does happen in reality, and it is an agent's job to make sure people are prepared for what could happen. People should reevaluate coverage if their situation changes. Company price wars can mean that changing to another insurance company can sometimes save 10-20 percent, Hallman advises. Every time a poli-

cy renews, Hallman says, he contacts the customer. If there is an increase, customers will get advance notice.

Call Pete Hallman at Evans, Hauseman and Richards, 610.323.2201, to review your current insurance program and receive a no obligation quote. Or go to www.pottstowninsurance.com.

MyBusinessOnPage1.com

The marketing paradigm has shifted! Research indicates that nearly all consumers (over 97 percent) now use online or mobile search to locate and evaluate products or services that they're considering. Consequently, if your business is not online and easily found, you are missing out on the opportunity to serve many of those potential customers.

Additionally, with advent of social media, much of the conversation about products and services is now controlled by your prospects and customers through venues like Facebook and Twitter, rather than being one-way "broadcast" communications through mass marketing channels like radio, TV and newspaper ads. Social Media has become the new "word of mouth," and you'd better believe that your prospects are checking to see what their "friends" (as well as complete strangers) have to say about you before making a purchase.

MyBusinessOnPage1.com specializes in helping local businesses tackle the challenges of this new marketing paradigm. Their services help local businesses get found online, engage with prospects and customers where

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

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LEADERSHIP AND SUCCESS

(Continued from page 24)

These four categories of course contain subdivisions, but when combined into a single big picture of our financial situation, what emerges is a simple, but powerful “mental map” of what would otherwise appear to be chaotic and extremely difficult to get a handle on.

Applications and advantages

The real advantage of this particular organizational scheme is that it is designed to make the interrelations between these four categories of financial information easy to explore for decision making purposes. The one mentioned above, for example, automatically generates “net worth” by subtracting liabilities from assets. The interplay between net worth, cash flow, and protection can then be readily examined, since all of these are available for easy reference to one another.

It also allows its users to make projections regarding net worth down the line, by plugging in various values to create future financial scenarios. In a world in which digital technology is so often misused, this tool gives us access to useful information regarding where we currently stand relative to where we like to be in both

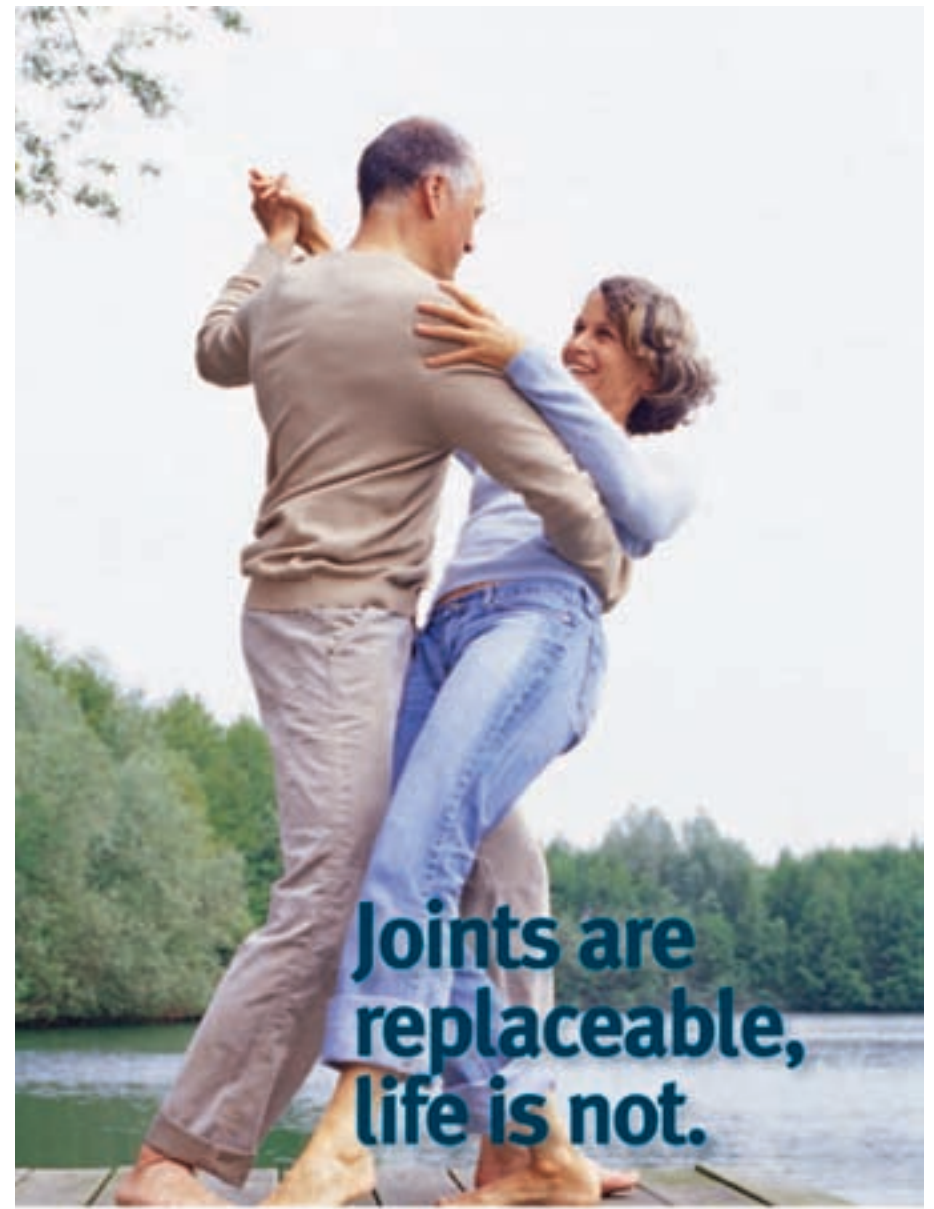
the near and distant future. Its real virtue is the ability to realistically compare and contrast various means for getting where we want to go.

Protecting your financial future

Most important is that it conveys the ability to generate “what would happen if” questions regarding the good, bad, and ugly things that can happen to any of us, and actually get answers. The old adage, “Hope for the best, but plan for the worst,” is designed into its workings. A tool such as this allows us apply that principle in ways that few of us would have been capable before.

The ability to understand the importance of right kinds of insurance protection is the real key. Most people hate dealing with matters related to insurance, but once you have access to a big picture of your financial standing, it becomes much easier to see where it fits and how it can be leveraged to your advantage. It can be used in creative ways that are rarely discussed and often neglected, but only if you are able to regard it in the context of your finances as a whole.

(See “Leadership and Success” on page 28)



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BUZZ AROUND THE BLOCK

(Continued from page 25)

they like to hang out... on "their turf," and follow up with potential and existing customers automatically — using powerful online and mobile marketing platforms. Their offerings include creating your company's custom web presence, social media setup and management, online video marketing, mobile marketing, e-mail marketing, online customer review management, lead capture systems and automated follow-up campaigns as well as content creation (articles, videos, tweets, posts, e-mails, text messages, and even voicemail messages) to fuel those campaigns.

MyBusinessOnPage1.com was founded by Jason Meyers, author of *The Entrepreneur's Guide to Effective Online Marketing Strategies For Small Business: How To Get Potential New Customers Finding Your Business Online... Even If They Don't Know You Exist!* Jason is an expert in local online marketing, and is committed to helping local business owners thrive by using proven internet and mobile marketing strategies.

MyBusinessOnPage1.com is currently offering a free webinar series to educate business owners on a range of topics including social media for business, search engine

optimization to get your business found online, e-mail marketing, mobile marketing, online video marketing, and the new Facebook changes for business. To register for any of the webinars, or find out more about what MyBusinessOnPage1.com can do to help your business get found online, engage with prospects on their turf, and follow up with prospects and customers automatically — with no extra work on your part — please call 484.948.1363 or visit www.MyBusinessOnPage1.com.

Interiors By Decor

Interiors by Decor has been located at 524 E. High Street in Pottstown for 10 years. Penny Jeffries, the designer, has been in the business all her life. She has experience with landscapes, exterior and interior designs. Soup to nuts, we like to say.

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



The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- The development of acquaintances as an opportunity for service.
- High ethical standards in business and professions, the recognition of the worthiness of all occupations and the dignifying of each Rotarian's occupation as an opportunity to serve society.
- The application of the idea of service in each Rotarian's personal, business and community life.
- The advancement of International understanding, goodwill and peace.

Upcoming Events:

"Big Ticket Night" at Brookside Country Club - May 10th, benefits the Tri-County Performing Arts Center.
Collegeville Rotary Run Around 5-K
April 7 Sam Perkinson Valley HS
Look for us at the Pottstown July 4th Parade and the "Duck Race Down the Maristown" that follows.

For information, contact us at pottstownrotary@gmail.com



Fostering these ideals starts with our high school students through Rotary sponsored Interact Clubs. Recently, **Spring-Ford Interact** students participated in the 4-Way Test Speech Contest. This is a speech contest that promotes the 4 Ways Rotarians conduct their daily lives, living by the motto: *Is it the TRUTH? Is it FAIR to all concerned? Will it Build GOODWILL and BETTER FRIENDSHIPS? and Will it be BENEFICIAL to all concerned?*

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Pottstown Rotary Club • www.pottstownrotary.org

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Serving Our Local Community



LEADERSHIP AND SUCCESS

(Continued from page 26)

Reducing taxes and fees

Another real value of aggregating your financial data in one location for analysis is that you'll be surprised at the options you'll discover for reducing the amounts you pay out in taxes and brokerage fees over the course of a lifetime. Depending upon your income, the amounts that you can save could easily range from tens of thousands to millions.

It's estimated that most people could easily have 30-40 percent more wealth available to them in retirement than those who use more traditional approaches to planning, but are simply unaware of that fact. What has surprised me is that there are a lot of financial advisors who are still operating by more traditional principles, sticking to the turf with which they are most familiar. Paradigm shifts in any area of expertise generally tend to be slower than we might expect.

Seeing both the trees and the forest

Uses of digital technology range from those that genuinely improve our lot to those that are "dumbing people down."

When used intelligently, digital tech conveys incredible advantages that can improve our quality of life. I find that it's use for organizing fragmented and confusing financial information into a coherent whole to be among the more sensible uses.

In a world that grows increasingly overwhelming in its complexity, I appreciate those applications that make us better decision makers by helping us to see order in what otherwise would appear chaotic. Recent years have been especially tough for business owners and individuals to figure their ways through the maze of financial "solutions," many of which often turn out to be anything but that. I'm pleased to run across a trend that is making things simpler and more manageable. 🗑️

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, or contact Redwood Enterprises by phone at 610.326.3670.



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APRIL–MAY STINK BUGS ARE BUSY, BUSY, BUSY!

By James Harrison, Associate Certified Entomologist, Patriot Pest Solutions, LLC

Stink Bugs drive us crazy May through August and they are not easy to get rid of once they set up house in YOUR house. They will enter your home through the smallest of crack/crevices and hide within the walls or attic area. Stink bugs have scent glands on their abdomen, and release the scent defensively. If they are threatened they will release an offensive odor, hence the name "STINK" bugs.

Because Stink Bugs are an overwintering insect, in September/October they enter homes in search of a protected place to hibernate. In the Spring they come out to make MORE stink bugs! Augh! They tend to congregate on the west/south sides of the home in order to find the sunniest side.

It is labor intensive, but Patriot Pest Solutions can eliminate 80-100 percent of stink bug activity if we are able to treat in the early season. Our focus is to seal all cracks and crevices around the exterior of the house. The main focus is around doors, windows, siding, soffit areas, flashings around chimneys, etc. The application of a specific material will immediately reduce the population upon contact and leave a residual effect that will last for two to three weeks. This material is applied by a special piece of equipment that allows us to reach the upper second and third levels of most homes. Call us at 610.489.5136 so we can answer any additional questions.



BUZZ AROUND THE BLOCK

(Continued from page 27)

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West-Mont Christian Academy hosted High School "Winterim"

The high school students at West-Mont Christian Academy were recently the first to experience the school's new Winterim Session. Winter Interim is a two-week January term that is designed to increase learning opportunities for students that they could not normally experience in a given school year. Students are given 15-20 new classes to choose from each year beyond the normal high school curriculum. They also have the unique opportunity

to travel around the world through a variety of educational and mission trips.

Many of the students participated in classes such as Guitar Lab for Beginners, Orienteering, American Military History, Costume Design, Photography, and a Christian Ministries Class which featured an outreach program in Philadelphia. A class led by Science teacher Mark Moore entitled "Building a Squirrel Amusement Park" was actually a week-long lesson in design and physics. Trips offered were a two-week trip to Florida which focused on Ecology and incorporated service projects and a one week trip to Washington, DC which featured visits to the Arlington National Cemetery, the White House, and the Holocaust Museum.

Students also had the option to visit colleges or through an internship experience a profession first-hand before deciding on a college major. Student interns worked at a medical clinic in Alaska; traveled on a medical missions trip to Kenya, Africa; and recorded a music CD of original songs. In 2013, students will have even more options including a trip to Spain and potential classes in horticulture, criminal justice, and automotive service.

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



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Five Reasons Why a Small Business Fails



By Dan Cuneo, assistant vice president, Commercial Lending,
National Penn Bancshares

In today's tough economy, a small business owner has little margin for error, and one slip could mean the difference between success and failure.

There are a host of reasons why a business might fail, ranging from poor strategic planning to bad product and management. In fact, studies indicate that less than five out of 10 small businesses survive beyond the first five years!

In order for a small business owner to avoid becoming a statistic, he must have a good sense of how a successful business operates and must avoid the common pitfalls made by so many failed small business owners.

Here, in my opinion, are five important reasons why a small business fails.

No commitment to the business

This might also be referred to as absentee owner syndrome! I cannot tell you how many times I have called on a business and the owner is not there. Just like nine-to-fivers, small business owners need to be at their job, putting in the effort, and showing their employees and customers that they are committed to growing the business.

Misuse of capital

Capital is the single most important driver for success in any business. Without it, maintaining and growing a business is nearly impossible. However, proper use of the capital is just as important as easy access to capital. Clients will often ask me what the best way to finance a major purchase is. Should they use cash? Should they borrow on their line? Should they take out a new loan? Understanding how to appropriately deploy capital can save many problems down the road.

Proper Accounting

A lack of adequate accounting pops up far too often with small business owners. I have often met with prospective loan candidates only to discover that, besides their annual tax returns, they have no financial records to determine the viability of the loan. Accounting does not have to be time consuming or expensive. There are software programs out there that do it all for you! Invest in one, learn how to use it, and be on top of the company finances!

Inventory control

Not all businesses require an inventory, but the ones that do live and die by their ability to properly control their inventory levels. An incorrect decision to carry too much inventory can have a disastrous effect on cash flow. Likewise, not having enough inventory on hand to properly service your customers can have a disastrous effect on your profits. Think about investing in an inventory management software system. Just like an accounting software system, this can pay immediate dividends.

Insufficient revenue

One major reason why a small business fails is the simple fact that there is not enough revenue to support it. Many business owners have unrealistic expectations of starting a business and the revenue it will generate. It is important to determine how much money your business will require; not only the costs of starting, but the costs of staying in business.

Success is out there!

The good news is that it is possible for a small business to survive and even flourish in today's slowly recovering economy. But small business owners must show commitment, dedication, and hard work — success is out there if one is willing to work for it! The time to develop partnerships with your banker and accountant is now, before the business is up and running, not after you run into trouble! Remember, small businesses are vital to our economy and ensuring their success is crucial to getting our economy on track. ■

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Buzz Around The Block

(Continued from page 29)

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

Berks East Gymnastics

The mission of Berks East Gymnastics is to provide quality sports and gymnastics instruction to children of ALL ages and abilities emphasizing fun, safety, and physical, mental, and social development. We are conveniently located on Route 724 just off Route 422 between Pottstown and Phoenixville, PA.

Some experts say that the greatest benefits of gymnastics training for children are physical: the amazing power, balance, agility, and grace. Other experts say that the benefits are to the mind: perseverance, poise, confidence, attention to detail, and concentration. Our staff knows that the answer is, without a doubt, both. Sound gymnastics training is for all kids.

The programs and services offered at Berks East are unmatched in the gym club industry in the Pottstown / Tri-County area. Our history is one of success – growth, learning and competitive – at all levels. Program offerings at Berks East continue to expand and include much more than gymnastics - birthday parties, field trips, creative child development (CCD), Dancetastics, Cheer/Tumble class and much, much more.

We are very proud of our professional staff here at Berks East Gymnastics. Each instructor is a gymnastics professional and trained to safely bring out the best in each child by encouraging each child to exceed their perceived limitations. Our master staff has over 100 years of combined teaching experience. Each instructor has also successfully completed the USA Gymnastics Safety-Risk Management course as part of their training. In addition, our staff participates in regular continuing education clinics and seminars offered through USAG Gymnastics as part of their commitment to excellence.

We invite everyone to try our program and find out how Berks East Gymnastics can be an important part of your child's development. Instructional classes are

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



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FEILMEIER APPOINTED TO CENTRAL BUCKS CHAMBER BOARD OF DIRECTORS



Fulton Bank recently announced that Joseph R. Feilmeier, president of Fulton Bank's Premier Division, was recently appointed to the Central Bucks Chamber of Commerce Board of Directors. As a board member, Feilmeier will make recommendations and advise the chamber regarding various initiatives and the overall direction of the organization.

Feilmeier also serves as a treasurer and board member for the Rotary Club of Central Bucks and as a board member for the Family Service Association of Bucks County and the Mercer Museum.

Feilmeier joined Fulton Bank in 2003 and has 33 years of experience in the banking industry. He holds a Bachelor of Science degree from Elizabethtown College. 📄

Meridian Bank Announces 2011 Financial Results

Earnings Double over 2010; Rights Offering of Common Stock is Planned

Christopher J. Annas, Chairman and CEO of Devon-based Meridian Bank, recently announced that the Bank earned \$2.9 million in 2011, up from net income of \$1.1 million for 2010. During the year, the Bank's assets increased by \$33 million to \$402 million. Annas noted that Meridian's continued profitability and steady growth included a \$25 million year-over-year increase in the Bank's commercial loan portfolios, contributing to a net interest income increase of 15 percent.

Annas stated, "Meridian's profitability and stability since our inception in 2004 has enabled us to provide continuity of service to our many business banking customers through these challenging economic times. That loyalty has been reciprocated

and has resulted in our gaining a reputation as the financial partner of choice for Delaware Valley's most innovative businesses. It has also allowed us to make investments in our ancillary businesses and add talent and expertise to position ourselves for bold growth as the financial horizon brightens."

Annas added that Meridian is planning a rights offering of common stock in the second quarter to enable further expansion.

ABOUT MERIDIAN BANK:

Meridian Bank is a full-service commercial bank serving southeastern Pennsylvania. Its primary focus is business banking, offering its customers locally-based, personal service and a complete line of innovative, technology-driven financial products. For more information, visit www.meridianbanker.com. 📄

BUZZ AROUND THE BLOCK

(Continued from page 31)

available for boys and girls, tots through teens. Our programs are designed to be developmentally appropriate, yet challenging for even the most talented athletes. Class placement is determined by both age and ability. We offer free trial lessons to assist you with determining the most appropriate class for your child. The Master Staff also conducts individual evaluations when necessary.

Our developmentally appropriate curriculum includes music and games along with an introduction to size-appropriate gymnastics apparatus. Young athletes discover movement patterns and are introduced to skills on gymnastics apparatus. Rolling, jumping, and swinging – all on gymnastics equipment and mats. Our preschool classes challenge youngsters to experience their world in a whole new way and begin to understand how their bodies move. Beyond gymnastics, children practice how to stay in line, take turns, and follow instructions from the teacher. Once the children are of elementary school age and beyond, our classes support the appropriate physical, cognitive, and social development of their level. Students explore all the gymnastics activities - vault, bars, beam, tumbling, and trampoline. We offer girls, co-ed and boys only classes.

In addition to our incredible class program, Berks East is known for producing top caliber athletes. We offer team opportunities for the beginning compulsory level gymnast to the world-class athlete. We train and participate in USA Gymnastics Women's Artistic and Group Gymnastics disciplines. Additionally, we are the host training site for the Chester County Special Olympics Gymnastics Team. Our teams are among the most competitively successful in the area with many state championship titles!

Berks East Gymnastics, located in Parkerford, PA — is owned and operated by Mike Vanim. Mike is a member of the Pennsylvania State Gymnastics Committee and has been involved in gymnastics since 1991 as a coach, and a judge.

SK Advertising+Design

SK Advertising+Design, located at 16 N. Evans St, Suite 1, Pottstown, PA 19464, is a full-service marketing, advertising, web and package design studio. Over the past 42 years, we've built relationships with a wide variety of clients, including high-profile national corporations and locally owned small businesses.

If there's one thing SK's clients have come to expect, it's the manner in which we work: we assure that our clients always

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



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Patchwork Appearing with Danny Seraphine Sunday, April 29 at The Loft/Limerick Golf Club!



This is your chance to hang out with the original drummer and founding member of the Super Group Chicago!! Patchwork and Danny will be performing early Chicago tunes, primarily from their first three albums. Danny will be chatting about the history of each tune as the band performs them.

The key to this show is to arrive hungry! The Loft will be serving Graham's Grand Buffet, which includes a Prime Rib Carving Station, a great Chicken dish and a Seafood dish, Salad and Sides Galore, Dessert and Coffee—Yes guy's, you can go back for seconds!!

Danny will be available for a meet and greet / autograph signing / picture taking session after his performance. Feel free to bring your old Chicago album covers, posters, etc. to have signed!

Doors open @ 5:00. Dinner is served @ 5:30 with the band starting shortly thereafter. Tickets are \$50.00 per person. To purchase tickets, call **Graham Crouse @ 610.247.3027**. We will only be selling approximately 150 tickets for this event, so please call Graham sooner than later!
www.theloftatlimerick.com.

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DIRECTORY

(Continued from page 32)

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Discovery Federal Credit Union advertisement featuring a construction worker and text: 'HELPING YOUR BUSINESS PROSPER. Lower Rates. Fewer Fees. Friendly Service.'
Includes contact information: 2744 Century Blvd. Wyomissing, PA 19610, 610.372.8010 | 800.563.9383, www.discoveryfcu.org

BUZZ AROUND THE BLOCK

(Continued from page 32)

enjoy the best possible results — results that surpass all expectations — regardless of the project’s size or budget. We’re known for our on-target creative design and branding, our mission is to get you noticed.
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To see what we can do for you, give us a call at 610.326.8177 or visit www.skadv.com.

Limerick Bowl

Limerick Bowl has been part of the local community for over 45 years. Starting out as a 24-lane bowling alley in the 1960s Limerick Bowl has grown into a 48-lane family entertainment center. A meeting room, billiard room, family redemption arcade and Alley Gators Sports Bar & Grill surround the newly renovated 48 lanes of bowling. Although the staple of their success continues to be youth and adult leagues, it continues to modernize and look for areas to enhance every guest’s visit.
The business community also has a unique opportunity to utilize this facility. Limerick Bowl is an excellent site for meetings, holiday parties, fundraising and teambuilding events. The ability to section off eight lanes for private events or house groups in the hundreds make it the perfect location. One conversation with an experienced event coordinator will cover everything from the type of event to the in-house catering options ensuring a successful occasion that everyone will be talking about for years to come.

Did you know that bowling is the #1 participation sport in America? Contact us and setup your next function to find out more information why you are guaranteed to have a successful event at Limerick Bowl. Call 610.495.7143, or email to info@LimerickBowl.com.

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Schultz Technology Solutions, LLC

Rick Storms, St. Pedro & Associates

PRESIDENT'S MESSAGE –

2012 ANNUAL DINNER

If you were at last year's Annual Dinner, then you might remember speaker, Fred Beans, awards, casino night, and the great opportunity to network!

This year will be even better! Our keynote speaker is **Dr. G. Terry Madonna**, nationally recognized political pollster / commentator and Director of the Center for Politics and Public Affairs at Franklin and Marshall College. His presentation will focus on the 2012 presidential election issue of "Who is Winning, Who is Losing, and Why it Matters".

This year we are presenting even more awards to the community than last year! We will be adding the **Entrepreneur of the Year Award**, **Business Enterprise of the Year Award**, and **Excellence in Local**

Government and Education Award. Take a look at the criteria on page 45 and if you know of any businesses or organizations that fit the criteria, contact the Chamber for an application.

Casino Night was a success last year, so we are bringing it back! Join us after the presentation for some time to relax and have fun with a few casino games.

Don't forget about **NETWORKING!** The Annual Dinner is the Chamber's LARGEST NETWORKING EVENT OF THE YEAR! Come at 5 PM for an hour of networking and cocktails. You don't want to miss this opportunity to make connections.

There is a flyer in this issue of the Newsmagazine with more information. Go online to tricountyareachamber.com or call 610.326.5158 to register. Hurry while seats are still available! 🍷



Terese Brittingham receiving the Volunteer of the Year Award at the 2011 Annual Dinner.

Even more awards this year!



2011 Keynote Speaker Fred Beans.

This May Hear Dr. Terry Madonna!



Casino night returns for the 2012 Annual Dinner!



The Annual Dinner is the Chamber's LARGEST networking event of the year!

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

Betsy Chapman, Sales Associate

BOARD NOMINATIONS

The Chamber is accepting nominations for candidates for the Board of Directors. If you would like to nominate someone, contact the Chamber office at 610.326.2900.

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



COMMITTING TO EACH OTHER'S SUCCESS!

WELCOME NEW MEMBERS!

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

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484.348.6849
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Conestoga Equipment Finance Corp. provides commercial equipment financing programs for a wide range of industries, including construction, telecommunications, manufacturing, veterinary medicine and healthcare. Their programs feature flexible payment terms, lease structures to accommodate budgets, along with an easy application process and simple documentation. They also specialize in vendor equipment leasing programs.

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Higher Vision Coaching & Consulting helps business owners make more money and have more time. Their clients achieve measurable and sustainable results in the areas of: Marketing, Sales, Human Resources, Customer Retention, Profit Optimization, Systemization, Financial Management, Leadership and Personal Effectiveness.

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APRIL FREE EVENTS: CHAMBER 101

Thursday, April 5, 3:30 PM AND Tuesday, April 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.

CHAMBER MEMBER UPDATES

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

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



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

34 Years

The Body-Borneman Companies

25 Years

B & S Self Storage

20 Years

Creative Health Services, Inc.
Epps Advertising
Greater Pottstown Area HR Association

15 Years

Miller-Keystone Blood Center

10 Years

New Hanover United Methodist Church

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Buchert Ridge Community, Inc.
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Eagle Microsystems, Inc.
Hallman Retirement Neighborhoods
Philadelphia Premium Outlets

1 Year

Abetterfinancialplan.com, LLC
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Live the Dream Foundation
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Member Renewals

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

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AdminService, Inc.
Albright College
Allegheny East Conference of Seventh-Day Adventists
Associated Builders and Contractors, Inc.
Boyertown Museum of Historic Vehicles
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Cappelletti Pinter & Company, P.C.
Montgomery County PA CareerLink
Clark Industrial Supply
Clothes to Home Dry Cleaning
Columbia Boiler Co.
Complete Graphics, Inc.
D.E.C. - Pottstown Training Center
Delaware Valley Christian Camp
Exelon Nuclear
Fulton Bank
Furniture Soup, Inc.
Herb Real Estate, Inc.
J & T Technologies, Inc.
Lewis Environmental, Inc.
Limerick Township
Longhorn Steakhouse

Maillie, Falconiero & Co., LLP
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The Mercury
National Penn Bank
O'Donnell, Weiss & Mattei, P.C.
Pottstown Area Industrial Development, Inc.
Borough of Pottstown
Pottstown Little League
Pottstown Memorial Medical Center
Pottstown Roller Mills, Inc.
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Sanatoga Court Senior Living Community
Synergy Environmental, Inc.
Transamerican Office Furniture, Inc.
Upper Pottsgrove Township
Ursinus College
Whitegate Contracting Company
Yergey, Daylor, Allebach, Scheffey, Picardi

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



TRICOUNTY AREA
CHAMBER OF COMMERCE

FOR MORE INFO ON MEMBERSHIP, CALL 610.326.2900 OR VISIT US ON THE WEB AT TRICOUNTYAREACHAMBER.COM TO APPLY ONLINE

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BE SEEN. BE HEARD. BELONG.

CALENDAR OF EVENTS



TRICOUNTY AREA CHAMBER OF COMMERCE

EVENTS

Thurs., Apr. 5 3:30 PM	CHAMBER 101 <i>Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown, PA 19464</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge; Reservation required
Tues., Apr. 17 8 AM	CHAMBER 101 <i>Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown, PA 19464</i> A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge; Reservation required

NETWORKING

Tues., Apr. 17 8 – 10 AM	Time change WOW BREAKFAST <i>Last Call by Neiman Marcus, Philadelphia Premium Outlets, 18 Lightcap Rd., Suite 753, Pottstown, PA 19464</i> Women's advocate Karen Varkony, writer/speaker, will discuss the topic "Power of Women – Courage, Character, and Commitment". Members only; \$28 per Member prepaid; \$36 per Member invoiced Sponsored By: Schultz Technology Solutions, LLC and Yucha Chiropractic Health Center
Tues., Apr. 24 4:30 – 6:30 PM	BUSINESS CARD EXCHANGE <i>Visiting Nurse Association of Pottstown & Vicinity, 1963 E. High St., Pottstown, PA 19464</i> Enjoy refreshments and networking with fellow Chamber Members. Members only; No charge; Reservations appreciated Sponsored By: Visiting Nurse Association of Pottstown & Vicinity and Janney Montgomery Scott

SAVE THE DATES

Wed., May 2 11:30 AM – 1:30 PM	POWER NETWORKING LUNCHEON <i>Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464</i> Expand your professional relationships, build alliances and share knowledge. NETWORK full speed ahead while rotating from table to table and presenting your elevator speech one-on-one to other members. Bring plenty of business cards. Limited to 2 members per company. Members only; \$15.00 per Member	Tues., May 15 11:30 AM – 1:30 PM	WOW LUNCHEON <i>Spring Ford Country Club, 48 Country Club Rd., Royersford, PA 19468</i> May is "Stroke Awareness Month" and Dr. Marta Jimenez, Medical Director of Stroke Program at Pottstown Memorial Medical Center, will present on the warning signs of a stroke and stroke risk factors. Members only; \$28 per Member prepaid; \$36 per Member invoiced Sponsored By: Pottstown Memorial Medical Center
Fri., May 4 8 AM – 5 PM	CHICK-FIL-A LEADERCAST <i>The Hill School, 717 E. High St., Pottstown, PA 19464</i> Save the date for this FULL DAY of motivation and leadership development. This event includes speakers such as Patrick Lencioni, best-selling author and president of the Table Group; Soledad O'Brien, anchor and special correspondent for CNN; John Maxwell, author of The 21 Irrefutable Laws of Leadership; and many more. Early bird special! \$70 per Member before 4/20; \$85 per Member after 4/20; Non-members call for pricing	Tues., May 22 4:30 – 6:30 PM	BUSINESS CARD EXCHANGE <i>Carousel at Pottstown, 30 West King Street, Pottstown, PA 19464</i> Enjoy refreshments and networking with fellow Chamber Members. Members only; No charge; Reservations appreciated
Fri., May 4 7:05 PM	CHAMBER NIGHT AT THE READING PHILLIES <i>Reading Phillies Baseball Club, First Energy Stadium, 1900 Centre Ave./Rt. 61 South, Reading, PA 19605</i> Join thousands of fellow TCACC Members at the Reading Phillies game versus the Erie SeaWolves. The support of our sponsors allows us to provide tickets to our community free of charge. Tickets will be available at the Chamber office. Please call 610-326-2900 for availability. <i>Rain date: 05/08/12</i> Sponsored By: About All Floors; Berks County Abstract Company; Brandywine Institute of Orthopaedics; Chestnut Knoll; H & H Systems, Inc.; Keller Williams Realty Group; Malvern Federal Savings Bank; Media Fusion Technologies; Orlando Law Offices, P.C.	Mon., June 11 12 Noon	GOLF OUTING <i>Hickory Valley Golf Club, 1921 Ludwig Rd., Gilbertsville, PA 19525</i> Shotgun Start Lunch, Golf, and Dinner \$150; Dinner only \$40 Dinner Sponsor: Pottstown Memorial Medical Center; Cart Sponsor: Main Line Financial Advisors, LLC; Trophy Sponsor: Keller Williams Realty Group; On Course Snack Sponsor: Lewis Environmental, Inc. More Sponsorship Opportunities Available
Thurs., May 10 5 PM 6 PM 7:15 PM 8 PM	ANNUAL DINNER – "ELECTION 2012: WHO IS WINNING, WHO IS LOSING, AND WHY IT MATTERS" <i>RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville, PA 19460</i> Social Hour Awards Presentation & Dinner See award description on page 45 and nominate a Chamber Member business! Call the Chamber office for more details and nomination forms. Speaker Dr. G. Terry Madonna, nationally recognized political pollster/commentator and Director of the Center for Politics and Public Affairs at Franklin and Marshall College, will discuss who is winning, who is losing, and why it matters when it comes to the 2012 presidential elections. Casino Night \$95 per Member; \$850 per Table of 10; \$150 per non-member Platinum Sponsors: Cabot Corporation; GAM Technology; Exelon Nuclear; Media Fusion Technologies; Pottstown Memorial Medical Center	Thurs., June 14 7 – 9 AM	MEMBERSHIP BREAKFAST <i>Brookside Country Club, Prospect & Adams Streets, Pottstown, PA 19464</i> Tri-County Leadership Class of 2012 will present their projects benefiting the non-profit community. \$25 per Member prepaid; \$30 per Member invoiced; \$50 per non-member Sponsored By: Yucha Chiropractic Health Center
		Tues., June 19 11:30 AM – 1:30 PM	WOW LUNCHEON <i>Frederick Living, 2849 Big Rd. (Rt. 73), Frederick, PA 19435</i> Network with other WOW attendees. Members only; \$28 per Member prepaid; \$36 per Member invoiced Sponsored By: Frederick Living and Diamond Credit Union
		Tues., June 26 4:30 – 6:30 PM	BUSINESS CARD EXCHANGE <i>Quality Inn, 61 W. King St., Pottstown, PA 19464</i> Enjoy refreshments and networking with fellow Chamber Members. Members only; No Charge Sponsored By: Quality Inn

**BIGGEST NETWORKING
EVENT OF THE YEAR!**

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:

Night With The Reading Phillies

FEATURED MEMBER BENEFIT OF THE MONTH

4 Complimentary Tickets Included in this Issue!

A "Night With The Reading Phillies" will take place on **Friday, May 4, 2012 at 7:05 PM**. Come watch the Phillies take on the Erie SeaWolves!

Chamber Members receive four complimentary tickets thanks to some very generous Chamber Members. For additional tickets, please contact the Chamber for availability.

Directions: Take Route 422 West to Route 12 East, Exit Route 61 South, stadium is ¼ mile on the right.

For details on both GROUP OUTINGS & SEASON TICKETS, contact Tim McGee at 610.375.8469 ext. 244 or visit readingphillies.com.



For more information, visit tricountyareachamber.com

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

NEW!

FEDEX DISCOUNTS

TCACC has teamed up with FedEx to help boost your bottom line. As a TCACC Member, you are now eligible to receive valuable discounts of up to 16% off select FedEx Express® and FedEx Ground® shipping services. Also, save up to 70% off FedEx Freight® shipping services.

TCACC members save:

- 16% on select FedEx Express® U.S. services
- 16% on select FedEx Express international services
- 8% on select FedEx Ground® services
- 8% on select FedEx Home Delivery® services
- Up to 70% on FedEx Freight® services

Start saving now.

Visit www.1800members.com/new/TCACC to enroll.

OSHA COMPLIANCE

Get Your Labor Law Posters Updated By April 30, 2012!!!

Go to tricountyposters.com to become compliant with NEW LABOR LAWS!

A mandatory change to a federal posting as of April 30, 2012 will mean that your posters will likely need updating. The new NLRA notice is a mandatory posting for nearly all employers. More additional mandatory poster updates are coming in 2012.

Get special Member only discounts on a wide range of products including labor law posters with update service, first aid products, written safety plans, ADA signs and harassment prevention training, to name a few.

To order simply visit www.tricountyposters.com or call 484.323.1114.

MOBILE APP

We know how busy you are! That is why we have recently launched the Chamber's Mobile App. Now you can stay current with everything that is going on at the Chamber and take care of some of your Chamber business all **ON THE GO!**

- 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. To download, visit the Chamber's website - <http://web.tricountyareachamber.com/mobile> using your smartphone or mobile device.



PLACE A BANNER ON THE HOMEPAGE OF THE NEW MOBILE APP

Capitalize on this new technology by sponsoring the TriCounty Area Chamber's NEW Mobile App.

Mobile App Sponsorship Includes:

- Company Logo on Home Page of App (5 total in rotation)
- Link to your Website

The cost of this new opportunity is \$50 per month. Contact Jeff at jeff@tricountyareachamber.com or call 610.326.2900 to take advantage of this new way to showcase your business.

BE SEEN ON THE CHAMBER'S WEBSITE

Use Our Website for the Benefit of Your Business!

ENHANCE YOUR LISTING IN THE CHAMBER'S WEBSITE DIRECTORY

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

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

Bronze – \$50 per Year: Website Link

Silver – \$75 per Year: Business Description, Email Link, and Website Link

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

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

SPONSOR A BANNER ON THE CHAMBER'S WEBSITE

The Chamber's HOMEPAGE had 34,000 visits in 2011!

Get a ¼ Banner Logo Sponsorship to BE SEEN on tricountyareachamber.com.

Shared with 3 other visible ¼ banner logos, rotates approximately every 3 seconds, and is placed at the bottom of 90% of all pages, **including the homepage!** An included link will take visitors directly to your website. This offer includes a Gold Enhanced Directory Listing in the online directory at no additional charge. **There are 8 Still Available!**

The Chamber is offering this sponsorship for a discounted rate of \$300 per year or \$100 per quarter.

Sponsor an Internal Banner on one of our most visited web pages. TOP WEBSITE PAGES

These most visited pages on the Chamber's website are available for sponsorship for \$500 per year or \$150 per quarter.

- #2 Tickets to Attractions Page
- #4 Business Resource Page
- #5 Board of Directors Page
- #6 Staff Directory Page
- #7 Photo Gallery Page
- #8 Membership Application Page
- #9 Business Resources/Networking Page
- #10 Contact Us Page
- #11 Member Benefits Page

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).

For more information about website sponsorship opportunities on tricountyareachamber.com, please email Jeff Dentler at jeff@tricountyareachamber.com or call 610.326.2900.

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

Like us on Facebook and
join our group on LinkedIn.



NEWSMAGAZINE INSERT SPONSOR



Each month Member businesses are sent the Chamber's official newsmagazine, *Route 422 Business Advisor*, reaching nearly 800 Chamber Member representatives. As a sponsor, your marketing flyer will be inserted into the Chamber Members' mailings. This Members Only marketing opportunity will get the word out about your business. All you have to do is supply the Chamber with your insert and the Chamber will do the rest of the work for YOU! For more information, please email Kitty Papp at kitty@tricountyareachamber.com or call 610.326.2900.

RESUME SERVICE

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

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!

NOTICE TO NON-PROFITS Press Release and Community Calendar Policy

As a Member of the TriCounty Area Chamber of Commerce, we will post your submitted press releases to the Member News section of tricountyareachamber.com. Send press releases as attachments (in Word or PDF format) to jeff@tricountyareachamber.com. Please note we are unable to accept press releases that are in the body of the email due to formatting issues.

If your press release is announcing an event, we encourage you to post the event yourself to the Chamber's online Community Calendar. Simply go to the Community Calendar page and click on Submit Your Community Event. After you fill in the details, submit the event, and it is approved by Chamber staff, your event will appear on the calendar. Bookmark it and use it as often as you like!

ALWAYS BUY CHAMBER



Go to the **Business Directory** at
www.tricountyareachamber.com to
choose from over 500 businesses!

Members, it's simple.

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

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

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



WOW - WOMEN OF THE WORKFORCE

WOW events are held monthly at a Chamber Member venue and feature a speaker of interest to women in business, providing a great networking opportunity for all Members.

FEBRUARY WOW LUNCHEON



Kayte Connelly, Best Principled Solutions LLC, discussed "Women in Community Leadership: Understanding the Glass Cliff." She helped attendees to identify their potential glass cliffs. Kayte says, "The glass cliff is a short celebratory period where women have proven they can transform the glass ceiling into a glass mirror that includes an inclusive image." She encouraged attendees to discover their gift of leadership for a community organization by asking the right questions despite the heavy risk involved. 📖

Thank you to our sponsors:
Arnold's Family Fun Center and
Maillie, Falconiero & Company, LLP.



Kayte Connelly, Best Principled Solutions, LLC, addressing February's WOW attendees.



WOW attendees dressed in red in support of American Heart Month.

MORE UPCOMING WOW EVENTS

APRIL WOW BREAKFAST

The next WOW event will take place on **Tuesday, April 17, 2012** from 8 to 10 AM at **Last Call by Neiman Marcus**, Philadelphia Premium Outlets, 18 Lightcap Rd., Suite 753, Pottstown, PA 19464. Women's advocate Karen Varkony, writer/speaker, will discuss the topic "Power of Women – Courage, Character, and Commitment."

Go to the Chamber Events Calendar at www.tricountyareachamber.com or call 610.326.5158 to register.

Sponsored by: **Schultz Technology Solutions, LLC** and **Yucha Chiropractic Health Center**

May 15, 2012

Location:
Spring Ford Country Club
Speaker: Dr. Marta Jimenez,
Medical Director of
Stroke Program
Sponsored By: Pottstown
Memorial Medical Center

June 19, 2012

Location: Frederick Living
Special Opportunity
to Network!
Sponsored By:
Frederick Living and
Diamond Credit Union

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POTTSTOWN MARKETING STUDENTS SHINE AT STATE CONFERENCE

Thirteen members on the Pottstown High School DECA (as association of marketing students), under the direction of marketing teacher Mr. Kevin Pascal, recently participated in the 61st Annual State Career Development Conference in Hershey, Pennsylvania.

Juniors Miranda Somich and Megan Schmidt received a medallion for the highest test score in the Buying and Merchandising team event. They placed 5th overall out of 29 teams competing in the competition.

Zach Haines, a senior and DECA Chapter President at Pottstown High School, competed in the Advertising Campaign event. Zach works for Tommy Hilfiger in the Philadelphia Premium Outlets. Zach designed a marketing campaign for Tommy Hilfiger which he presented to his worksite managers. The campaign was published in the corporate newsletter "The Tommy Times."

Lindsey Hayer competed in the Community Service Project where she showcased her efforts of the "Pottstown Clean Up." Lindsey's project placed 6th in the Community Service Project category

competing against 25 other teams. Lindsey was also the Pottstown High School Voting Delegate for the PA DECA Officer Elections for the 2012-13 school year. She will be representing Pottstown High School as the Pennsylvania District 8 Representative on the Pennsylvania DECA Board for the 2012-13 school year.

Tatiana Robinson showed off her interviewing skills by placing 2nd out of 25 students in the Job Interview competition.

Other conference participants included:

Emily Griffin - Principles of Finance

Megan O'Donnell - Accounting Applications

Cameron Haines - Accounting Applications

Tyler Hallenbeck - Hotel Lodging Management

Timmy Renninger - Sports and Entertainment Marketing

Madison Camacho - Retail Management Services

Sierra Lee - Food Marketing Series and Modeling

Keela Wise - Job Interview and Modeling

DECA is the only career and technical student organization operating through the nation's schools to attract young people to careers in marketing management and entrepreneurship. Its purposes are to devel-



op respect for education which will contribute to occupational competency and to promote understanding and appreciation for the responsibilities of citizenship in our free enterprise system. More than 1,400 stu-

dents participated in the three day state conference. There are 70 DECA chapters in Pennsylvania with a membership of more than 3,400 students, alumni, teachers, and business professionals. 📷

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION

MEET VALERIE AND NICOLE, MEMBERS 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.



Valerie Rhoads, Administrative Community Outreach Assistant, Global Advanced Metals, is from Berks County and has been working in the tri-county area for 39 years. Valerie is married to her husband Donald Rhoads and has one daughter, Josalyn Riggs, and one son, Jared Rhoads. Some of her special interests include long walks on sandy beaches, exercising (especially Zumba), reading, gardening, and learning the game of golf.

Valerie obtained her Associates degree from Pace Institute and BA in Business Management from Alvernia University. She most admires Jack Welch for his leadership.

Being a big believer in goal setting, Valerie thinks setting goals allows her to strive towards something while keeping on track. "I use the S.M.A.R.T. goal setting technique in all aspects of my life professional growth/career, hobbies, finances, and personal growth," she said.

Interest in professional growth for her career led her to be a part of Leadership Tri-County. Valerie says she is most looking forward to meeting and developing relationship with other Professionals in the area by being a part of the Leadership Class of 2012.



Nicole Henderson is the Director of Upward Bound Partnership for Student Success at Montgomery County Community College. Nicole has worked in the tri-county area for 5 years and is married to her husband, David. They have two children, Kristian and Austin.

Nicole received her BS in Psychology from the University of Florida and her MS from the University of South Florida. She is currently pursuing her Ed.D. from the University of Arkansas at Little Rock. Her special interests include traveling, reading, mentoring at-risk youth, trying new restaurants, capacity building in at-risk communities, and politics.

As a personal business philosophy, Nicole believes in doing whatever it takes to educate children and strengthen the community. Mr. Geoffrey Canada, African American social activist and educator, and Dr. Steve Perry, author of *Push Has Come to Shove*, is the founder and principal of headline-making Capital Prep Magnet School, which sends all of its mostly low-income, minority students to four-year colleges. He is also the chief contributor to CNN on education issues.

When asked why being involved in Leadership Tri-County was important, Nicole said, "I have worked in community outreach and development for over twenty five years. I am a firm believer that addressing the issues facing the communities in the tri-county area begins with empowering local communities and building the non-profits that do this valuable work. I want to be part of the coalition which continues to build the local non-profits, which ultimately builds our communities." 📷

LEADERSHIP UPDATE

The Tri-County Leadership Class of 2012 participated in Communications Day in February. Members of the class were able to learn about the different media and communication outlets in the tri-county area.

The class traveled to the newly reopened WBZH radio station in Pottstown for an overview of their services and tour of their facility. WBZH updated the class on their recent Buy Local campaign and members taped a segment with Chamber president, Eileen Dautrich, on the Chamber's radio show regarding their Leadership class experiences.

Class members were also able to hear from Nancy March, editor of the Pottstown Mercury. March told the class about the innovative ways the Mercury is working to stay up-to-date with the changing realm of the newspaper business along with the challenges and successes that come along with this always shifting business. She also discussed how they are able to keep the community informed through new types of written news media such as social media and the web.

The class was also able to visit Boyertown Publishing Co. and received a tour and overview of their services. Back at the Chamber office, a representative from WFMZ-TV, Channel 69 News, gave a presentation on the station's news coverage of Pottstown and surrounding areas. Lastly, the class was able to participate in a skill session presented by Alana Mauger, Director of Communications, Montgomery County Community College. Class members learned about "Communicating Across the Mediums".

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



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

INTERNSHIPS AVAILABLE *Looking for Course Credit and Business Experience?*

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

PACP Names Eileen Dautrich, TCACC President, to its Board of Directors

The Pennsylvania Association of Chamber Professional (PACP) is pleased to announce the reappointment of Eileen Dautrich of the TriCounty Area Chamber of Commerce to serve on the Board of Directors for the organization. Dautrich has been a member of the board since 2006.

PACP is the professional association of Pennsylvania local chambers of commerce executives and others employed in positions complementary to chamber of commerce work whose mission is to enhance the quality and relevance of chamber management in the Commonwealth of PA.

Board members serve in the volunteer leadership role for a specified term, developing and leading the annual Action Plan, to assist in the enhancement of quality education in professional and organizational development to its members. Key events for PACP include an Annual Leadership Conference, Chamber Day in Harrisburg and ongoing professional development webinars and programs.

For more information on PACP contact Tiffany Fulmer Ott at tfulmer@tlfexecutiveservices.com. 📧

WORLD-RENOWNED LEADERS TO SPEAK AT THE HILL SCHOOL

Pottstown, PA—Community business leaders can access the knowledge and experience of world-renowned leaders by attending Chick-fil-A Leadercast at The Hill School in Pottstown on May 4, 2012.

Chick-fil-A Leadercast is a one-day leader development event broadcast LIVE from Atlanta, Ga. to hundreds of sites throughout the nation, including Pottstown. Speakers for this year's event include:

Soledad O'Brien, Anchor and special correspondent for CNN

Tim Tebow, NFL quarterback, Heisman Trophy winner and best-selling author

Patrick Lencioni, Best-selling author and president of The Table Group

John Maxwell, Leadership expert & best-selling author of "The 21 Irrefutable Laws of Leadership"

Angela Ahrendts, CEO, Burberry

Roland Fryer, Professor of economics at Harvard University and CEO of the Education Innovation Laboratory

Urban Meyer, ESPN analyst and former head football coach for the University of Florida

Andy Stanley, Best-selling leadership author and communicator

Sheena Iyengar, Author of "The Art of Choosing" and world-renowned expert of choice

Last year, 85,000 leaders from 17 countries attended Chick-fil-A Leadercast. In its 12th year, this full day, experiential conference is predicted to reach its largest audience to date.

"It is one of the single most consolidated sources of leadership that I know of," said Paul Urbanowki, senior manager at AT&T. "But it goes beyond that. I think this conference, although very focused on leadership, transcends the topic and really shows you how to lead in life."

This year's program will focus on the power of choice. The diverse group of internationally-acclaimed authors, leadership experts and practitioners will share insights to help leaders empower and equip others at work, at home and in the community through his or her choices.

"We're really good at getting messages aimed at very specific, targeted audiences. But we aren't always very good at reaching out across the culture," said Malcolm Gladwell best-selling author of "Blink: The Power of Thinking Without Thinking" and "Outliers: The Story of Success." "I think this is one of the few organizations that does that...that really appeals to me."

For more information about Chick-fil-A Leadercast, visit www.chick-fil-a-leadercast.com. For local ticketing information, call 610.326.2900 or visit tricountyareachamber.com. 📧



05.04.2012
from
8 AM to 5 PM
@
The Hill School
717 E. High St.
Pottstown, PA 19464

**2012
SPEAKERS**




Angela Ahrendts


Andy Stanley


John Maxwell


Urban Meyer


Patrick Lencioni


Roland Fryer


Sheena Iyengar


Soledad O'Brien


Tim Tebow


Urban Meyer

**CHOOSE
TO IMPACT**

Join us at
Chick-fil-A Leadercast 2012

Visit tricountyareachamber.com or call
610.326.5158 to register for this event!



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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. April's Business of the Month was chosen from a business card drawing at February's Business Card Exchange.

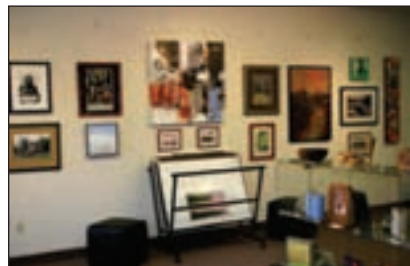


YOUR CLAIM TO FRAME

Personalizing your home or office with custom framing is a great way to express your individuality and personal style. However, it's important to take your project to a framer you can trust. In the fourteen years that Your Claim To Frame has been in business, clients have trusted them with thousands of framing projects. Whether it's a college diploma, wedding bouquet, baby photos, vacation souvenirs, or family heirlooms ... custom framing can preserve life's special moments for years to come. It allows collections and sports memorabilia to be displayed and admired and can make children's artwork look like a masterpiece. They even stretch canvases and needleworks and create custom mirrors to fit any space.

Some of the more unique framing projects they have worked on include framing a preserved bat for a children's Christmas present; a piece of Victorian, crocheted hair art made from human hair; a captured, Japanese flag from WWII signed by the regiment that captured the flag; an antique tapestry made from hammered gold fibers; tobacco leaves knotted and dried by an elderly relative; a Grammy winning artist's CD collection; a collection of golf balls from favorite courses; collections of fishing lures and corkscrews; and vintage advertising posters.

Your Claim To Frame offers full-service custom framing at two locations. The main location, in Exeter Township just off Route 422, includes a sales area, the framing workshop, an art gallery featuring work from local artists, and a classroom. There are over 3000 moulding samples to choose from including some eco-friendly



frames that are made with reforested wood, tree-free bamboo, and organic, water-based stains. The second location, inside Gallery on High in Pottstown, is staffed by trained employees of the Gallery and also has a wide variety of moulding and mat samples.

Owner, Brian Williams, does the framing work for both locations at his local workshop. He has earned the Certified Picture Framer designation from the Professional Picture Framers Association and continues his framing education at various art and framing trade shows throughout the year. All work performed at Your Claim To Frame follows industry standards for preservation of your art or memorabilia. This includes using acid-free mat board, UV-coated glass, and conservation framing techniques. These measures will help ensure your framing project will remain beautiful for years to come.

To complement your custom framing experience, Your Claim To Frame also offers complimentary art consultations, delivery and installation services, payment plans, a corporate framing program and referrals to other art specialists such as appraisers, consignment artists, and conservators.

Please call 610-404-4640 or visit the web site at www.yourclaimtoframe.com for more information about the art, framing or services offered. ■

Donald Silverson, The Hill School CFO and Treasurer, Appointed to Pottstown Area Health & Wellness Foundation Board

The Pottstown Area Health & Wellness Foundation recently appointed Donald Silverson, of Pottstown, to its board of directors. Mr. Silverson is the Chief Financial Officer and Treasurer of The Hill School since 2007.

"Don brings specific talents to our board," comments David Kraybill, Executive Director of the Foundation. "His financial and investment knowledge, and familiarity with the building and construction process, will benefit the Foundation Board. His willingness to serve the Foundation and the Pottstown community is to be commended. We value his opinions and expertise, and appreciate his time commitment in assisting us with moving the dial as we continue to improve health and wellness in our community." Mr. Silverson will serve on the Foundation's Finance and Facilities committees.

A graduate of University of Rhode Island, Kingston, RI, Silverson received his Masters in Community Planning and Public Administration, and his Bachelor of Arts in Sociology from Brown University, Providence, RI. He serves as Treasurer of the Pottstown Area Industrial Development Corporation (PAID).

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

HIGHWAY REAUTHORIZATION

The United States Congress is debating Highway Reauthorization legislation. The current authorization for the surface transportation programs expires March 31.

The House proposal has received support from business groups across the country, including the U.S. Chamber of Commerce. They feel the proposal encourages private sector investment and is consistent with the Chamber's priorities, including the consolidation of programs, eliminating mandates, cutting red tape and government bureaucracy, increasing funding flexibility while requiring accountability, and providing more opportunity for leveraging scarce federal resources.

"These reforms can contribute to more effective investments and can increase Americans' confidence that the federal government is ensuring that their tax dollars are spent wisely and effectively....We are pleased that House leadership supported the Chairman's efforts to avoid major cuts to highway, transit, and safety programs, and look forward to

House action to provide the needed resources in support of the obligation limitations laid out in the transportation reauthorization proposal. The overall funding levels will support existing jobs and, combined with reforms and expansion of federal credit programs could enable job creation in the struggling construction industry. In the long run, investment will result in a more competitive economy and will provide a boost to GDP, which has been dragged down for far too long by underperforming infrastructure," said U.S. Chamber of Commerce Executive Director of Transportation and Infrastructure Janet Kavinoky.

Support of Highway Reauthorization bill could help states such as Pennsylvania, where highway and bridge systems are in a financial crisis. The state of disrepair has a negative effect on the economy, and a modern, safe and efficient transportation infrastructure is necessary for the free flow of goods and commerce and the mobility of its citizens for business and recreational activities. ■

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MARCH NEWSMAGAZINE INSERT SPONSOR

**Thank you to March's
Newsmagazine Insert Sponsor
Keller Williams Realty Group**



HAVE WE STOPPED DREAMING BIG?

We used to dream big in the United States. There was a time when we looked across our land and made plans to travel further, faster, and more efficiently. We didn't let details stop us; we didn't ask the price before embarking. We knew what was for the good of our nation, and we built accordingly. We were a nation that built, and built big.



Shayne Trimbell,
Project Coordinator,
GVF Transportation



It was May 10, 1869 when history was made in the United States. Dignitaries gathered at Promontory Summit, Utah to drive the Golden Spike, the final spike in the first transcontinental railroad in the United States. Before this date, cross country travel was an arduous and sometimes deadly journey. It was rarely made as a round trip venture. With the completion of the railroad, it was now possible to travel from New York City to San Francisco by rail.

August 15, 1914 was the next great date in transportation history for the United States when the SS Ancon became the first ship to cross the Isthmus of Panama through the Panama Canal. The opening of the canal not only changed American history, but redefined international shipping. The Panama Canal made coast to coast shipping a much easier and safer proposition by no longer requiring ships to sail around Cape Horn, a dangerous proposition, even in the largest of sailing vessels.

June 29, 1956 is arguably the last date of significance in American transportation history. On this day, President Dwight D. Eisenhower signed the National Interstate and Defense Highways Act, which created the modern interstate system. After a grueling journey across our nation during a 1919 Army convoy, Eisenhower knew we needed a better system of roads in our country. After experiencing the Autobahn during WWII, Eisenhower created the Interstate Highway System to safely move goods, people, and military armaments across our nation. The Interstate system is, for all intents and purposes, complete at a cost of approximately \$485 billion. It is the

largest public works project in the history of man.

Our past history demonstrates that the size of our dreams and aspirations were not limited by anything, least of which being the size of the treasury. We seemed to have lost our way over the past decade. Rather than dreaming big by redefining mobility for American citizens and creating a new transportation network, we have allowed our representa-

tives to think small, excruciatingly small. Our current federal transportation bill expired in 2009 and has been extended with no change in funding levels or priorities. By all estimations, the recent bill proposed in Congress is not likely to pass, leaving our federal government with no transportation plan. Within our own state, transportation is cited as an important issue among voters and representatives, yet our Governor has not acted on the recommendations of his own Transportation Funding Advisory Commission.

We are at a crucial crossroads in the development of our transportation infrastructure. With gasoline prices reaching record levels, highways experiencing daily congestion, and our air quality continuing to decline, something has to be done. We are presented with the opportunity to make bold plans, plans that will redefine the United States in the twenty-first century. Tapping the spirit that conceived of and built a transcontinental railroad, the Panama Canal, and the Interstate Highway System will give us nothing short of a magnificent solution. Quarreling over the short term costs, the proper role of state and federal government, and preserving a system that no longer suits our needs does not improve mobility for our nation. We need to dream big again, we need "magic to stir men's blood." ■

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

EMPLOYEE HEALTH SEMINAR

On February 23rd, a group of Chamber Members attended a seminar led by Irene Shetron, Public Health Education, Chester County Health Department, and Dave Kraybill, Executive Director of the Pottstown Area Health and Wellness Foundation. The seminar covered topics on employee health such as the importance of employee health to area businesses, the Wellness Council of America model, "Seven Benchmarks of Success", and an overview of Chester County's employee program.

For more information on the Chester County Health Department go to www.chesco.org/health and for the Pottstown Area Health and Wellness Foundation go to www.missionhealthyliving.org.

Go to Chamber Event Calendar at www.tricountyareachamber.com for information on more upcoming events.

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BUSINESS CARD EXCHANGE



Chamber Members networking and enjoying refreshments at COSTCO for February's Business Card Exchange.

On Tuesday, February 28th, Chamber Members gathered for an early morning Business Card Exchange at COSTCO. Attendees had the chance to network with fellow Chamber Members and enjoy refreshments. Attendees also had the chance to win a shopping cart full of Kirkland Signature products.



A short presentation and give-away by COSTCO staff to Chamber Members attending the event.

Join us for our next Business Card Exchange on Tuesday, April 24th from 4:30 to 6:30 PM at Visiting Nurse Association of Pottstown & Vicinity. This event is also sponsored by Janney Montgomery Scott. Go online to tricountyareachamber.com to register or call 610.326.5158. ■

Thank you to COSTCO for hosting this event.

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ANNUAL DINNER: IT'S

TOP 5 REASONS TO ATTEND THIS YEAR'S ANNUAL DINNER

#5 – YOUR COMPETITORS ARE NETWORKING, SHOULDN'T YOU?

Networking events include both buyers and sellers, which means the opportunity to build relationships to create potential partnerships and even more importantly, future customers.

#4 – NEW IDEAS AND WAYS OF DOING BUSINESS!

Aren't you looking for new ideas and new ways of doing business? You might meet someone or find something new that will benefit your customers, and in turn, benefit your business.

#3 – WATCHING YOUR BUDGET?

NETWORKING is one of the cheapest ways of advertising. This event will provide you with the perfect environment in which to do it. Expand your NETWORK without breaking the bank!

#2 – AGAIN, DON'T BREAK THE BANK - \$95 AND AN INVALUABLE EXPERIENCE!

Get perspective on the 2012 election from an expert, enjoy a wonderful dinner, and expand your business' NETWORK. This event is a steal at \$95 per ticket!

#1 – IT IS THE LARGEST NETWORKING EVENT OF THE YEAR!

As the largest networking event of the year, you are bound to make several new contacts. These new relationships can assist you in expanding your reach and even if you leave with only one potential customer, it will be worth your time and money!

THANK YOU TO OUR PLATINUM SPONSORS



Cabot Corporation has been a proud supporter of the TriCounty Area Chamber of Commerce and would like to thank the Chamber and its entire membership for their partnership throughout the years the Cabot Supermetals facility operated in the Boyertown area.

Cabot believes in being a good neighbor and appreciated the opportunities to be involved with the local community through our Community Advisory Panel (CAP) and cooperation with local emergency response agencies. Cabot provided dozens of community, medical, educational and environmental programs in the Boyertown area with financial support and encouraged employee involvement in the community. Cabot wishes all the TriCounty Area Chamber businesses continued growth and success in the future.

ABOUT CABOT CORPORATION: **Cabot Corporation**, headquartered in Boston, Mass, USA, is a global specialty chemical and performance materials company. Cabot's major products are carbon black, fumed silica, inkjet colorants, aerogel and cesium formate drilling fluids. The company's website is: www.cabot-corp.com

Pottstown Memorial Medical Center (PMMC), a 224-bed, acute care hospital is conveniently located in western Montgomery county just off route 422 at the Armand Hammer Blvd. exit.



The medical staff features 260 physicians and over 45 medical specialties. PMMC offers the latest technology and treatments, a full array of inpatient services, and convenient outpatient locations for ambulatory surgery, wound care, rehabilitation, diagnostic services, occupational health services, lab work as well as family care offices including Coventry, Limerick, & Berks Family Care, Berks Medical Associates, Birdsboro Family Medical Center and Coventry Pediatrics.

Pottstown Memorial Regional Cancer Center has again received the outstanding achievement award by the American College of Surgeons' Commission on Cancer for its' Community Cancer Program, a distinguished award. Clinical trials and research are conducted in conjunction with their partner, Fox Chase Cancer Center.

Their team of orthopedic surgeons from the Center for Orthopedics and Spine are performing advanced procedures such as custom knees, advanced back surgeries, hip and ankle replacements as well as hip resurfacing. In addition, the Center for Orthopedics and Spine has received designation as a Blue Distinction Center for Hip and Knee replacement.

This year, PMMC opened their newly expanded Pediatric Unit featuring an on-site hospitalist 24-7 to care for children who otherwise would have had to travel for care.

PMMC's Senior Circle chapter boasts a membership of nearly 2,000; and the Healthy Woman program offers quarterly educational and fun programs for local women.

Limerick Generating Station – Powering the Community for the Future



Exelon Nuclear's Limerick Generating Station is located about 21 miles northwest of Philadelphia in Montgomery County, PA.

Limerick is built on a 600-acre site and consists of two boiling water reactors. Units 1 and 2 began commercial operation in February 1986 and January 1990, respectively.

The Station provides enough around-the-clock, carbon-free, reliable energy to power over two million homes. On average, the plant supplies about 10 percent of Pennsylvania's total electricity needs. In addition to the plant's electric reliability and environmental benefits, Limerick employs hundreds of local people in well-paying jobs and contributes approximately \$600,000 to community organizations each year.

To learn more about Limerick Generating Station, visit www.exeloncorp.com/limerick.

Media Fusion Technologies, Inc. (MFT)

is a multi-media marketing services company specializing in online application development, custom programming, website design and in-house hosting and maintenance. The company was founded over 25 years ago as 'DK Kean Photographic Services', a commercial and industrial photography company. Since then, numerous ways to market organizations have evolved and with that, Media Fusion Technologies has evolved as well.



In keeping with the ever-changing landscape of online design and functionality, MFT has firmly established itself as a leading source for all graphic design as well as Internet and Intranet website creation and complete online application development. From a robust online shopping environment to advanced Search Engine Optimization (SEO), social media management and all points between, a solution exists at MFT. Further, MFT still provides commercial photography, commercial print design, radio and TV production and placement, press release creation and deployment and a list of other marketing services for customers regionally, nationally and internationally.

Employing a highly-skilled crew and utilizing an arsenal of the very latest in web-development software, MFT's suite of custom-developed Content Management System (CMS) tools allows the entire body of a MFT-designed website to be managed solely by the MFT-developed CMS tools. Like each website, these tools are tailored to meet specific customer criteria during every deployment. The advanced technologies in the CMS feature powerful tools to control static textual and in-body picture / graphical content along with dynamic database-driven modules. Together, these enable website managers to keep their site content absolutely fresh and accurate and to really manage their website.

MFT's network is comprised of multiple racks of servers, all running Microsoft OS and utilizing Microsoft's SQL Server as the primary database management system. MFT's Internet connection is powered by fiber optic lines to their upstream provider(s) with the data connections being maintained using the latest in Cisco, SonicWALL, Barracuda and other bandwidth routing and management appliances and software. Further information regarding MFT's network is not available for general release.

For more information visit www.gomft.com or call (800) 307-3533.

Global Advanced Metals – The New, Old Business in Boyertown!



The Boyertown tantalum metal manufacturing facility known for many years as "Cabot Supermetals" now has a new owner and a new name! Cabot Corporation agreed in August, 2011 to sell its "Supermetals" busi-

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COMING MAY 10!



ness to Global Advanced Metals, a deal that was officially completed in January, 2012.

The move creates a specialty metals business integrated from the mining of minerals all the way through the production of high purity metal products. Headquartered in Perth, Western Australia, privately held Global Advanced Metals ("GAM") is a leading miner of tantalum metal, and owner of the world's largest tantalum reserves. In fact, Global Advanced Metals, formerly known as Sons of Gwalia and later Talison Minerals, has been the primary supplier of raw materials to the Boyertown plant for decades!

Their facility in Boyertown, and their "sister" plant in Japan, make up GAM's "Technology" or processing division, and will continue to be headquartered in Boston, MA.

Rounding out the company are GAM's mining operations (not limited to Australia) or "Resources" division, and a global metals trading business known as "GAMTRAX".

Some things won't change.

As they have for over 60 years, they will continue to produce high performance tantalum and niobium metal products, serving demanding customers in high technology industries including electronics, aerospace, defense, medical, chemicals & pharmaceuticals.

As always, they remain committed to ensuring the safety and health of people and the environment in Boyertown and around the world.

As always, their raw materials will continue to be "responsibly sourced." Their plants

are declared free of "conflict minerals" by independent audits under the Electronics Industry Citizenship Coalition "Conflict-Free Smelter Validation Program".

And as always, they value community involvement, through activities such as the TriCounty Area Chamber of Commerce. They continue to support dozens of community, medical, and educational programs in the Boyertown area with financial support and employee involvement.

They are excited about being part of this new Global Advanced Metals, focused on their products and customers, and dedicated to growing the business.

For more information, visit them on the web at <http://globaladvancedmetals.com> 

CHAMBER STARS

The Chamber will be presenting "Chamber Stars" Awards at this year's Annual Dinner. We will be presenting the Volunteer of the Year Award and the Chairman of the Year Award as usual, and three additional awards that will be selected from applications submitted.

We need you to nominate your business or one of your fellow Chamber Members to win one of the awards listed below. Take a look at the criteria for the Entrepreneur of the Year and Business/Enterprise of the Year Award, and Excellence in Local Government and Education Award, and if you know any businesses that fit the criteria, contact the Chamber to obtain an application.

Entrepreneur of the Year

- Company less than 5 years old
- Demonstrated innovation in business thinking
- Commitment to working on the business
- Sustained company growth (provided financials up to 3 years)

Business/Enterprise of the Year

- Sustained top and bottom line growth (demonstrated by 3 years of financials provided)
- Excellence in leadership
- Community involvement
- Workforce engagement

Excellence in Local Government and Education

- Is a professional in local government or education
- Has established excellence in their jurisdiction or school district
- Demonstrates innovation in their field

Contact the Chamber for nomination forms. See you at the Annual Dinner!

Call 610.326.2900 or visit tricountyareachamber.com.

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Blast From the Past Wins Top Awards at 2012 Detroit Autorama

Blast From the Past Street Rods, Inc. of Pottstown, PA has won two top awards at The 2012 Detroit Autorama, the largest and most prestigious hot rod and custom car show in the world. The 2012 Detroit Autorama was held February 24th through 26th at Cobo Center in Detroit, Michigan with over 700 cars on display and more than 150,000 spectators in attendance. This was the 60th year of the Detroit Autorama with cars exhibited from 27 states and 3 Canadian territories.

Blast From the Past's winning hot rod was a meticulous 50th Anniversary re-creation of the "69'er", one of the greatest hot rods of all time.

The "69'er" is a Candy Red 1934 Ford with padded Carson top, canted quad headlights, and a supercharged 1956 Oldsmobile engine. It was one of the most awarded hot rods of its era and was featured in many leading rod and custom magazines.

Owner Chip Hoynitski of Harrisburg Auto Auction in Pennsylvania, whose father was the second owner of the "69'er" commissioned Blast From the Past Street Rods to undertake a nearly two year re-creation of this iconic 1934 Ford Roadster to honor his deceased father, as well as original owner, Don Vargo of Melvindale, Michigan, and legendary original builders, Alexander Brothers of Detroit.

The '69'er" has been re-created using the original sculptured front end with quad headlights from remains of the original car which was located in Puerto Rico. Using photographs, magazine articles, and advice from Mike Alexander and Don Vargo, the car was essentially rebuilt to original specifications. The result is as spectacular as the original!

The "69'er" was the "International Champion" of the 1962-63 show season and was undefeated in 8 shows. The 50th Anniversary "69'er II" pays tribute and is dedicated to Stan Hoynitski, Don Vargo, and Larry and Mike Alexander. It will be participating in major shows across the country with its own truck and trailer rig just like the original. The "69'er II" will be shown at the Northeast Rod & Custom Nationals March 23rd through 25th at the Greater Philadelphia Expo Center in Oaks, Pennsylvania.

At the 2012 Detroit Autorama Awards Ceremony, the "69'er II" received the prestigious "Alexander Brothers Award" and a "Best in Class Award" in recognition of the visual appeal, build quality, and detailed authenticity to the original car.

Build specifications, details, and photographs are available by contacting Bill Borneman, President of Blast From the Past Street Rods in Pottstown, Pennsylvania at 610.327.4366.

Blast From the Past is a full service shop specializing in building and servicing street rods, customs, muscle cars, trucks, antiques and Corvettes. They have received many awards and have been featured in numerous publications and trade magazines. Their large shop with expert staff and retail parts showroom is located at 2965 East High Street in Pottstown, Pennsylvania, less than ¼ mile from the Sanatoga Exit of Route 422.

Blast From the Past's 8th Annual Open House and Car Show with People's Choice Awards and prize drawings will be held on June 16th from 9:00 AM to 3:00 PM at their facility and grounds. Call 610.327.4366 for more information. 📞



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www.blastfromthepaststrods.com

CHOOSING AN ATTORNEY—AVOID HIRING A LEMON



LEGAL PERSPECTIVES

By Kristen Doleva-Lecher, Esq., Wolf, Baldwin & Associates, P.C.

The average time an individual spends researching cars prior to making a purchase is approximately 30 hours, with around 60% of that time, over 18 hours, spent on internet research.

Helen Leggatt, Car buyers spend majority of shopping time online, February 7, 2011, www.bizreport.com/2011/02/car-buyers-spend-majority-of-shopping-time-online.html. This statistic should not be surprising given that a car is a huge financial investment, on which we all rely for safety, transportation and functionality. Similarly, retaining an attorney for serious litigation can be a significant financial investment. A consumer will rely on the attorney's knowledge and expertise, courtroom savvy, and negotiation skills. A certain level of trust goes along with the type of car you choose; that trust should be even deeper in the attorney you select. That being said, why is the time spent in choosing an attorney significantly less than that of a car purchase? Listed below are some suggestions as to how a more diligent search can and should be conducted prior to selecting your attorney.

Clients often find me on the internet. However, not one client has told me that he spent anywhere close to 18 hours searching. The internet is a terrific research tool for both cars and attorneys. There are several reputable sites regarding attorneys: Martindale Hubbell (lawyers.com), Avvo.com and Findlaw.com to name a few. These internet sites go into detail as to an attorney's practice areas, education,

years of experience, published works, seminars given, and more. Some of the web sites also have client reviews for the attorneys.

When an individual begins her car search, she has certain features she desires for her car. Some people need all wheel drive, or a convertible, or are looking for low gas mileage. Not all cars match every person since each individual has specific needs. The same holds true for an attorney — lawyers are not one model fits all. Some things to consider: if you are the type of person who is seeking a newer car with newer technology, think Bluetooth, SiriusXM, backup cameras; perhaps you will be looking for attorney who is more facile with technology. Some law firms are more progressive than others in use of technology. Is your attorney able to scan and email documents quickly, will he or she respond to email as a means of communication, does he or she accept text messages from clients? Some law firms will email invoices to cut down on paper usage and even offer payment through the internet on their web site via credit card.

Another example might be if you are in the market for a hybrid SUV with navigation and a DVD player; you may be looking for one vehicle that encompasses

(See "Legal Perspectives" on page 49)

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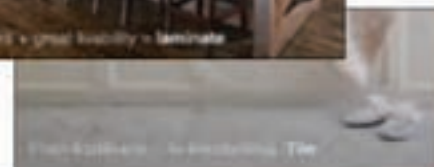


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LEGAL PERSPECTIVES

(Continued from page 47)

many functions. Similarly, do you need an attorney for one particular legal discipline, such as divorce, or do you own a business and have several issues for which you may need legal assistance? There are many attorneys identify themselves as "general practitioners" whose knowledge spans several different areas of law. A general practitioner can likely help you with a divorce as well as draft your Will. This is certainly not uncommon. However, another approach is to choose a law firm where you can take advantage of the knowledge of multiple attorneys who concentrate in each area in which you need assistance. This is an intensely personal choice as to whether you feel more comfortable working with one attorney who is familiar with you versus "switching" attorneys within the firm to ensure a specialist in each area.

This raises another issue to consider. We've all heard about bait-and-switch techniques in which you select a car and when you arrive at the dealership to complete the paperwork, a different car is waiting for you. Some law firms engage in bait-and-switch techniques as well. When interviewing a potential attorney, inquire as to whether that person will be handling your case or will an associate be doing some of the work. Who will return your phone calls, write the necessary documents, or go to court with you? The answer will vary depending upon the firm. It is not uncommon, especially in larger firms, for a client's work to be performed by associates or paralegals. This is not to say that such policies do not result in certain efficiencies and potential costs savings for the client, but if you are concerned about who will be doing your work you should ask up front about the firm's policies as to delegation of work.

Inherent in the purchase of a car is a lot of paperwork, such as a contract, the title transfer, loan documents, and warranty information. When you retain an attorney there is a contract created as well. Attorneys in Pennsylvania are required by the Rules of

Professional Responsibility to enter into a "fee agreement" with each and every client. Fee agreements vary from attorney to attorney but they should be clear regarding the scope of the attorney's work, and how the fees are to be billed (typically hourly, contingent, or flat fee). Fees can vary widely depending on the time and labor required, the novelty and difficulty of the questions involved, and the skill requisite to perform the legal service properly, as well as the local market and the experience, reputation, and ability of the lawyer or lawyers performing the services.

The final step in purchasing a car is the test drive. Unfortunately you can't really "test drive" an attorney but you can take the opportunity to meet him or her through a consultation and ask the types of questions raised in this article. Clients meeting with attorneys for the first time are often shy, and this is understandable given that many people do not meet with attorneys frequently. However, this is your opportunity to ask questions. As I tell potential clients, I should be the one feeling like I'm being interviewed because that is exactly what should be occurring. Attorneys work for clients and yes, and they should have to "sell" themselves. Take that first meeting as an opportunity to ask as many questions as you like. In my own consultations with clients, I take it upon myself to give a brief run down on my experience, my practice philosophy, and how I try to handle my interactions with the client and opposing attorneys. That first meeting is as much about your case as it is about whether that attorney is right for you. While you are deciding whether the attorney is right for you, the attorney is doing the same thing. As your attorney I want to believe in you, trust you and be able to provide you with the best representation possible. If I feel for whatever reason I am not able to do that, then I might not be the lawyer for you.

I hope that potential clients will spend more time choosing their attorneys, which will in turn mean more experienced, ethical attorneys will be retained. Most attorneys I know work very hard for their clients and have great relationships with those clients. Unfortunately just like there are cars that have a reputation as lemons there are "lemons" in the legal profession too. Unscrupulous attorneys, while few and far between, are those that give our noble profession a bad name. Spend a little more time choosing an attorney – it will be worth it to you, and will squeeze the lemons out of the business of law. ■

Kristen Doleva-Lecher, Esquire is an attorney in the law firm of Wolf, Baldwin and Associates, P.C., which has offices in Pottstown, Reading, and West Chester. She is a certified mediator and practices in the areas of family law and business representation. She may be reached by telephone at 610.374.2400 or by e-mail at kdoleva@wolfbaldwin.com.



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WORKSHOP

PNC Sponsors Spring Workshop for Small Businesses

Pottstown SCORE is offering to local entrepreneurs a spring workshop series, "How to Start and Operate a Small Business." This seminar, sponsored by PNC Bank, is scheduled to be presented from 7:00 to 9:30 pm on four consecutive Monday evenings beginning on April 23. All classes will be held in Suite 102 in the New York Plaza Building, 244 High Street, Pottstown. There is ample free parking in the lot behind the building. Use the entrance from the parking lot to access the SCORE office.

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, April 23
- The Business Plan and The Business Loan, April 30
- Sources of Market Information, Marketing, May 7
- It's All About Profit, May 14

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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. PNC Bank customers have an opportunity to apply for a free scholarship for the workshop by contacting Mr. Matthew Griffith of PNC Bank.

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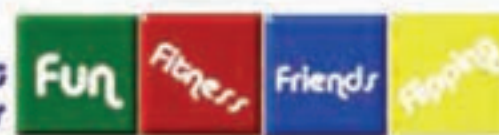
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EARLY SIGNS OF LONG TERM CARE NEED



Provided by Bonnie Heath, Extended Care Specialist

People routinely plan for a lot of things: vacations, their children's college education, home renovations, and, of course, retirement. But when it comes to planning for long-term care, many would rather not think about

it—or at best, they'd rather think about it another day.

It's understandable to not want to face the prospect of your declining health, or that of a parent or loved one, but denying the possibility can be a costly mistake. The time to plan for long term care is before it is needed, not after. Health issues requiring long term care may reveal themselves over time. For example, your parent may have trouble remembering whether or not he took his daily medication, he may forget how to work the television remote, or he may have trouble doing once-simple physical tasks. Decreased mobility and strength in the elderly can make ordinary actions, like getting a jar from the

cabinet and opening it, close to impossible. At this point, the need for long-term care begins to be apparent.

Home Health Aides

In the early stages of need, if there is no chronic illness involved, a home health aide may be able to provide assistance to your loved one. Home health aides are often the first line of defense in meeting routine needs, such as bathing, repairing meals, getting dressed, shopping, house-keeping, and such. Unless your loved one is living in your home, you may find that making constant visits to take care of routine matters can be very challenging, especially in the midst of a busy daily schedule. There are many local home health care agencies, both state-run and private, that can provide information and health aide services. After an interview with a case worker, a suitable schedule of visits from home health aides can be set up according to your loved one's level of need, such as one visit three times a week or two times daily. Home health aide visits are often supplemented by visits from home health nurses, who supply basic medical care like blood pressure tests, assistance with medications, etc. In some cases, visits by a physical or occupational therapist can be included to improve mobility and promote participation in daily activities.

An Ounce of Prevention

Monitoring your loved ones as they age and preparing to manage long term care issues such as those listed above can help maintain overall health. As the early signs of long-term care need begin to present themselves, but while health is still relatively good, consider bringing in professional help for your loved ones. A home health aide may be able to provide that added measure of support and help ensure that they remain healthy and independent for the longest possible time. ■

For additional information, please call Bonnie Heath at 610.326.6374 or email LTCSource@yahoo.com.



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DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

Every time we elect a new governor, programs are tailored to meet the goals of the administration. I have dealt with the Keystone Communities in a previous column. The long and the short of that article was that there would not be any "new" Main Street or Elm Street programs awarded with the new administration. Communities have an opportunity to become a Keystone Community, but they have to pay the administrative costs by providing at least a 60 percent of a full time employee to carry out mission.

The nuts and bolts of the dual classification of Main Street and a Keystone Community is kind of tricky, because in some ways it is better to be a main street program— but keystone communities get a \$50,000 implementation grant (not salary money). It will depend on the individual town as to what will be better option for that town. There are many nuances in the dual funding model.

It would behoove communities that have an assessment district to become a keystone community. Assessment districts have a dedicated funding stream that will enable the community to fulfill the requirement that the community pay the administrative costs for the program. It is perfect for a town like Pottstown, which already has a dedicated funding stream through assess-

ments paid to Pottstown Downtown Improvement District Authority (PDIDA).

In the Keystone program, there is no real match for the community. In a Keystone Community, you could have a grant program for facades in the downtown, for which the building owner or the merchant pays the match. There are also grants available to the residents in a zone to be determined through a planning process.

The resident façade/rehab program has to be matched by the resident by 10 percent. We did a program in Phoenixville that gave \$5000.00 to residents and they had to put up \$500.00 as the match. A keystone community could have not only commercial but also residential grants.

(See "Downtown Marketing And Development" on page 58)

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RETIREE MEDICARE PLANS OPTIONS



MEDICARE MOMENT

By Elizabeth Snyder, Main Street Financial Partners

According to a 2006 report from the Kaiser Family Foundation for Medicare, more than 35 percent of Medicare-eligible beneficiaries are members of employer group plans whose benefits continue after retirement. In fact, with many people now working longer, the number of those on employer retirement plans is actually higher today.

There are some good reasons for staying on employer-sponsored retiree Medicare plans: the beneficiary takes expensive or unusual drugs; the premiums are paid by the employer as part of the beneficiaries' retirement package; or the retiree's spouse is *not* Medicare eligible and therefore needs coverage from the one who is receiving employee coverage. (It should be pointed out that individual health coverage is extremely difficult to get today, and usually prohibitively expensive.)

In most cases, however, it is wise for retirees to look into their plan's coverage and see how it differs from that which

they were accustomed to when they were employed. Although they are still part of a group plan, that plan is now a retiree group plan. And while coverage is going to be different, the premiums will most likely be higher than going directly to an individual Medicare plan. Continuing your health care benefits through a group retirement plan is like going through a middle man: It almost always has fewer benefits and higher premiums.

One of my recent clients retired from a company where he had worked for 45 years. He was well satisfied with the

(See "Medicare Moment" on page 59)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 56)

The funding for a Keystone Community is flexible and is based upon a plan that would need to be developed. I personally like the community development corporation as a vehicle for the keystone community. I believe that the community should have an organized housing effort as well commercial development effort. I always run them concurrently when I worked on main streets.

There can be a borough or a city employee as the manager as long as 60 percent of the time they are doing keystone community activities. This is directly opposite previous administrations. No one wanted to see the bor-

ough or the city use the program to pay for an existing employee. So that is a big change in the program.

But now . . . the beauty of the program. You do not need to be any of these designations to get the grant. Everyone is eligible. This means maybe a community wants to take the stance that they do not want to be part of all this hocus pocus and just wants to have a grant. A community can do just that and take 10 percent administrative on the grant.

What makes all this possible is a plan. They want everyone to get together and come up with a plan with total community buy-in. That means getting everyone on the same page. Putting the goals and objectives into a narrative and executing the plan. This means even if you do not want to be part of the organized process you can do it yourself and get support of grants to accomplish the task.

It is tough to make the call for a community but it is fair to say a community has a number of choices. Some communities have talented natives that can give back to their borough or city and they can work to achieve the goal. Other communities like to have that solid professional, if there is such a thing.

My review on the changes in the program is that it is a good attempt. It's probably not what I would do, but it is a fair program in that is inclusive, as long as you develop a plan and have a thoughtful approach. All grants will be judged on merit and for organizations; "survival of the fittest" will be the code phrase. ■

Barry Cassidy is a freelance grant and economic development consultant.

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MEDICARE MOMENT

(Continued from page 57)

group health insurance plan that covered him and his wife while she was employed, and felt comfortable carrying on with his former employer's retirement plan. He assumed that plan would cover them as well as the plan he had while working. He did not realize that employer-sponsored retiree Medicare plans are Advantage plans whose benefits — and costs — change every year.

By the time the couple saw me, their premiums were causing them great concern, their deductibles had increased over the years, and thus their out-of-pocket expenses continued to grow. I pointed out that they were overpaying for their coverage and receiving fewer benefits than if they had gone directly with an individual Medicare plan.

Taking my advice, the couple went to a Supplemental Medi-gap plan from CMS (Center for Medicare and Medicaid Services — the federal government itself). *No co-pays, No deductibles, No networks, No referrals, and No kidding!* Terrific coverage for half the premium each year for each of them, even with their two separate, stand-alone prescription drug plans. The move to a different health care plan was seamless, easy to do, and completed without answering any health questions.

All of this fits in with last month's Medicare moment tutorial concerning the SEP — the Special Enrollment Period when beneficiaries can leave employer-sponsored retiree Medicare plans with the right to choose any other coverage they want at any time of the year. Contact us today to discuss your options. For additional information, please call Elizabeth Snyder at 1.800.862.7364. 📞

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