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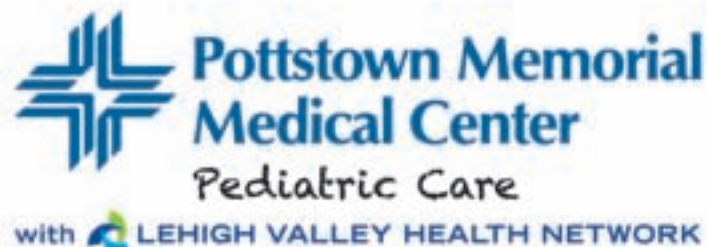
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In This Issue | MAY 2012



"We assess the entire organization to determine where the roots of the problems are, so we can repair them and bring the company back into profitability."



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Technology cannot replace the most essential determinants of business success – trust and respect.



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THE KRILL GROUP



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Experts at Making Businesses Profitable

The Krill Group is not your typical business consulting company. “We make companies profitable by assessing the entire organization to determine where the roots of the problems are, so we can repair them and bring the company back into profitability. We do not just focus on cutting costs or replacing employees,” explains entrepreneur, author, motivational speaker and profitability expert Trevor Krill. “The problems may be in products, pricing, sales, delivery, location, or some type of internal issues,” Krill explains.

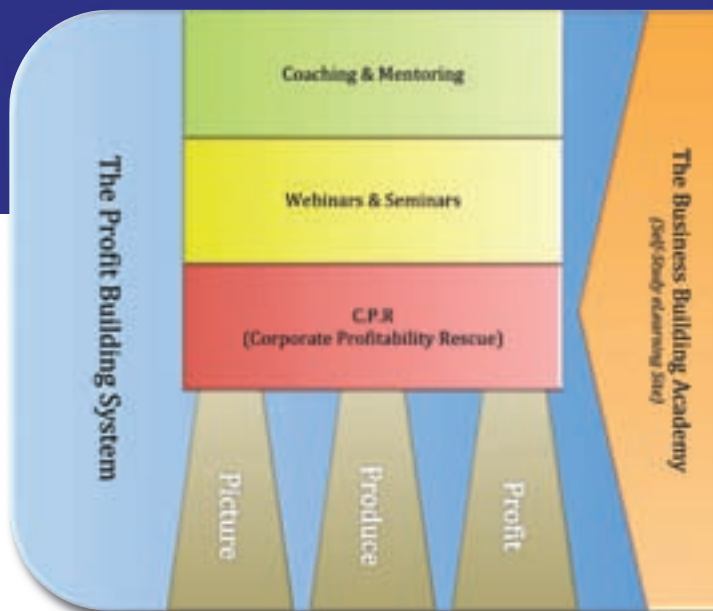
Trevor Krill, who has owned, operated, bought or sold over a dozen companies ranging from local ice cream stores to national technology companies, observes that many business owners suffer from “broken thinking.” They try to sell, sell, sell, rather than providing value to and enhancing the lives of their customers. People always want to buy, but they never want to be sold, he said. This “broken thinking” causes business owners to make bad short-term decisions.

Trevor Krill and his team have created **The Business Building Academy** and **The Profit Building System**. The Business Building Academy, which can be successfully implemented by virtually any type of organization, is designed to help smaller businesses (under \$1.5 million in annual revenues) generate more leads, more conversions, more transactions, higher prices, and more profits ultimately showing them how to build a more successful and profitable business. The Business Building Academy has an E-Learning program that includes unlimited access to everything you need to grow a successful business by increasing your profits by one to two percent per week for 50 weeks.

FREE SEMINAR: PROFIT OR PERISH

There will be two FREE Seminars offered on May 30th, 2012 from 8:00 A.M. to 10:30 A.M. and from 4:00 P.M. to 6:30 P.M. at The Desmond Hotel, Malvern, PA. The seminar is free and is titled: Profit or Perish—Three steps every business must take to create profit and avoid extinction in today’s economy. Please register online at www.ProfitWithTrevor.com; Call 1.888.877.6348, or email seminar@TheKrillGroup.com.





"Our E-Learning system provides a paint-by-numbers approach to becoming profitable through the use of audios, videos, and workbooks on a weekly basis," Krill noted. "We teach business owners a simple Five-Step Profit Formula that allows them to instantly out-think, out-market and out-sell their competition... and dominate their market. When you first enter the site, you are asked to fill out a questionnaire, which takes your answers and creates a customized approach for the problems you identify as most pressing. Then you have seven choices to work with which will cover any issues you are having."

Two hours of private coaching calls per month are part of the Executive Membership, which are usually broken up into four, 30-minute calls. "We have found that having a 30-minute call each week has been more effective than having an hour call twice a month, but each business is different, so we will cater the calls to the business owner's schedule," Krill said. "The calls also allow us to hold the business owner accountable for the previous week's work."

When working with in the E-learning system, Krill explains, the trick is to click on the issue you want to fix first, work through the process, and then revisit the site with your next issue. The cost of the program is affordable for businesses of all sizes, "You can begin the road to profitability for less than \$200.00 per month," Krill said, "and the most expensive package is only \$1,297.00 per month."

(See "Cover Story" on page 6)



Krill Group Product Overview

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COVER STORY

(Continued from page 5)

In order to make this invaluable program even more accessible, The Krill Group has recently made grants available for The Business Building Academy programs to businesses that need the help, offering up to \$5,000.00 per qualifying business off standard pricing. There are no fees to apply, just a short application that will be reviewed. Grants will be awarded at our discretion to every business that qualifies.

The Profit Building System, designed primarily for businesses with \$1.5 million or more in annual revenues, can be summed up in three key words—*Picture, Produce, Profit*, representing the core concepts that Trevor Krill uses throughout all of his programs.

Before you can start anything in business, you must first develop a *picture* of what it is that you desire or what your goal is, Krill explains. The size of the goal is not important, but the goal must be very specific. The goals must define your expectations and they have to be tracked.

The next step is to *produce* the results necessary to achieve your goals. Developing the blueprint and strategy that will allow your picture to become a reality is no more complicated than the recipe for the perfect meal, Krill remarks. "You have to drill down, work backwards, and determine the exact mix of what is necessary to reach your goal. Once you have the recipe documented and tested, it is really just a matter of execution," he explains. "Once the recipe is proven, the process becomes scalable and allows you to reach and surpass your goal. Each department such as sales, accounting, and operations must be examined in addition to each individual employee. Some tough decisions may need to be made, but the end result is worth the investment. For example, we are using branded video email to com-

municate with our customers and the results are amazing. We show businesses how to incorporate branded video email into their marketing in a matter of minutes, to get the positive responses they have always dreamed of from their customers while increasing customer service, and customer satisfaction."

The final key word describing The Profit Building System, *profit*, whether personal or financial, is the result of picturing what you want and producing the results necessary to bring your picture into reality. "The next step is protecting your profits and making them work hard for you so that you can do anything you want, anytime you want, anywhere you want," Krill explains. "It really is as easy as the three steps seem. Throughout the three steps, there is a lot of hard work, but the work is easier than doing what you are doing now and getting unacceptable results. The goal at this stage is to build wealth."

Krill points out that less than three percent of small business owners make more than \$100,000 annually, and less than one half of one percent ever reach \$1 million dollars in total revenue. Depending on the type of business, if you assume a 30 percent gross profit margin on a million dollars in revenue; that only translates into an actual income of \$300,000. Once you factor in all of the operating and miscellaneous expenses, (not to mention taxes) business owners are left with less than they need and find themselves in trouble.

"Unfortunately, many business owners are just trading time for money and that approach does not usually translate into success," Krill said. After owning more than 12 successful businesses, and seeing many enterprises go out of business within the first few years of

(See "Cover Story" on page 8)

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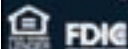
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PENN LIBERTY BANK OFFERS ANDROID MOBILE BANKING

April 18, 2012/ Wayne, PA/ Penn Liberty Bank recently announced today that their Mobile Banking application for Android smart phones is now available. This new application adds to the iPhone mobile banking application that has been available since 2011.

Both applications were created to improve the mobile banking service of Penn Liberty Bank; these applications enable iPhone and Android users to bank through their smart phones.

Through the application of mobile banking at Penn Liberty Bank, iPhone and Android users will be able to view their account balances and transaction history, transfer between their Penn Liberty Bank accounts and bank accounts at other financial institutions, contact the Bank through one button dialing, and be connected to an RSS feed for late breaking news.

Penn Liberty Bank is one of the first community banks in Southeastern Pennsylvania to offer the Android mobile banking service in collaboration with their electronic banking partner, Q2eBanking, to deliver the service. According to Neilson, the Android continues to hold the lead among all smartphone users, with 46.3 percent of all smartphone owners surveyed in the 4th quarter of 2011 reporting they have an Android-based mobile phone.

The Mobile Banking service at Penn Liberty Bank is easy to use and is free to bank clients. To use the mobile service, clients simply sign up through the free

Penn Liberty OnLine internet banking service, then download the free Android mobile banking application. Once signed up, the service is available immediately.

"We offer the latest technology and convenience to our customers on a consistent basis" stated Patrick J. Ward, Chairman and Chief Executive Officer of the bank. "This enhancement is a natural step in our product development strategy to deliver leading edge services."

"Q2eBanking is proud to partner with Penn Liberty to provide the best in mobile services to its customer base," said Brian Abele, Senior Vice President of product management and alliances with Q2eBanking. "With the proliferation of mobile devices, it is essential to take the right strategic mobile approach to address the growing needs of this fast moving market. We look forward to our continued partnership with Penn Liberty."

Future enhancements coming in late 2012 and early 2013 include mobile check scanning and bill payment options.

About Penn Liberty Bank

Penn Liberty Bank offers nine conveniently located branches and is a community bank focused on providing personal, high touch service. Combining state of the art technology with highly talented, customer service oriented employees and a full suite of consumer and business products and services has resulted in the Bank's growth to over \$540 million in assets. ■

To learn more about Penn Liberty Bank please visit www.pennlibertybank.com.

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COVER STORY

(Continued from page 6)

operation (or worse, after 25 years in business), Krill explains that he decided to develop a comprehensive program to help businesses become successful. "Our last few customers were brought from a loss, or best case, a break even situation, to hundreds of thousands in net profits after working with us," Krill said.

"We have not met a customer that we could not help," Krill says confidently. "Sometimes a business owner will decide not to fully implement a plan or even to sell the business because the passion is not there anymore, but even if that is the case, the owner is in a better position working for someone else rather than continuing to lose money."

Krill said that he and his associates have run into all types of problems and issues and that is why each plan has to be customized to fit the business. "We had one business that was selling their product at a loss," he said, "so as they sold more and more, they lost more money. They were not accounting for the cost of the product and the sales process properly. The owners thought sales were great and could not understand why they were losing money. We helped them

straighten out the issue, and raise the perceived value along with the price of the product to create a sizeable profit."

The Krill Group was founded on the principle that every company's goal is to maximize profits without compromising their core values. Krill and his team recognize that many companies need help first understanding, and then implementing, the steps needed to achieve their goals. Many times, the owner, the employees, and the customer have three different views as to what the company actually does or sells. The problem is that the customer's view is the only one that matters.

With that in mind, The Krill Group developed The Profit Building System to help business owners identify, quantify and rectify all the factors that impact profitability. The Profit Building System is offered in three different formats — **Corporate Profitability Rescue**; a **Profit Building Webinar Series**; and **Coaching and Mentoring**. "Each model is built on the principle of Picture, Produce, and Profit."

(See "Cover Story" on page 10)

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EXPERTS SAY FLOWERS HAVE POSITIVE EFFECT IN WORKPLACE

Business strategist and workplace relationship expert Courtney Anderson, J.D., M.B.A., of Harvard University incorporates flowers in her tips to employers for fostering corporate purpose and trust. Anderson advises employers to "manage their physical environments as much as the workload." This makes flowers the perfect gift for employees on occasions such as Secretaries' Day and birthdays as well as for

recognition for exceptional effort. The study by Etcoff and Harvard that confirms flowers have an energizing effect on people at work. She also cites previous studies at Rutgers and Texas A&M universities that have proven that something as simple as adding flowers to the environment enhances moods, social interaction and on-the-job creativity and productivity. "The results lead us to conclude that workplaces that provide positive environments to foster interpersonal trust and quality personal relationships create the most committed and productive employees," says Etcoff.

Local florist *Three Peas in a Pod* of Royersford is a perfect place for your business flower purchases. This unique, family owned shop offers quality gifts and flowers in a friendly atmosphere. Their talented designers create fresh and silk flower arrangements, fruit and gift baskets for homes, businesses and special events. The family member that manages the designing and merchandising has over 25 years experience in the florist industry. Before buying the business in 1991, she worked in several shops in the USA and in England. She has personally trained the other designers on staff and oversees all of the design work done for their customers. Three Peas in a Pod stocks a large variety of flowers and creates both traditional and unique designs for any occasion.

Three Peas in a Pod emphasizes customer service and prides itself on the freshness and quality of its products

and guarantee your satisfaction. The shop delivers daily to Collegeville, Limerick, Linfield, Parker Ford, Phoenixville, Pottstown, Royersford, Sanatoga, Spring City, and Trappe and can arrange for delivery almost anywhere in the world. Three Peas In A Pod Florist & Gifts is located at 442 N. Lewis Road, Royersford, PA 19468. Phone: 610.948.7190. You may also order from their website www.threepesflowers.com, which displays many of their unique designs as well as those from Teleflora. Three Peas in a Pod is incorporated as GHS, Inc. 🌸



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* The CPA Technology Advisor (September, 2007)

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-William Bahls, V.P., PFTC Inc.
- "I have been in business for ten years and thought I was doing pretty well until I met Trevor Krill and implemented the Profit Building concepts he provided. My profits have soared in a bad economy."
-Mat Kelley, President, American Reality Professionals, Inc.
- "After working with The Krill Group and implementing their Profit Building System, we were able to take our business to the next level."
-Ernst A. Illg, Jr. CEO, Illg's Meats

When: **Wednesday, May 30th 2012**

Location: **The Desmond Hotel, Malvern, PA**

First Session

8:00am Registration / Cont. Breakfast

8:30am-10:30am Seminar

Second Session

4:00pm Registration / Snacks

4:30pm-6:30pm Seminar



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Trevor Krill

Profitability Expert with over 20 years of experience helping businesses



COVER STORY

(Continued from page 8)

Corporate Profitability Rescue (CPR) is designed for companies with immediate or critical challenges. "CPR is the most important product that we have," Krill said. "That's where most customers start. If you're in trouble, rather than try to teach you the system, I want to get that financial pain off the table. We will triage your most critical profit-impacting issues to identify and prioritize solutions," Krill said. "Once your business is stabilized and any damage repaired, we utilize The Profit Building System to increase your profits and put your business on a solid growth trajectory," Krill added, explaining "Our intervention can last from several days to several months."

The **Profit Building Webinar Series** is for companies who want to increase their profitability while learning the process as they go along, coupled with a traditional consulting model where Trevor Krill, or one of his associates, will meet with the business owner, identify the issues, help correct the issues, and then provide a roadmap to follow for continued success. It consists of a 12-week webinar series that culminates with a two-day seminar led by Trevor Krill, and includes monthly

consultations with Trevor and his team. The consultations are designed to find solutions to specific profitability issues and teach the business owner how to delegate and transform those issues into opportunities.

The third format of The Profit Building System— **Coaching and Mentoring** — involves customized individual and small group profit building sessions designed specifically for each client. Krill's four-phase system follows a proven methodology that results in a customized profitability plan.

First, Trevor will spend time observing your business in its native environment. He'll benchmark your current profitability, key business processes, personnel, and how your team works together to achieve your stated profitability goals. Second, Krill will sit down individually with owners or stakeholders and identified key team members to pinpoint their understanding of the company's offerings. He reviews market segmentation, pricing, profitability goals and the owners or stakeholders own personal objectives as they relate to the

(See "Cover Story" on page 12)

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BUSINESS PROFILE



Achin' Back Garden Center

Achin' Back Garden Center, located at 10 Penn Road, Pottstown, PA 19464, is a local, family-owned and operated business that supports local growers, local businesses and many different charitable causes.

When it comes to "do it yourself" projects, manager Kelli Yeager and her friendly and knowledgeable staff at Achin' Back Garden Center can help you lay out your entire landscape so you can do it yourself. Bring them a picture and they will design it for you! Experienced employees are happy to answer your questions and solve your garden and pond issues. Achin' Back Garden Center also affiliates with a landscaping company, Chesco Landscaping, (in business for over 40 yrs) that can do it for you!

Achin' Back Garden Center features an Organic Gardening Headquarters, offer a huge selection of organic products for kid-friendly and pet-safe gardening.

Achin' Back Garden Center also offers unique and hard to find plants-annuals, veggies, herbs, perennials, shrubs & trees. They offer classes and events to teach everyone how to garden— check it out at www.achinbackgardencenter.com and on the company Facebook page.

Achin' Back Garden Center is also a Full Service Florist with local delivery, and features a gift shop and Birding section for unique gifts— so they have everything you need to treat Mom on Mother's Day. They even do weddings and events!

For additional information, please call 610.495.2870, and visit www.achinbackgardencenter.com. 🏡



Achin' Back Garden Center

*Family-owned and
operated business
supporting the local
community.*

Achin' Back Garden Center

*Family-owned and
operated business
supporting the local
community.*

- Organic Gardening Headquarters
- Knowledgeable and Helpful Staff
- Unique, Hard-to-find Plants
- Gift Shop & Birding Supplies
- Full Service Florist
(local delivery available)

Bring us a picture
of your project and
we'll design it for you!

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COVER STORY

(Continued from page 10)

company's goals. At that point Trevor will present his observations and highlight the obstacles to achieving maximum profitability. Lastly, he will present the customized plan for your business including how to define and quantify what profitability means for your organization along with a step-by-step set of instructions for how to get there.

Following the formal program completion, Trevor will continue to work with your team and help keep you on the right track with timely tips and ongoing guidance. Engagements can last from several days to several months and can encompass the entire organization or focus on a specific problem depending on the needs of the client.

The Krill Group is continuing to expand their program offerings at www.TheBusinessBuildingAcademy.com, including information for individuals seeking to start a business. Trevor Krill has invited *Route 422 Business Advisor* readers to sign up at www.TheBusinessBuildingAcademy.com/minivideos/register to access a set of training videos that will allow readers to make an additional

\$10,000-\$50,000 in less than 30 days, he said.

"We have helped businesses in many different industries including retail, wholesale, IT, communications, specialty stores, real estate, and automotive," Krill explained. "Our goal is to help 1,000 businesses become profitable, and to have 100 of those business each create a million dollars in profit in the next two years."

Businesses are like trees, Krill observes. They need to be pruned to help them grow in the direction you want. "Businesses need to remove the dead wood on that tree, whether its employees, customers or product lines. The most difficult decision for a business owner is to fire unprofitable customers who are hoarding the company's resources to make room for profitable customers," he said. "We help business owners assess their business, products, and customers to make the changes necessary to allow the company to grow."

"Our products and services are only as successful as the energy and effort the business owner puts in," Krill continued.

(See "Cover Story" on page 14)

Boyertown Museum of Historic Vehicles



Open Tues. thru Sun.
9:30am - 4:30pm
Admission: Adults \$6; Seniors & AAA Members \$5; Students \$4;
Free, ages 6 & under

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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BUSINESS PROFILE

ARROWHEAD GOLF CLUB

Arrowhead Golf Club, a mature and challenging public golf course with 27 meticulously maintained holes nestled in a serene woodland setting, is conveniently located in Douglassville, just five minutes from the intersection of Routes 422 and 662 North.

The McLean family is celebrating their 59th Anniversary in 2012. They hope that you'll stop by and participate in the special events and tournaments that will take place throughout the season. The course now boasts 27 meticulously groomed holes, tee-to-green asphalt cart paths, manicured roughs, elevated greens, set in the rolling hills of rural Berks County. This mature course has tree-lined fairways, including 2,500 Norwegian Pines planted back in the early '70s. The fairways are mixtures of Kentucky Blue and Perennial Rye, and the greens are bent grass, all irrigated with automatic sprinklers. Arrowhead

has available 100 electric golf carts, accommodating 200 players.

There are actually two different courses, the nine-hole Blue Course and the eighteen hole Red & White course. The Blue Course is a regulation par 35 course, at 2,505 yards, with one par 5 and two par 3's. It is a mature course that sits among the Allsort-Conglomerate rock and tree-lined fairways, which provide a gorgeous scenery to this area. It is great for advanced players who want to sharpen up their iron game, and very forgiving for beginners. Golfers may play a round of nine, two rounds for 18, or a mixed eighteen of nine on the Blue Course and nine more on the Red course.

The Red & White course is a longer course, but still nestled in the trees that are native to this picturesque area. It is a par 71, 6,002-yard course, with four par 5s and five par 3s, one of which is 245 yards. Several beautiful ponds and streams

(See "Arrowhead Golf Club" on page 15)

COVER STORY

(Continued from page 12)

"We are not offering the magic pill, and in many instances, the problems that have caused profitability to erode happened over several months or years. We can guarantee that you will see a dramatic increase in profitability in the first 90 days, if you follow the plan, but it will typically take six to nine months to solve all of the profitability issues."

"Businesses get to the point where the people do not know why they are doing what they are doing other than the fact that is the way they have done it for the last five years," Krill observes. "It is just the way it is. I am absolutely dumfounded that there are so many businesses out there that will lose money, unnecessarily, year after year, drain their personal resources or take out a large bank loan just to stay in business, rather than take a couple days, weeks or months, whatever it takes, and fix the problems."

"Business is easy if you have a plan and a process," Krill concluded.

There will be two FREE Seminars offered on May 30th, 2012 from 8:00 A.M.

to 10:30 A.M. and from 4:00 P.M. to 6:30 P.M. in the Malvern area. The seminar is free and is titled: Profit or Perish—Three steps every business must take to avoid extinction in today's economy. A continental breakfast or afternoon snack will be served and Trevor is giving away an Apple iPad to a lucky attendee. Please call 888.877.6348 or sign up at www.ProfitWithTKG.com.

Trevor Krill is available for speaking engagements, including keynote and conference speeches, seminars, profit-building boot camps, corporate training, and consultation on branding, business direction, corporate image, and sales team issues. Trevor is also the author of *Profitability is Priority One, The Guide To Getting and Keeping Customers, Tips, Techniques and Strategies for Growing ANY Business Even in the Toughest Economies*.

For a FREE profitability assessment, please call 1-888-U-Profit or email assessment@thekrillgroup.com. For additional information on The Krill Group, please visit www.TheKrillGroup.com and www.TheBusinessBuildingAcademy.com. 📖

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- **The Salvation Army also helps the elderly and provides emergency assistance in our town.**
- **Today's Army is more than Ringing the Bell at our Kettle Program.**
- **The Salvation Army Needs Your Help as Volunteer board member**

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Pottstown Salvation Army—

Contact: Major Fred Clarke
frederick.clarke@use.salvationarmy.org

Open to the public:

Attend our Dessert Hour May 14, 2012, 7 pm.

Attend our Open House during the entire month of September with a variety of activities!



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610-326-1621

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of fields, including Banking, Real Estate,
Construction, and City Government.

Women's Auxiliary Group also looking for volunteers!



ARROWHEAD GOLF CLUB

(Continued from page 13)

come into play on about a third of the holes on the course.

There is a fully stocked Pro Shop at Arrowhead Golf Course. You can buy anything from the golf balls and golfing supplies you need in order to play a round to the clubs, bags, clothing, and accessories that you need to either begin the sport or upgrade your tools of the trade. You can also visit the online store and obtain online coupons at www.arrowheadgolf.net.

Arrowhead has a snack bar at the Pro Shop where you can get sandwiches and sodas at any time during the day. They also have a Snack Shop at the 10th hole where you can get sandwiches on the weekends or use vending machines during the week. There are restrooms at the Snack Shop as well.

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are

willing to walk. The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge. Arrowhead is happy to provide catering for your event, or you can provide the catering yourself.

Arrowhead has a cooler system in the pavilion that rents for \$21.20 per day. It includes four taps and has room for cases of beer or sodas. You can provide your own beer and sodas, or Arrowhead will order them for you from their own distributor. They do not charge for this service, and the distributor will bill you directly.

You are invited to visit Arrowhead and find out why they are one of the leading public golf courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, or if you need advice about buying equipment or supplies, just send an email to vmk0828@aol.com, or call Arrowhead at 610.582.4258. And visit Arrowhead online at www.arrowheadgolf.net. 📱



Learn About Limerick Generating Station at Community Information Night!

Join us at the Limerick Learning Center to meet our employees and learn about the many different aspects of our clean, safe and reliable operations. You also can tour the control room simulator!

**Open House From
4:30 p.m. to 7:30 p.m. on May 24
at Limerick Generating Station**

Come join our family friendly event!
You can learn how we produce electricity, try out night vision goggles and get your own Limerick Generating Station souvenir badge.

- Enter at the intersection of Sanatoga and Evergreen Roads in Limerick Twp. and follow signs for parking.
- Exelon representatives will be stationed in the parking area when you arrive. A shuttle will be provided to the learning center.
- Contact us at LimerickGeneratingStation@exeloncorp.com with any questions.

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www.exeloncorp.com/limerick

Florence McLean Owner & Operator Our 60th Anniversary

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

Listings For SALE

PENDING- (ZC2080) 3288 SANATOGA RD., POTTSWOM, 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 \$199,900**

FOR SALE- (ZC2083) DOUGLASS TOWNSHIP, BERKS COUNTY (3+/-) 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 COMMERCIAL DRIVE, POTTSWOM (POTTSWOM 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 \$189,900**

FOR SALE- (ZC2124) 115 HIGH STREET, POTTSWOM, 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, POTTSWOM, 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, POTTSWOM, 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. **\$174,900**

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 POTTSWOM 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, POTTSWOM, 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**

PENDING- (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, POTTSWOM, 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 \$209,900**

FOR SALE- (ZC2146) 1001 N. HANOVER STREET, POTTSWOM- 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 \$129,900**

FOR SALE- (ZC2151) POTTSWOM 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) 320 N. CHARLOTTE ST., POTTSWOM- (5) UNIT W/ GREAT TENANTS AND FULLY OCCUPIED. GOOD CASH FLOW & ALL RENTS ARE WAY BELOW MARKET VALUE. EACH TENANT PAYS THEIR OWN HEAT & HOT WATER. SOME NEW REPLACEMENT WINDOWS. CALL FOR DETAILS **Reduced \$124,900**

FOR SALE- (ZC2153) 13029 KUTZTOWN ROAD, FLEETWOOD- FORMER KIRBYVILLE HOTEL, 7,000SF HISTORIC BUILDING ON 1 ACRE LOT. MANY POSSIBLE COMMERCIAL USES. CURRENT OWNERS HAVE STARTED \$400,000 IN INTERIOR IMPROVEMENTS SINCE 2003. 46 PARKING LOT ON BUSY ROUTE 222N. SEPTIC SYSTEM INSTALLED IN 1993 & IS LARGE CAPACITY. FRONTAGE ON ROUTE 222 IS 277' & 155' ON RICHMAIDEN ROAD. VERY ANXIOUS SELLERS. BUILDING IS OVER 200 YEARS OLD. WAS POSSIBLE STOPPING POINT FOR UNDERGROUND RAILROAD DURING CIVIL WAR. ORIGINAL STONE WALLS UNDER STUCCO. IN NEED OF TOTAL RE-HAB. **\$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. **\$3,500,000**

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) 1374 S. HANOVER ST. POTTSWOM

SOLD (ZC2150) 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 \$525,000**

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, POTTSWOM- LOWER POTTSWOM 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. **\$299,900**

FOR SALE- (ZC2161) 1140 RIDGE RD., POTTSWOM- SINGLE FAMILY ZONED C1. HOME IS COMPLETELY REHABBED. FEATURES CENTRAL AIR, LAUNDRY ON 1ST FL., 2 BATHS, 3 BEDROOMS, ALL APPLIANCES INCLUDED. **Reduced \$229,000**

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., POTTSWOM- LOCATION, LOCATION, LOCATION IS WHAT THIS PROFESSIONAL OFFICE IS ABOUT. SITUATED IN LOWER POTTSWOM 7300SF BUILDING CURRENTLY RENTED BY 4 SEPARATE TENANTS. 60+ PARKING SPOTS, LONG TERM TENANTS. GREAT RENTAL HISTORY. CALL FOR INCOME AND EXPENSES. **\$949,900**

FOR SALE- (ZC2164) 4 ASH STREET, W. POTTSWOM- .96 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, POTTSWOM- 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 (ZC2087) 1145 E. Phila. Ave. Gilbertsville-

LEASED (ZC2088) 21 S. Limerick Rd., Limerick-

LEASED (ZC2107) 12 Church Lane, Douglassville-

LEASED (ZC2117) 48 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 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of the Pottstown Memorial Medical Center. Handicapped accessible, elevator, ample parking and various size suites from 300-3,500SF. Competitive rates and flexible terms. Call for more details!

(ZC1080) Lemon St., West Pottsgrove- 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/la 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.

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(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.

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Time for a Financial Checkup



INVESTMENT IDEAS

Provided by William M. Schultz, Financial Advisor, CFP®, CRC®, Wells Fargo Advisors

Volatile financial markets are still leaving individual investors queasy about their portfolios. They're not just suffering from vertigo; the Chicago Board Options Exchange's Volatility Index, which measures expected volatility in the S&P 500, spent August and September 2011 hovering at its highest levels in a year.

That degree of instability can do more than make investors feel uneasy. Such sizeable ups and downs can knock your portfolio's asset allocation—its mixture of bonds, stocks and cash investments—off kilter. Left unchecked, an unbalanced portfolio can make it much harder to reach your long-term goals. "Without periodic rebalancing, you may end up with a very different asset allocation than you're comfortable with," says Ian

MacEachern, Director of Advisory Products at Wells Fargo Advisors.

The outcome: Your portfolio may end up being too conservative or too risky for your financial goals.

Fortunately, it's relatively painless to keep your asset allocation on target regardless of how the markets perform. Regular—at least annual—meetings with your Financial Advisor should already be part of how you keep tabs on your portfolio, including a review of how your asset allocation has shifted over time and how you want to bring it back into line, probably using one of these two approaches:

Manual Control

This is probably the most common approach to rebalancing: you and your Financial Advisor reviewing how your portfolio has drifted with the market and how you'll resolve the resulting imbalances. MacEachern recommends doing this at least once a year. Wait too long and you are at greater risk of letting your portfolio drift away from your target.

Rebalance too often, however, and you will risk incurring increased trading expenses and, for some accounts, a steeper tax bill. There's a fine line between rebalancing and trading, MacEachern explains. "The idea behind rebalancing isn't to jump out at the top of the market or jump in when the market hits a bottom," he says. "It's about maintenance."

You have a few options when seeking to rebalance a skewed allocation. For one, you can shore up an underweight position by directing new contributions toward the underperforming asset. Alternatively, you can sell off holdings in which you have an overweight position and use those proceeds to invest in the assets that are under-represented in your portfolio.

(See "Investment Ideas" on page 19)

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INVESTMENT IDEAS

(Continued from page 17)

The right strategy for you depends on how quickly you need to return to your target allocation and how easily you can absorb the potential tax liabilities from selling appreciated assets.

A Managed Solution

Keep those priorities in mind as you consider an increasingly popular option for maintaining your desired balance in this fast-moving market: managed accounts, which are customized portfolios guided by professional money managers.

Historically, steep minimum investments meant that access to these managers was limited to all but the most affluent investors. Now, groups of investors can allocate their assets to teams of experienced money managers and a mix of asset types that include the familiar, such as Mutual Funds and ETFs, and those that typically require individuals to make a prohibitively high initial investment.

One appeal of managed accounts is that they include adjustment of your asset allocation in real time. Whether stocks post a big gain or drop sharply over a day, week or month, your portfolio will be modified and brought back in

line with its target by the professionals who manage your assets, and those transactions are included in a single account fee.

It's impossible to predict where the market will be tomorrow or next year, but rebalancing is one way to help protect your portfolio from the worst of the market's fluctuations — and keep you on track toward your biggest goals. "Rebalancing is not a panacea for all events," MacEachern notes. "But a properly balanced portfolio puts you in a better position to deal with the type of volatility we've seen recently." 📊

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DESPITE THE DIGITAL REVOLUTION, BUSINESS IS STILL ABOUT Relationships

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LEADERSHIP AND SUCCESS

By Kenneth D. Richardson, PhD, Redwood Enterprises

Anyone notice the proliferation of seminars and workshops on the use of digital technology as a means of enhancing business success? They seem to be everywhere, and happening all the time. Social media in particular has ushered in a "brave new world" in regard to business development. It cannot, however, replace one of the most essential determinants of business success — the ability to build and sustain personal relationships based on trust and respect.

If you are like me, you've probably attended innumerable instructional sessions on the use of digital technology as a means of enhancing your business. In all honesty, I've actually lost track of how many I've been to. I've heard plenty about blogs, search engine optimization, cloud computing, Constant Contact, LinkedIn, and the like. There is no question that it is crucial to stay abreast of new developments and opportunities.

Technology cannot, however, close deals for you. Sooner or later, you've got to be able to meet your prospects face to face, look them in the eye, and be taken seriously as a credible professional.

Digital tech flourishes, people skills deteriorate

We've all witnessed the trend in society— more and more people in public places who are so riveted to their "smart phones" that they're oblivious to the people and events in their immediate proximity. Face to face interaction in general is becoming less and less popular, as people opt for alternatives such as texting, tweeting, and communicating through social networking sites.

This is not happening without consequences. In case you haven't noticed, levels of "social intelligence" (the capac-

ity for empathy and relating to people) are at an all time low. Also note that psychologists who study narcissism, egotism, and other forms of self-centeredness are reporting that these attributes, which are antagonistic to the ability to empathize with others, are at all time highs.

This is very evident in the domain that we call "cyberspace," where the communication is very often shallow, fragmented, and frequently lacking in civility. In many ways, cyberspace

(See "Leadership and Success" on page 22)



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LEADERSHIP AND SUCCESS

(Continued from page 20)

seems to have become a medium for degrading people's ability to relate to others. People used to communicate by crafting sentences that took the perspective of potential readers into account. These have been replaced by such empty and trite expressions as "yay!" "omg!" and "lol"—cool, but hardly indicative of any kind of well developed social sensitivity.

"People problems" in the tech sector

This may have broader implications than appear at first glance. Recent research strongly suggests that higher degrees of immersion in technology may be negatively correlated with the development of important "people skills." These are crucial for effectively solving complex business problems, particularly those that require teamwork and collaboration.

Case in point—technology based business projects have disturbingly high failure rates, with estimates ranging from 60-70 percent. A "failure" is a project that exceeds its budget, is not completed on time, and does not accomplish the ends that it was designed to. Such failures inflate costs, infuriate customers, lose business, and in fact have bankrupted companies.

Many of these troubles with technology projects have been attributed by experts in the field to "people problems"—ineffective leadership on the part of project directors, compounded by poor communication and coordination among individual team members. All too often, team leaders are selected on the basis of their prowess with technology rather than their people skills. Technical expertise is no substitute for the ability to cultivate working relationships. You really need both to succeed.

Technology often encourages antisocial behavior

Digital technology not only does not cultivate "people skills," it is frequently associated with antisocial behavior. "Cyber bullying," or administering abuse to others through any number of social media, has become common over the course of the past decade. It's regarded as a major problem among young people, although it is also frequently practiced among adults. Several states are seriously considering passing legislation that would criminalize the practice.

Linkedin: A double edged sword

"Linkedin," a business oriented social networking system, is in itself a work of genius. By design, it enables people to make themselves known and establish useful business connections. It's recommended in every seminar or workshop on the use of social media for business development, and its possibilities are quite astounding. Among other things, Linkedin allows users to create groups based on shared interests, and to communicate with compatible others by initiating discussions and conducting dialogs on topics of common concern. Properly used, it can convey profound advantages.

The problem is, like guns, cars, and other things created by human beings, it frequently gets abused by people whose social sensitivities and common sense are underdeveloped. In far too many cases, the "discussions" initiated by individuals turn out to be nothing more than poorly thought out commercials for some product or service.

(See "Leadership and Success" on page 24)



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LEADERSHIP AND SUCCESS

(Continued from page 22)

As such, they often generate no responses, but simply accumulate as clutter on group discussion boards—bad sales pitches typically don't stimulate lively exchanges.

I do occasionally run across LinkedIn discussions that are interesting and informative, but these are fewer and less frequent than I would have expected or hoped. What I've really learned is that the levels of self-centeredness and insensitivity are a lot higher than I would have anticipated.

Social media vs. social interaction

All the furor over social media marketing and technology as the keys to business success overlooks something basic, and (to me, at least) obvious. If you can't cultivate and build solid social relationships with others outside of the arena of social media, you will always be losing out to your competitors who can. Digital technology cannot and will not make you savvy in the crucial domain of relating to others.

What the real experts tell us

Sales guru Bob Burg, author of *The Go Giver*, tells us that, "All other things being equal, people will do business with, and refer business to, people that they know, like, and trust." Granted, social media may be a means of getting on prospective customers' "radar." But without the ability to successfully manage that other medium known as face to face contact, it's not possible to develop the kinds of relationships that Burg is alluding to.

Social psychologist Robert B. Cialdini, author of *Influence: Science and Practice*, devotes considerable attention to the study of highly successful salespersons.

He reports that repeated contact with prospective buyers, coupled with personable likeability and consistent application of the "Golden Rule" are all crucial determinants of success in the area of sales.

Developing your social intelligence

Fortunately for all of us, there are ways that we can sharpen up our "social intelligence" and become more effective at building positive relationships with others. Several suggestions for doing so follow:

Be intentional about it: If you read books by experts on leadership, sales, and excellence in business, you'll find that the most successful people make it an area of continuous improvement in themselves and those who work for them. Authors such as John Maxwell, Steve Covey, Jim Collins, Tom Peters, and others tell us that the efforts we put into it will pay dividends.

Learn to listen: We've all been taught about the importance of making ourselves understood, but little emphasis is placed on the art of understanding others. These two are often antagonistic, a truth that does not get addressed in our society. Practice listening to others without thinking about what you're going to say in response. It takes patience, but you'll be pleased at the effects it will have in your relationships.

Seek honest feedback from others: Nobody's perfect—all of us are more self centered than we'd like to admit. Ask those whom you really trust to be honest about with you about that aspect of yourself. Get ready to hear some things you'd rather not, but take it as valuable feedback and put it to some good use.

(See "Leadership and Success" on page 26)



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After 39 years of doing business in downtown Pottstown, Lastick Furniture & Floor Coverings continues to satisfy customers with a wide variety of top quality home furnishings at affordable prices. "We believe that no matter how much money a customer has to spend on furniture and flooring, they should get the absolute most for their money," says co-owner Jerry Lastick. "At Lastick Furniture you receive quality affordable home furnishings."

In 2011 Lastick Furniture received *The Mercury's Reader's Choice Award* for the second consecutive year, and is a recipient of the *Harry C. Kahn Memorial Retailer of the Year Award*, presented by the Tri-State Home Furnishings Association. The award is presented for outstanding dedication and professionalism in the Home Furnishings Industry.

The Lastick family entered the furniture business in 1973, when Jerry Lastick and his parents, Eli and Sonia Lastick, opened a shop at 310 E. High Street, the former Eagles building. A year later, the family purchased the Block Furniture building at 269 E. High St., their current location.

Owners Jerry Lastick and his sister Marsha Petnick say despite the current economic conditions that exist, Broyhill Furniture continues to be their best-selling product. Lastick is now one of Broyhill's largest retailers in the tri-state area.

Lastick's showcase gallery status gives them preferred pricing, along with shipping and ordering privileges that allow the shop to sell the newest looks at the lowest prices in the area, bar none. The showcase has been a hit with new and

long-time customers in the immediate vicinity as well as shoppers from as far away as the Main Line and Bucks and Delaware counties. Lastick relies on word of mouth as one of their best means of advertising, while selling at the lowest prices.

Additionally, the flooring store has been given a complete makeover. Petnick's husband, Martin, runs the flooring department, which is in the building across the street. Flooring department additions include new lighting and displays along with new flooring throughout the 5,000-square-foot showroom.

The hottest selling floors are ceramic tile. Not only is it a surface that endures heavy traffic beautifully, but it is also one of the earliest manmade building materials. Just about any color, pattern and texture can be found.

Hardwood is another strong seller. Lastick offers many wood types not typically found in big box stores. These include Brazilian mahogany and cherry, tiger wood, hickory, cork maple and lyp-tus. Other types of floor coverings offered include laminates, carpets and vinyl.

Now with a total of about 28,000 square feet of selling space, Lastick, Petnick and their employees can cater to all trends with ease. Lastick prides itself in its professional installers. All work is guaranteed.

Lastick said the secret to the success is simple: "Good products at reasonable prices and personalized service after the sale." Lastick Furniture & Floor Coverings is located at the intersection of High and Charlotte Streets in downtown Pottstown; 610.326.7100; www.lastickfurniture.com.

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LEADERSHIP AND SUCCESS

(Continued from page 24)

Take frequent breaks from technology: A lot of people are addicted. Digital technology can have a hypnotic effect, keeping us so focused on it that the rest of the world seems to disappear. In the process, our ability to attend to and relate to people can take a back seat and deteriorate. Create face-to-face time with friends and family members— without your smart phones.

Keep a personal journal: At the end of each day, make one of your last activities reflecting upon how you handled things. Do it in writing. Pay special attention to how you managed your interchanges with others, noting those things you did well and those things you could have done better. Consult it frequently, to note progress or regression.

Using social media intelligently

It's really easy to get so focused on the possibilities that digital technology makes available to us that we forget that most business is still conducted in three-dimensional space and involves interac-

tions between individuals who entertain feelings and emotional connections. As a trained psychologist who has been on the planet for over 60 years, I don't have too much trouble staying in touch with that reality. Technology is here to stay, but I'm a firm believer in keeping it in its proper place.

There is no question that the use of social media will grow in its importance as a business development tool as we move further into the 21st Century. We must keep in mind, however, that it is no substitute for the trust, respect, and good human relations. It can certainly be a great source of opportunities, but in business, it cannot "seal the deal." 📌

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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COMBATING ABERRANT BEHAVIOR IN A DOWNTOWN SETTING



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

Many towns have problems with people on the street doing things that make consumers a little skittish when considering visiting a downtown. Many times these folks are not really doing anything bad. They are just down on their luck. But there are times when illicit activity is the prime reason for them being in the downtown.

Downtowns have been a gathering spot for all kinds of people through the years and it can be expected that people would congregate. Sometimes downtowns become a haven for subsidized housing. People on section 8 housing vouchers move into the downtown if the prices are low enough and the landlord accepts section 8 tenants. These folks really have limited options and need to secure housing where it is available. This was the case with downtown Phoenixville when I arrived there to lead the revitalization.

I remember when people started to buy the buildings and totally gut them to make the improvements, there were people who were displaced. Most of those people had been paying a very small rent. Once the properties were renovated, these folks had to live elsewhere. This is a function of revitalization. The

rents that need to be charged in order to get the dollars to renovate far exceeded the capacity of the folks living there prior to renovation.

I remember how painful it was to some of the occupants to relocate after 30 years. These are not the folks that I found as aberrant. These folks were just low income and at times acted like they were living in a rural setting rather than an urban atmosphere.

I view aberrant behavior as something that acts as a deterrent to people coming downtown, including people with questionable behavior, fighting, drugs, prostitution and just the general weirdness that happens in life. Sometimes it is intentional, and sometimes it is just someone's bad luck when the incidents hit the police blotter.

(See "Downtown Marketing And Development" on page 32)



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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 31)

I always like to look at the area and observe over a couple of months. If you are there at the times when things move in an aberrant direction, you can witness for yourself. There are always areas that could be considered problem spots.

I remember on South Street in Philadelphia, we put the parking back on the north side of the street on Fridays to keep people from having direct access to the cars going by directly from the sidewalk. That was an easy one.

I believe that as a community organization, the goal is not to have people arrested but instead get people to move to another area. In Phoenixville, as well as South Street, we had a strong community watch by neighborhoods. On many occasions, once you start to move people they will just move to a street adjacent to where you apply pressure, whether through increased police presence, or increased store owner and resident awareness. If the surrounding areas increase that pressure, it makes identification of areas to do illicit deeds difficult. Things are changing too much. There is a need to introduce change upon change consecutively.

It all comes down to who wants to make it happen. If you have an active police presence downtown, people will understand that you mean business. Many times police departments do not have the funding to patrol downtown. It then falls on the revitalization committee to act to equip the merchants and the residents of the area in skills of reporting.

The key to making an inroad is to develop a relationship with the police department, and have the committee take a little bit of guidance on what they are looking for to make an impact in the downtown. Everyone is different, and everyone has a different problem. Solutions the committee comes up with will become more welcomed if you are working together as a team versus something adversarial.

On both South Street and Phoenixville, I was the staff to the community watch when it came to some things. In both cases, there were regular meetings between the residents, the merchants and the police. We had discussions that sometimes would make me cringe when different people made comments that were a little extreme... but all input is good input... even if it is not remotely correct... because it provides perspective.

(See "Downtown Marketing And Development" on page 34)

*Route 422
Business Advisor*

*Dining
Guide*

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 32)

The idea is to disrupt the normal flow as much as possible. One time in Downingtown, I was able to fence in an area that had a plethora of drug dealers. I made it a one way in, one way out situation. We were fortunate to have a brown-field located next to the drug area and we fenced in the brownfield it pretty much encompassed the area.

When we were identifying what was wrong in Downingtown we targeted two abandoned and run down factories. One of those factories was located next to the drug street. I believe the lack of care for the building promoted decay to the surrounding houses that were on the back end of the commercial district. We were able to interlock strategies, the one for economic land reuse and quality of life issues.

Each town is different and calls for different actions, but with a dedicated group you can make a change in the downtown. 🏠

Barry Cassidy is a freelance grant and economic development consultant. He can be reached at barrycassidy@comcast.net.

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Sharif Omar, Pottstown
Memorial Medical Center

Baran Schultz,

Schultz Technology Solutions, LLC

Rick Storms, St. Pedro & Associates

PRESIDENT'S MESSAGE –

We are committed to your success.

The Chamber is constantly working
to make our membership more accessible...



That is why we have recently invested in a **Mobile App** where
there is access to the **Business Directory** and **Chamber and
Community Events!** Share the Mobile App with fami-
ly, friends, and co-workers.

The Chamber has also obtained a **QR Code**.
We have used the code on our
latest map, on flyers, and in the
community. By doing this, visitors or people new to the
area can have access to the Chamber Website and
Business Directory on the go.



Don't forget you can always drop off marketing materials
at the Chamber office to be displayed in the **brochure rack** in our lobby.

Another way we support you is through the **Chamber's Radio Show on
WBZH**. Members are invited to be our guest each time they renew their mem-
bership, so make sure that you participate when your time to renew comes around
and take advantage of the opportunity to talk about your business!

Members also receive a listing in the Tri-County Area Community Guide &
Business Directory. We are happy to announce that we have a **new book coming
out this fall!** Stay tuned for more opportunities to market your business in this
book beyond your complimentary listing.

If you were not able to participate in the Annual Dinner, the Chambers BIGGEST
NETWORKING EVENT OF THE YEAR, on May 10, or if you did attend and you
want to increase your number of "touches" to the membership, then take a look at
a few more ways your business can get more involved with the Chamber. It is to
your benefit to use our resources to your advantage!

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricityareachamber.com

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

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

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

Betsy Chapman, Sales Associate

More Opportunities

- ☐ Display your TriCounty Area Chamber of Commerce Membership plaque proudly and predominately in your business.
- ☐ Like us on Facebook or join our group on LinkedIn.
- ☐ Sponsor one of the Chamber's most visited web pages at tricityareachamber.com.
- ☐ Upgrade your listing in the online Business Directory to link back to your own website.
- ☐ As a Member, you are listed in the online directory – the most visited page on the website! You are eligible to be listed under **5 categories in the Business Directory**. Take a moment to make sure you are listed in 5 relevant categories.
- ☐ Create your own coupon in the Chamber's Members Only section of the website. Offer a discount or special promotion to encourage business from your fellow Chamber Members.
- ☐ Attend any of our NETWORKING events. See page 37 for upcoming events!
- ☐ Distribute our Referral Incentive Cards and save yourself \$50 on future Chamber participation when a business you refer joins the Chamber.
- ☐ Remember that the Chamber ONLY refers Chamber Members.
- ☐ Use our website to post job openings you have at your company.

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

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



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!

All Aboard Cruises and Travel
1791 Rupert Rd.
Pottstown, PA 19464
610.705.8766
www.allaboardcruisestravel.com
Travel Agencies

All Aboard Cruises and Travel provides services for people who travel throughout the world for pleasure and business.

Metro Bank
5140 Perkiomen Ave.
Reading, PA 19606
610.685.8610
www.mymetrobank.com
Banks / Credit Unions
Metro Bank is a full service bank open 7 days a week, 361 days a year.

MAY FREE EVENT: CHAMBER 101

Tuesday, May 15, 8AM

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

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

CHAMBER MEMBER UPDATES

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

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



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CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

34 Years

Manatawny Manor

Verizon

20 Years

Brode & Brooks, Inc.

15 Years

Thompson Masonry Contracting Company

10 Years

Jesse Baro, Inc.

Bella Vista Golf Course, Ltd.

John J. Cione and Co.

Fox Ridge at Lakeside Apartments

Ice House Steaks & Pizza

Karlene's Consulting

Little Italy Pizzeria / The Pour House

Marshall Geoscience, Inc.

Virtual Farm Creative, Inc.

5 Years

CMIT Solutions of Northern Chester County

PA Industrial Equipment, Inc.

The Victory Bank

Member Renewals

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

A.D. Moyer Lumber & Hardware, Inc.

AAA East Penn

Atlantic Communications Group, Inc.

Berks County Abstract Company

Boyertown Area School District

Brookside Country Club

Building a Better Boyertown

Buttercup Beads

Citadel Federal Credit Union

Cody Computer Services, Inc.

Davis Bros. Scrap Co., Inc.

Delaware Valley Christian Camp

A. Jackson Ecker, Inc.

Family Services of Montgomery County

First Niagara Bank

P. Richard Frantz, A.I.A., Architect

Frederick Living

Glasgow Manor, Inc.

Graber Letterin' Sign Co.

Herbein + Company, Inc.

Hopewell Furnace National Historic Site

Informed Family Financial Services

Karlene's Consulting

M & T Bank

Main Line Financial Advisors, LLC

Olivet Boys & Girls Club - Richard J. Ricketts Club

Penn Foundation, Inc.

Perkiomen Valley Academy

Pottstown Area Rapid Transit, Inc. (PART)

Pottstown Regional Public Library

Potty Queen

Reynolds, Pittner & Associates, LLC

Smale's Printery

Solar by Weller

Tri County Toyota

Watson McDaniel Company

Wolf, Baldwin & Associates, PC

Wyndcroft School

Yucha Chiropractic & Wellness

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



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

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

CALENDAR OF EVENTS



BE SEEN. BE HEARD. BELONG.

TRICOUNTY AREA CHAMBER OF COMMERCE

EVENTS

Tues., May 15
8 AM
CHAMBER 101
Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown, PA 19464*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
No Charge; Reservation required

NETWORKING

Thurs., May 10
ANNUAL DINNER – "ELECTION 2012: WHO IS WINNING, WHO IS LOSING, AND WHY IT MATTERS"
RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville, PA 19460
5 PM Social Hour
6 PM Awards Presentation & Dinner
7:15 PM 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 election.
8 PM 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

Tues., May 15
11:30 AM – 1:30 PM
WOW LUNCHEON
Spring Ford Country Club, 48 Country Club Rd., Royersford, PA 19468
May is "Stroke Awareness Month" and Dr. Marta Jimenez, Department of Internal Medicine – Neurology, 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

Tues., May 22
4:30 – 6:30 PM
BUSINESS CARD EXCHANGE
Carousel at Pottstown, 30 West King Street, Pottstown, PA 19464
Enjoy refreshments and networking with fellow Chamber Members.
Members only; No charge; Reservations appreciated

Wed., May 30
8 – 10 AM
SEMINAR – PUBLIC SPEAKING
Chamber's Conference Center, 152 High Street, Suite 360, Pottstown, PA 19464*
John E. Foster, Public Speaking Coach, Trainer, Consultant, and Speaker, will be presenting a seminar on public speaking. Learn how to think on your feet during meetings, interviews, impromptu speeches, and planned presentation. Learn how to be in control and present the best that you have to offer.

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.

SAVE THE DATES

Thurs., June 14
7 – 9 AM
MEMBERSHIP BREAKFAST
Brookside Country Club, Prospect & Adams Streets, Pottstown, PA 19464
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 & Wellness and Best Principled Solutions, LLC

Tues., June 19
11:30 AM – 1:30 PM
WOW LUNCHEON
Frederick Living, 2849 Big Rd. (Rt. 73), Frederick, PA 19435
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
Quality Inn, 61 W. King St., Pottstown, PA 19464
Enjoy refreshments and networking with fellow Chamber Members.
Members only; No Charge
Sponsored By: Quality Inn

Tues., Sept 11
12 Noon
GOLF OUTING — SAVE THE DATE
Hickory Valley Golf Club, 1921 Ludwig Rd., Gilbertsville, PA 19525
Shotgun Start
EARLY BIRD SPECIAL: Register by 7/1/2012 and pay \$140 per person for Lunch, Golf, and Dinner or \$550 for a Foursome! **A \$50 SAVINGS for a Foursome!**
After 7/1/2012 regular pricing applies: \$150 per person for Lunch, Golf, and Dinner or \$40 for Dinner Only.
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.; Lunch Sponsor: National Penn
More Sponsorship Opportunities Available

Date
change



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

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

Visit tricountyareachamber.com for Chamber Events and Community Events

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

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BECAUSE YOU *Belong...* MEMBER BENEFITS

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

Tickets to Summer Attractions FEATURED MEMBER BENEFIT OF THE MONTH

Available
at the Chamber!

If you are planning your summer excursions, remember YOUR Chamber offers consignment tickets to many summer attractions including: Adventure Aquarium, Carmike Cinema, National Aquarium, CamelBeach, Dorney Park, Dutch Wonderland, Hersheypark, Morey's Pier, Pennsylvania Renaissance Festival, Philadelphia Zoo, Movie Tavern, and Regal Cinema!

Tickets are for Chamber Members only. Visit the Members Only section on tricityareachamber.com or call 610.326.2900 for more information and availability.

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

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

We recently updated you on a new NLRA notice for a mandatory posting for most employers. The April 30, 2012 deadline has been delayed due to a court ruling that came down in April. It is likely that the final decision will be made on or before September 2012. Until then, the NLRB recommends that employers keep the posting up until the decision is made. As of May 1, you can order new Federal posters and the new NLRA notice will be provided as a separate piece.

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

To order simply visit www.tricityposters.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.tricityareachamber.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@tricityareachamber.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 tricityareachamber.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 tricityareachamber.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 tricityareachamber.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 tricityareachamber.com, please email Jeff Dentler at jeff@tricityareachamber.com or call 610.326.2900.

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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. This month's resumes include: **Accounting, Administrative, Engineering and Manufacturing Process, and Finance and Operations Executive.**

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.



TRICOUNTY AREA
CHAMBER OF COMMERCE

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.



Speaker, Jonathan A. Segal, partner, Duane Morris LLP, presenting "Social Media: Dancing on the Edge of a Volcano".

MARCH WOW LUNCHEON



The TriCounty Area Chamber of Commerce joined Pottstown SHRM in hosting the WOW Luncheon at Brookside Country Club on March 15, 2012. At the event, Jonathan A. Segal, partner, Duane Morris LLP, discussed the topic "Social Media: Dancing on the Edge of a Volcano". Attendees learned how to keep

themselves out of "hot lava" by following a few simple steps for keeping their social media appropriate. Segal says you should never post discriminatory comments, sexual disclosures, and jokes in bad taste; this may be considered harassment. In addition, when looking to get hired, Segal pointed out that checking social media is part of the hiring process so be sure that your social media is clean. Jonathan also had some words of wisdom for IT departments everywhere; do not hack into employee social networking sites, do not ask employees for their password, and do not try to access employee chat rooms. Thank you to our sponsor Pottstown Memorial Medical Center. 🏥

**The Chamber would like to give a special thank you
to SHRM for partnering with us.**

MORE UPCOMING WOW EVENTS

MAY WOW LUNCHEON

The next WOW event will take place on **Tuesday, May 15, 2012** from 11:30 AM to 1:30 PM at **Spring Ford Country Club**, 48 Country Club Rd., Royersford, PA 19468. May is "Stroke Awareness Month" and Dr. Marta Jimenez, Medical Director of Stroke Program, Pottstown Memorial Medical Center, will present on the warning signs of a stroke and stroke risk factors.

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

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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BUSINESS CARD EXCHANGE

On Tuesday, March 27th, Chamber Members gathered to network with fellow Chamber Members and enjoy refreshments provided by the host and sponsor of the event, Sunnybrook Ballroom and Restaurant.

Thank you to Sunnybrook Ballroom & Restaurant for hosting this event.



Chamber Members networking at Business Card Exchange!

Join us for our next **Business Card Exchange** on **Tuesday, May 22, 2012** from 4:30 to 6:30 PM at **Carousel at Pottstown**, 30 West King Street, Pottstown PA, 19464. Go online to tricityareachamber.com to register or call 610.326.5158.



MADE IN TRI-COUNTY AREA TOUR

The TriCounty Area Chamber of Commerce hosted their first ever "Made in the Tri-County Area" Breakfast and Tour on Friday, April 13, 2012 at Sealstrip Corporation. Thank you to Sealstrip Corporation for providing Chamber Members with this opportunity.

"Thank you for making the arrangements for an informative morning. I think these events provide more than an across the table networking exchange and can stimulate creativity and possible collaborations." – John Hendrickson, Frederick Living

APRIL COFFEE SPONSOR

***Thank you to April's
Coffee Sponsor Fulton Bank***

Fulton Bank
LISTENING IS JUST THE BEGINNING.®

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION LEADERSHIP CLASS TO PRESENT PROJECTS AT JUNE MEMBERSHIP BREAKFAST

Part of the criteria for the Leadership Class is to complete a project for an area non-profit. The class has taken on three projects and those projects will be presented at the June Membership Breakfast. Come and hear about the projects that the class has completed to benefit the Pottstown School District, Borough of Pottstown, and the Pottstown Salvation Army.

The Membership Breakfast will take place on **June 14th** from 7 to 9 AM at **Brookside Country Club**, Prospect & Adams Sts., Pottstown, PA 19464. Go to tricityareachamber.com to register for this event. 📅

LEADERSHIP UPDATE

In March, the Leadership Class of 2012 participated in Education Day. Class members arrived at the Pottsgrove School District for an overview of the district from district administrators. Next, the class traveled to the Pottstown campus of Montgomery County Community College for a skills session regarding strategic planning from Dr. Steady Moono followed by a tour of the facility. Also on the agenda for the day, Eileen Dautrich, President of the TCACC, gave the class an overview of the TriCounty Area Chamber of Commerce Foundation. The last presentation of the day came from Anna Brendle, Pottstown Area Health and Wellness Foundation. She presented a skills session titled "The Connections Between Education and Health".

Stay tuned for more updates on the Leadership Tri-County Class of 2012! 📅



Leadership Class at Montgomery County Community College's Pottstown campus for Education Day!

The Class of 2012 is sponsored by

John Middleton
an Altria Company

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@tricityareachamber.com. 📅

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U.S. Chamber Presents at TriCounty Chamber's March Membership Breakfast

On Thursday, March 29, 2012, Chamber Members gathered at Spring Ford Country Club for our sold out March Membership Breakfast. The TriCounty Chamber partnered with Pottstown SCORE to bring a representative from the U.S. Chamber of Commerce to discuss the Chamber's 2012 policy agenda to expand the economy, create jobs, and boost America's competitiveness in the global economy. Cholly Smith, Manager, Great Lakes Region, U.S. Chamber of Commerce, presented Chamber Members with five areas of opportunity for expansion and what the U.S. Chamber is doing on behalf of the business community in these different areas.

Smith assured attendees that the policy agenda created in 2011 is meant to be a practical agenda that both sides of the political arena can agree on. The first agenda topic that Smith touched upon was American Energy and Rebuilding Infrastructure. The U.S. Chamber has begun a campaign called "Make Transportation Job One". They are working to push congress to a long-term resolution regarding transportation funding. For more information about this campaign go to fasterbettersafer.org.

Smith also discussed energy as the "next big thing" for the American economy. He talked about the U.S. Chamber's support of the Keystone Pipeline and their push to support a robust energy policy. Smith told attendees that there are 350 energy projects currently being held up by different groups. These projects could create 1.9 million jobs and billions of dollars for the U.S. economy, at least half of these projects are green energy projects. Go to projectnoproject.com for more information on these projects.

Another agenda topic for the U.S. Chamber is to Expand Trade, Investments, and Tourism. Smith gave some interesting statistics to support the need for a more global approach to economic growth. He told attendees that 95% of the world's consumers are outside our borders, 87% of economic growth is outside our borders, and 73% of purchasing power is outside our borders. Because of this, the U.S. Chamber is dedicated to helping small and medium size businesses navigate the complex system of world trade.

Regulatory Issues are another piece of the U.S. Chamber's agenda. Smith said "regulations are a hidden tax." He told attendees that the cost of regulation is greater than individual and corporate income tax annually. The U.S. Chamber is closely watching the decisions of

the regulatory agencies to ensure that there is sound decision making behind regulation.

The U.S. Chamber's innovation agenda includes: IP Protection (SOPA/PIPA), Immigration Reform; Education Reform, Job Training/University Cooperation, and a Globally Competitive Tax System. Smith told attendees that the U.S. has one of the highest corporate income taxes in the world and this causes corporations to make money overseas and not bring it back to the U.S. for investment.

Smith also touched on topics such as the Control of Entitlement and Spending, Health Care, and some of the U.S. Chamber's programs. The main message from the U.S. Chamber is that their policy agenda is an advocate for jobs in the U.S. The PowerPoint presentation Smith used at the Breakfast can be found at tricountyareachamber.com in the News & Media section of the website.



Glen Ebersole (left), Hollenbach Construction, and Jack Layne (right), Upper Pottsgrove Township, networking at the March Membership Breakfast.

A second component of this event was a Small Business Expo. Attendees were able to browse exhibits and talk with company representatives about their products and services before the presentation. Expo participants were AAMCO of Pottstown, Best Principled Solutions LLC, Clothes to Home Dry Cleaning, Corporate Psychological Resource Center, Limerick Automotive, Pottstown Autowash & Detail Center, Rutter Roofing, Wells Fargo Advisors, Winning Concepts, and Yucha Chiropractic & Wellness.

Chamber Members also brought non-perishable food items to donate to the *Fill the Media Lab* initiative through the Pottstown Mercury on behalf of the business community.

The Chamber would also like to recognize its newest Members in attendance: Conestoga Equipment Finance Corp., Continental Bank, Fraser Advanced Information Systems, Higher Vision Coaching & Consulting, Limerick Automotive, MyBusinessOnPage1.com, Olivet Boys & Girls Club – Richard J. Ricketts Club, Perfect Connection Installations, Inc., and Pottstown Auto Wash and Detail Center.

Another thank you to the sponsors of this event: FASTSIGNS and Olivet Boys & Girls Club – Richard J. Ricketts Club

The Chamber's next Membership Breakfast will take place on Thursday, June 14, 2012 at Brookside Country Club in Pottstown from 7 to 9 AM. The Tri-County Leadership Class of 2012 will be presenting their completed projects on behalf of the tri-county non-profit community. To register visit tricountyareachamber.com or call 610.326.5158.



New Chamber Members from left to right: Jason Meyers, MyBusinessOnPage1.com; Jeff Kofsky, Higher Vision Coaching & Consulting; Carmen Italia, Continental Bank; Merv Lennon, Conestoga Equipment Finance Corp.; Joe Pucci, Conestoga Equipment Finance Corp.



New Chamber Members from left to right: John Moran, Pottstown Autowash and Detail Center; Peter Karakelian, Pottstown Autowash and Detail Center; Joseph Van, Perfect Connections Installations, Inc.; Cessely Nixon, Olivet Boys & Girls Club – Richard J. Ricketts Club; Joe Skalamera, Limerick Automotive



Chamber Members were able to visit the exhibits at the Small Business Expo!

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"ART OF NETWORKING" SEMINAR

On Tuesday, March 20th, Chamber Members were able to hear a presentation from **Sam Iorio**, Partner, Dale Carnegie & Associates. Iorio gave attendees tips on how to become more visible in the marketplace and engage in meaningful conversation at business and social events. He taught them to create statements that will cause prospects and influencers to want to hear more and to make voice mail and email subject lines more meaningful in getting others to want to know you. Stay tuned for more upcoming seminars!

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

MAY IS BIKE MONTH

May is National Bike Month, will you be riding? The bicycle revolution is growing each year, with record gasoline prices, 2012 is poised to be the best year yet. If you want to attract new customers, and the best and brightest employees, you would be wise to look to the growing trend of bicycling and find a way to incorporate it into your business.

U.S. Public Interest Research released a study earlier this year that shows that young people are driving less and biking more. They found that 26 percent of people under the age of 34 do not have a driver's license and took twenty percent more bicycle trips than any other age group. What does this mean for your business? It means that attracting young customers and employees means accommodating the change in attitude towards the automobile.

What can be done to accommodate bicyclists? There are little things you can do to accommodate bicyclists. The simplest, least expensive, yet most effective thing to do is offer safe and secure bicycle parking. Whether it is a bike rack in front of your business for customers, bike lockers for employees, or allowing bikes to be stored in the work space, bike parking is a necessity. Hoop style racks are preferred as they allow the frame to be secured, not just the front wheel. Employee bike parking should be in a secure area and covered to protect the bicycles (you may be shocked to learn how much people spend on their bicycle, keeping it safe is a priority). If you have the capacity, add shower facilities for employees that bike; this will entice people that live further away to ride more often and make those that do appreciate the work environment all the much more.

Do you want to increase biking to work in your company? Make biking a priority and get information to your employees. The League of American Bicyclists is a national bicycle advocacy association and has ample



Shayne Trimbell,
Project Coordinator,
GVF Transportation



resources to share with your employees. The GVF Bike to Work Challenge is a twenty week long challenge that begins in May and encourages commuters to use their bicycle instead of their car. In 2011, the average participant rode 18 times for 320 miles, saving \$178 from their commuting costs. Make it evident that your business welcomes bicyclists and bicyclists will want to work for you.

Are you a Bicycle Friendly Business? Have you taken measures to accommodate bicycles? Do you find your customers are arriving by bike? Are your employees commuting by bike? Consider pursuing the Bicycle Friendly Business designation from the League of American Bicyclists. Bike friendly businesses have made public commitments to accommodating bikes. Small measures can go a long way in achieving the designation.

Biking means business. The bicycle community is growing, and the US 422 Corridor is situated to grow with it. The Schuylkill River Trail runs from Phoenixville to Philadelphia and from Pottstown to Reading. In 2009, the Rails to Trails Conservancy estimated that the Schuylkill River Trail generates \$3.6 million annually with 800,000 users. The average user spends \$9.00 per trip. These numbers are expected to increase as more of the trail is built; making places like Pottstown the epicenter of a trail economy.

Whether you have considered it before, or are just now realizing it, bikes mean business. Businesses that recognize this and incorporate bicycles into growth plans will have more customers, better employees, and be poised to distinguish themselves amongst the competition. So, let your customers and employees know you support biking by celebrating Bike Month 2012. 🚲

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

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 March's Membership Breakfast.

Pottstown Office



NOW'S THE TIME!

Herb Real Estate
Emphasizes Great
Values in Real Estate,
Offers a Tradition of
Excellence in Service

In any recovery, early signs of improvement often go unnoticed except to those whose long-time experience and knowledge provide an enhanced vision of budding growth and potential.

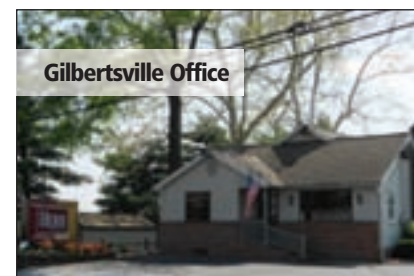
And so it is in today's real estate market, according to Greg Herb, owner of Greg Herb Real Estate. "Now is the time," notes Herb. "The market has adjusted itself from its peaks in 2006 and 2007 and has provided unprecedented values in real estate."

"The affordability index is a key indicator. Interest rates are low; the costs of home ownership compare favorably to renting, and the affordable financing programs available to those with good credit and job stability offer buyers an opportunity to purchase a home with little money down. It's a great time to sit down with a qualified mortgage lender to explore the options of entering the real estate market. In 6-12 months from now, the opportunity may have passed."

Herb Real Estate, an independent real estate agency with offices in Pottstown and Boyertown, brings a comprehensive marketing program including a robust internet presence reaching over 500 websites; its own website featuring enriched video walkthroughs and photograph albums to provide buyers 25 views of any available property; a vigorous Facebook campaign; local cable TV outreach; frequent buyers' seminars; along with exposure in real estate books and local newspapers.

Herb's own experience in real estate began in high school under the shadowing program of the late Jack McCloskey. He began his career in 1978, establishing his own agency in 1992. He has served at many levels in state and national associations.

Gilbertsville Office



Yet, according to Herb, what is irreplaceable is the "personal touch" the company's 15 agents can provide. "It's about perception, about establishing trust," Herb explained. "Choosing the agency and the agent you trust to do the best job of marketing your property on, say, North Reading Avenue in Boyertown is what we can provide over a national franchise."

"Our agents are local; they know and live in the area; they have the pulse of the community. We have the experience and knowledge, and we have established a reputation in the industry by what we've given in time and effort that is unmatched. A 'Tradition of Excellence' is our motto; we protect our name and our reputation vigorously. Over 80% of the agency's clients are repeat and referral customers."

Herb continued, "Most important to us is establishing relationships; we strive to be the entrusted partner and source of knowledge and experience in the complex business of buying or selling a home. People want to know, 'What are you going to sell my home for and how much are you going to charge me?' Above all, we want them to have faith in the agent at the negotiation table; we want them to know we're working on their behalf towards a successful sale."

"Call or e-mail us today: Now's the time!"

Visit www.herbrealestate.com for information on properties and specific communities; helpful tools to assist in the buying and selling of properties; mortgage advice and calculators; buyers' and sellers' advice and financial tools; tax, school, and utility information; and insurance quotes. 🏠

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BUFFETT TAX

Local businesses will have mixed messages to President Obama's newest plan. President Barack Obama's "Buffett Rule" created in 2011 says that a call on raising taxes on millionaires is not a redistribution of wealth, but a way to free up money for crucial investments in the U.S. economy. In a recent White House release on April 10th, the White House Council of Economic Advisors claimed that it would "use the U.S. tax code to combat widening income inequality." Obama dismissed the notion that the plan is a gimmick. He says it is necessary in order to tackle the country's massive deficits.

The rule is named after billionaire investor Warren Buffett who holds that the preferential tax rates on investment income should be increased. Obama was flanked during his remarks at the White House Wednesday by several business executives and their assistants who he says agree with the principles in the Buffett Rule.

The Senate will vote on the tax this spring, where it will likely not receive much support. Paul Ryan (R) of Wisconsin states, "It pays for about 6 percent of the president's proposed deficit spending." And it would impose a "huge tax increase on job creators...They would get hit by this Buffett rule." This means a larger hit on small businesses that would opt out of expansion to prevent entering a

higher tax bracket. This would also mean fewer jobs and less job creation in the long run.

According to the report by the Internal Revenue Service, 22,000 households made more than \$1 million in 2009 and paid less than 15 percent in income taxes. The report cited an Internal Revenue Service study on the 400 U.S. taxpayers with the highest incomes in 2008, at \$110 million or higher. Those people paid an average tax rate of 18.1 percent, excluding payroll taxes, down from 29.9 percent in 1995. Families in the middle 20 percent of the income distribution paid 16 percent in federal taxes in 2010, according to the report.

Tax equality will become a central theme of the President's re-election campaign to combat Republican front-runner Mitt Romney's policies that suggest favoritism to large Wall Street firms. However, Romney's communications director replied that "President Obama is the first president in history to openly campaign for re-election on a platform of higher taxes."

The 2012 Presidential campaign will address the fate of many businesses, large and small. Should the Buffett Rule exert its power, Wall Street companies will face further cutbacks and layoffs to survive the tax increase. 🗳️

Alex Rahn, Wannner Associates, www.wannernassoc.com, 717.236.2050

The TriCounty Area Chamber's
2012 Golf Outing
has been moved from June 11th to September 11th.

SAVE THE DATE
September 11, 2012



EXERCISE PROVEN TO BE A STIMULUS TO LEARNING

Teaching all kids, not just athletes, the importance of fitness and wellness, was the topic of conversation recently in Pottstown and Boyertown. Dr. John Ratey, author, researcher and Associate Clinical Professor of Psychiatry at Harvard Medical School, traveled to the area recently to talk about the "brain-body connection".

Dr. John Ratey, author of the book Spark: The Revolutionary New Science of Exercise and the Brain, began the day speaking to a group of 33 at the Pottstown Area Health & Wellness Foundation. Representatives from local school districts and organizations attended this small group discussion to learn the importance of incorporating activity and fitness into the daily routines of local school children.

"We were very excited to have Dr. Ratey visit Pottstown," stated Dave Kraybill, Executive Director of the Pottstown Area Health & Wellness Foundation. "His research is very exciting and supports the Foundation's goal of promoting exercise and active lifestyles."

New brain cells are generated every day. According to Ratey, exercise promotes new brain cell growth and acts as a "brain fertilizer", which optimizes learning. In addition to the increased learning ability, exercise can help control aggression, stress and depression.

Later that day, Dr. Ratey traveled to Boyertown to address a group of more than 150 faculty, staff and Board members from the Boyertown School District. Neighboring school districts were also represented, in addition to local organizations.

Those in attendance learned about the relationship of the human brain development and movement, and how it directly relates to our ability to learn and process new information. Questions and answers focused around the connection between student's physical activity, test results, depression and incidences of discipline.

According to Stephanie Petri, K-12 Health and Physical Education Lead Teacher, "The faculty and staff in the Boyertown School District found this information very excit-

ing and are planning to incorporate 20 minutes of physical activity prior to the junior's PSSA reading and math exams. Our goal is to increase student focus, decrease test anxiety, and improve student success. We believe the connection between exercise and learning will provide this outcome."

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. 📱



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THE ANNUAL DINNER

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GOLD SPONSORS



With campuses in Blue Bell and Pottstown, PA, **Montgomery County Community College** boasts a nationally recognized, award-winning faculty committed to working closely with students in the learning process. The College's comprehensive curriculum includes 85 associate degree and certificate programs in 59 areas of study, including eight degrees offered entirely online, all of which leverage its nationally ranked use of innovative technology.

The College's comprehensive offerings in Workforce Development and Continuing Education range from customized job training for regional employers, to professional certifications in high demand industries, to operation of the Montgomery County Municipal Police Academy, to enrichment classes for children, teens and adults. The College's new Center for Entrepreneurial Studies and unique business incubator play an active role in economic development by creating leadership, innovation, inspiration and enrichment through a full range of business services for entrepreneurs at every stage of business growth.

The College is recognized nationally for its work in student success and is one of only 23 institutions in the country designated as an Achieving the Dream Leader College. It has also earned national accolades as a sustainability leader from Second Nature and as a Military-Friendly institution by *G.I. Jobs*, as well as being named to the President's Higher Education Community Service Honor Roll for five consecutive years.

To learn more, visit www.mc3.edu.



National Penn Bancshares, Inc., with approximately \$8.5 billion in assets, is a bank holding company based in Pennsylvania. Headquartered in Boyertown, National Penn operates 121 branch offices comprising 120 branches in Pennsylvania and one branch in Maryland through National Penn Bank and its KNBT and Nittany Bank divisions.

National Penn's financial services affiliates are National Penn Wealth Management, N.A., including its National Penn Investors Trust Company division; National Penn Capital Advisors, Inc.; Institutional Advisors LLC; National Penn Insurance Services Group, Inc., including its Higgins Insurance division; and Caruso Benefits Group, Inc.

National Penn Bancshares, Inc. common stock is traded on the Nasdaq Stock Market under the symbol "NPBC". Please visit our Web site at www.nationalpennbancshares.com to see our regularly posted material information.



O'Donnell, Weiss & Mattei, P.C. has offices at 41 E. High Street, Pottstown, PA and 347 Bridge Street, Phoenixville, PA. From the original three lawyers who founded the firm in 1955, they have grown to become the largest firm in Western Montgomery County, with 13 attorneys and a dedicated staff of fourteen, including a legal administrator, paralegals and legal assistants, providing legal representation to clients throughout southeastern Pennsylvania.

The Attorneys at OWM Law represent individuals and families, banks, small businesses, corporations, non-profits, and municipalities. In addition, Richard Linderman, one of the firm's Sr. Partners, has been Solicitor for the TriCounty Chamber for the past 25 years. OWM Law also includes attorneys who are licensed title insurance agents and who conduct residential and commercial real estate settlements.

In order to provide clients with counsel and service from a dedicated group of lawyers, paraprofessionals and other members of our staff – all trained in a particular area of law – OWM Law is organized internally into 9 client service teams made up by lawyers and staff who practice in the particular areas. By developing well-coordinated teams, we are able to handle complex transactions providing the solutions our clients need and want on a daily basis. Those client service teams or Practice Groups are:

- Banking & Business Law
 - Banking
 - Business Law & Business Planning
- Elder Law
- Family Law
 - Divorce/Custody/Support
 - Mediation
 - Collaborative Family Law

- Litigation & Personal Injury
 - Civil/Business
 - Criminal
 - DUI
 - Personal Injury – Automobile/Motorcycle, Accident/Slip & Fall/Wrongful Death
- Municipal/Zoning/Land Use
 - Municipal Law
 - Zoning & Land Use Planning
- Probate & Estate Administration
- Real Estate/Title Insurance
 - Real Estate Transactions
 - Title Insurance
 - Settling Without a Realtor
- Social Security Disability
- Wills/Estate Planning/Tax

TriCounty Area Chamber of Commerce *presents the*

2012 ANNUAL DINNER

The Chamber's BIGGEST NETWORKING event of the year!

Thursday, May 10, 2012

at
RiverCrest Golf Club & Preserve
Phoenixville, PA

\$95 per Member; \$850 per table of 10



DR. G. TERRY MADONNA
PRESENTS:

2012 Election:
Who is Winning, Who is Losing, and Why it Matters

Go to www.tricountyareachamber.com or call 610.326.5158 to register.

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IS HERE MAY 10!



SILVER SPONSORS

Gorski Engineering, Inc. is a national award-winning Design/Build construction company serving Eastern Pennsylvania and New Jersey. Gorski offers planning, budgeting, design, engineering, financing and general construction services for commercial, industrial and institutional clients, with a special emphasis on the needs of growing organizations. Through its trademarked process, Constructioneering™, Gorski Engineering provides its clients with both new and re-purposed buildings that are as well-built, cost-effective, energy-efficient and attractive as they are functional.

Recent local projects have included extensive work for the relocation of the Sly Fox Brewing Company to Pottstown; an addition to Bassett Industries in Lower Pottsgrove Township; additional work to the Christ's Church of the Valley complex (the movie church) in Upper Providence Township; and the complete renovation of Woodside Lodge at Spring Mountain, a bed-and-breakfast, bar, restaurant and banquet facility in Schwenksville.

Jerry Gorski, P.E., president of Gorski Engineering, served as the 2009 national chairman of the Associated Builders & Contractors, representing 25,000 members from across the country. He brings a unique national perspective to the design and construction process. His development work includes Iron Bridge Corporate Center in Collegeville, the Lucon Business Park in Skippack, Northfield Business Campus in Quakertown and the Pottstown Progress Group in Pottstown.

An avid bicyclist, Jerry participates in rides to benefit the American Cancer Society and the National Multiple Sclerosis Society. Last year he participated in the 450+ mile "Register's Annual Great Bike Ride Across Iowa" (RAGBRAI). He raised over \$30,000 from that ride alone for the Folds of Honor Foundation (www.foldsofhonor.org), an organization that provides educational scholarships for the children and spouses of military service men and women killed or disabled while serving our nation. He will participate in that ride again this July.

Gorski Engineering is a certified Accredited Quality Contractor, reflective of its corporate achievement in quality, safety training, community service, employee benefits and employee training. The company has achieved Platinum Level status in the STEP program (Safety Training Evaluation Process). The company's numerous national awards were earned for exceptional project delivery.



John Middleton, an Altria Company, has a Long History in Pennsylvania

Middleton is a leading manufacturer and marketer of cigars and pipe tobacco in the United States and has roots that date back to its origin as a retail store in Philadelphia in 1856.

Today, Middleton operates manufacturing facilities in King of Prussia and Limerick. Middleton's Black & Mild five-cigar pack is one of the best-selling cigar packages in the United States. Middleton's brands in the pipe tobacco category include Prince Albert, Carter Hall, Middleton's and Kentucky Club.

Middleton is proud to partner with the TriCounty Chamber's Foundation "Leadership TriCounty" program, which equips new and emerging community leaders for nonprofit board service. Middleton is also a member of the Founders Club for the Pennsylvania Free Enterprise Week, which is a program that creates an educational experience in which Pennsylvania youth work in diverse teams for a week to learn about private enterprise and what it means to our democracy.

Middleton is one piece of a broader presence in Pennsylvania. In 2007, Altria Group, the parent company of Philip Morris USA, U.S. Smokeless Tobacco Company and Ste. Michelle Wine Estates, acquired Middleton as a part of its strategy to expand its U.S. tobacco business holding beyond cigarettes. Middleton now operates as a wholly-owned subsidiary of Altria.

Middleton employs approximately 525 people in Pennsylvania with the vast majority in the TriCounty area. The average tenure of Middleton employees is eight years. About 125 retirees of Altria's companies reside in Pennsylvania and contribute to the state's economic base.

Altria and its operating companies actively support programs that strengthen and enrich the communities where its employees live and work. In 2011, the Altria Companies Employee Community Fund, which includes Middleton employees, donated \$150,000 to seven nonprofits based in greater Philadelphia.

In addition, Altria actively supports the development of Pennsylvania's future workforce by recruiting students from Penn State University. Since 2005, Altria and its companies have hired 65 interns from Penn State University and nearly 45 have become full-time employees.

Altria's tobacco companies receive tobacco through a third-party receiving station in New Holland, Pa.

In addition, more than a billion dollars related to Altria's companies flow through Pennsylvania every year in the form of taxes, small business revenue, donations and income for thousands of Pennsylvanians.

Taxes paid by Altria and its companies, as well as taxes on tobacco sales, represented 5.6 percent of Pennsylvania's total tax revenue in 2011.

John Middleton Company is proud to call Pennsylvania home and looks forward to continuing to build on a long-standing history of success in the Keystone State.



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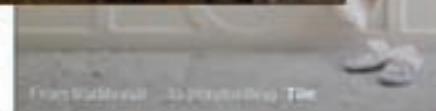
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Recent Changes to Pennsylvania's Unemployment Law



LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire, Wolf, Baldwin & Associates, P.C.

By signing Act 6 of 2011 into law on June 17, 2011, our Governor has enacted some significant changes to the Pennsylvania Unemployment laws. Many of the new law's provisions are now in full effect, and in general they serve to make it more difficult for unemployment claimants to obtain benefits.

The revisions to the law changed the calculations of credit weeks, requiring remuneration of not less than \$100.00, up from \$50.00. There is a new section regarding employers' relief from compensation charges. Claimants are now ineligible to receive benefits if their benefit rate is calculated to be less than \$70.00 per week.

A major change relates to eligibility for benefits by making an active search for suitable employment. An "active search" includes registration on Pennsylvania Career Link, posting a resume on the system's database, and applying for positions similar to the claimant's former employment and within a 45 minute commuting distance. These requirements do not apply to a claimant who is laid off for lack of work and is advised by the employer of the date on which the claimant will return to work.

Severance pay never before acted as any kind of offset or credit against unemployment benefits. Since January 1, 2012, however, a claimant may receive up to 40 percent of the Pennsylvania average salary, around \$17,853.00 based on the 2011 averages, in severance without loss of any unemployment benefits, but any payments in excess of \$17,853.00 will result in an offset. Severance does not include payments for pension, retirement or accrued leave. The amount of severance pay attributed as an offset in

(See "Legal Perspectives" on page 49)

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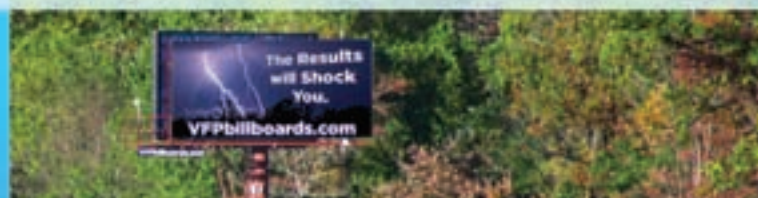
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DON'T LET OFFICE CLUTTER CLOG UP YOUR EFFICIENCY

For many small business owners, a cluttered desk or office is a sign of success. Things are good, so there's more that has to be done. But it doesn't take much for office clutter to go from a source of pride to a serious, potentially overwhelming problem.

According to professional organizer Chris Perrow, most business owners are on information overload, working long hours without thinking much about simple productivity issues of how and why things get done. "When they stop to analyze the situation, they often find much could be delegated, eliminated or done at a more efficient time," she says.

The key to eliminating clutter is to have a system in place to keep that helps you get and stay organized. Organizing Coach Carol Halsey suggests a five-step approach to dealing with office paperwork that she calls DRAFT, for Discard, Refer, Act, File and Table.

DISCARD — If it's something you'll never retrieve again, trash it, don't file it. Your files should be a "resource holding tank," not a dead storage place.

REFER — If someone else needs the information or can handle it for you, pass it along.

ACT — If it requires action by you, *do it now*. It's inefficient to delay and handle the paper a second or third time.

FILE — If it's important and you will truly need it later, file it in a proper filing system that allows you to find things quickly.

TABLE — If it's something you'll need in the near future (but not today), place it in a simple follow-up system for easy, quick access.

Because organizing is such a pervasive challenge, there are a number of resources available to help you improve both daily habits and overall efficiency. Some helpful and inexpensive books

include *Organize Your Office* by Ronni Eisenberg, *File...Don't Pile* by Pat Dorff and the *Office Clutter Cure* by Don Aslett. You can also find specialized one-on-one assistance from the National Association of Professional Organizers' automated referral service at www.napo.net. You can search for a professional organizer by location or specialty (e.g., home, type of business, special skills, etc.).

To learn more about operating your small business more efficiently, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610-327-2673 for the Pottstown SCORE chapter, or find a counselor online at www.pottstownscore.org. 🗑️

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LEGAL PERSPECTIVES

(Continued from page 47)

any given week will equal the claimant's regular full-time daily or weekly wage, and will begin with the first week immediately following the claimant's separation from employment.

Another significant change is that either party may be permitted to testify via telephone, without regard to distance of hearing location from either party. This change, while seemingly small, has a far-reaching effect on both parties. The regulations which spell out how hearings are conducted by telephone (34 Pa.Code § 101.127 *et seq.*) put very specific requirements on the parties as to who can testify and what evidence can be put into the record. In general, the new provision favors employers, who typically have both many more claims to handle and also have lawyers who are used to dealing with the courts and preparing for hearings. Both employers and employees should be very careful to comply with all of the regulations dealing with telephonic

hearings and the submission of evidence — neither side will get another chance to submit evidence other than at the hearing, and documentary evidence may need to be shared up to 5 days in advance of the hearing.

This article does not come close to fully explaining all of the changes to Pennsylvania's Unemployment law which are now in effect in 2012. Employers and employees alike should consult with competent unemployment attorneys if they have questions about their rights. ■

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, and West Chester. He is the firm's managing attorney, and focuses his practice on workers' compensation law and family law. The firm is experienced in unemployment litigation, small business representation, business succession planning, contracts and civil litigation, and estate planning. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lwolf@wolfbaldwin.com.

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MEDICARE MOMENT

Provided by Elizabeth Snyder, Main Street Financial Partners

When looking for Supplemental Insurance for what Medicare Part A and B *does not* cover, everything you encounter in the Marketplace falls into just *two simple categories*; **Advantage Plans** and **Medigap Plans**. Some well known Advantage Plans — whose benefits change each year and come from private insurance companies — are Keystone 65 HMO (health maintenance organization); Blue Cross/ Blue Shield HMO and PPO (Preferred Provider Organization); Aetna HMO and PPO Plans; Bravo and Humana.

In Contrast to these Advantage Plans are ten Medigap Plans in existence since Medicare was established in 1965. Although the benefits of these plans are government mandated and come from the Centers for Medicare and Medicaid Services (CMS), a government agency, they are *not* sold by the government, but by private companies.

The ten Medigap benefit plans available — (A through N) are standardized plans sold throughout the United States. Thus, the only consideration when buying one of these plans is the price and the strength of the company selling them. I highly recommend these Medigap plans because they provide the best supplemental coverage — paying for the deductibles and co-insurances left for the beneficiary on Parts A and B of Medicare.

In Summary, I believe the supplements are the clear choice for beneficiaries looking for medical coverage that will supplement their Part A and B of Medicare because:

1) They are mandated by the Federal Government, and work directly with Medicare (*which stays primary*). They do not replace Medicare, unlike Advantage Plans (i.e. HMO'S & PPO'S).

(See "Medicare Moment" on page 52)

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Family Caregivers Network is licensed by the PA Department of Health as a Home Care Agency located in Pennsburg, PA. Their philosophy is all individuals should

have the opportunity to live their lives with dignity and independence despite physical, emotional, or social obstacles. They offer assistance 24 hours a day, seven days a week. Family Caregivers Network is a provider of Montgomery, Berks, and Bucks County Office on Aging Waiver and Options services. As a community-based healthcare organization they provide a full range of in-home non-medical services as well as Geriatric/Eldercare Management services which assists families with their long-term care planning needs. Lifeline Personal Emergency Response Systems are also offered for those individuals who live alone and need just some peace of mind.

Whether a family member is only providing assistance with small tasks such as doctor's visits, meals, or medications, or providing direct care such as bathing, dressing, etc. it takes a toll on the families' physical and emotional well-being.



Don't wait until you or a loved one is in crisis. Call Family Caregivers Network today at 215.541.9030. A simple phone

call will give you the help you need. They are also found on the web at www.family-caregivers.com. 📞



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MEDICARE MOMENT

(Continued from page 50)

2) The coverage can never be taken from you unlike Advantage Plans.

3) Every doctor who accepts Medicare, by Law MUST ACCEPT THE SUPPLEMENT PLANS.

4) They have NO NETWORKS, NO REFERRALS.

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6) The Government Medigap supplemental policies cover 100% of all the deductibles of Part A & B of Medicare and 100 percent of the co-insurance of Part B.

For all the above reasons, I believe seniors should take the time to discover the wonderful protection that the Federal Government Plans afford! ❏

For additional information, please call Elizabeth Snyder at 1.800.862.7364.

CORRECTION: The Medicare Moment column in the April 2012 issue contained a typographical error in the headline. The correct headline should have read: Retiree Medicare Plan Options. Our apologies for any confusion caused by this error.



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INSIDE LOOK: EXTENDED CARE

Provided by Bonnie Heath, Extended Care Specialist

If your parent or loved one needs home health care, you may choose to hire a home health aide to assist with routine tasks, such as bathing, preparing meals, getting dressed, shopping, and housekeeping. However, once your loved one has agreed to receiving this care, a number of potential problems may arise. Anticipating the issues that seniors may have with new home health aides and other caregivers coming into their home can prevent problems before they arise.

First and foremost, seniors have to feel completely comfortable with the people who are entering into their home. Many seniors are settled into familiar mindsets and routines, and trying to change those ways of thinking can be difficult. But, there are steps you can take to help ease the process for all involved.

Establishing a Schedule

After contacting a home health care agency, a case worker will first come to your loved one's home to assess her needs. It is important for you to be present at this meeting, in order to know and understand the services your loved one

(See "Extended Care" on page 54)

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EXTENDED CARE

(Continued from page 53)

will be receiving. After this meeting, a schedule will be established. For example, on Mondays, Wednesdays, and Fridays, a home health aide may come at 10:00 am to help your loved one shower, lightly clean the house, and assist in organizational tasks, such as arranging her drawers, taking things down from a cabinet that may be difficult to reach, etc. On Mondays at 3:00 pm, a nurse may come to check your loved one's weekly medications and discuss when to take them. On Thursdays at 11:00 am, a physical therapist may come to assist with an exercise program. Make sure your loved one is aware of this schedule, reminding her as needed until it becomes part of her routine.

Meeting New Home Health Aides

It is important for you to be present the first time your loved one meets a new home health aide, nurse, or physical therapist. Remember, this person is a stranger in your loved one's home, and there may be a period of adjustment before everyone is comfortable. Be sure to check with your loved one soon after a new caregiver has left to make sure that she felt comfortable and would like that particular person to return. If she felt at all uncomfortable, even for what may seem a frivolous or unjustified reason, then you may

be able to contact the agency and request a different caregiver. Home health agencies are used to this request and are generally very accommodating.

Occasionally, an established home health aide may call in sick, and a replacement may be sent. Or, a new caregiver may take over your loved one's case for some reason. Be sure to confirm with the agency that you will be contacted before a new caregiver is sent to the home, as unexpectedly confronting a stranger at the door can be extremely traumatic for seniors. However, there may be instances when an oversight occurs and no one is contacted. To prepare your loved one, be sure to discuss this possibility ahead of time.

One key to successful home health care is sensitivity to your loved one's comfort levels. Some seniors may enjoy the company of a home health aide and readily appreciate the help — others may be distrustful and at times annoyed. Finding the right home health aide can be a delicate balancing act. But, taking the time to find the right caregivers for your loved one can make all the difference in ensuring her comfort and continuing health. 🗑

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

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Ask SCORE

MOTIVATION MATTERS IN GETTING THE BEST FROM YOUR EMPLOYEES

One of the first and most important lessons an entrepreneur learns is that employees really are a small business's most important resource. In fact, the business literally cannot succeed without them. Their talent, skills, and effort truly add value to your products or services, allowing you to focus on the planning and creative issues that will move your business forward.

Unlike your equipment, computers, and other resources, however, you can't simply turn employees on and off for business hours. All employees need a clear understanding of their role in your business and how it can grow, plus the motivation to achieve and, even better, exceed those expectations.

That's why you, as the business owner, also hold the title of "Chief Communicator and Motivator."

It's important to have direct contact to make your message clear. Some owners try to save time and manage by email. That works only to a point. But direct contact builds trust and rapport.

Establish your business "mantra" and keep repeating it. Don't assume that everyone involved in the business understands and buys into the mission as you do. After all, you're the one who created it, not them. They haven't lived and breathed every detail as you have.

Here's one simple step to make certain you communicate clearly. Instead of asking if an employee understood your instructions, ask what specific steps the

person will take to complete the task. That way you can be absolutely certain they not only understood, but also plan to complete the assignment in an appropriate way.

Avoid constantly criticizing employees. That hurts morale and can make people less motivated. If you highlight the positive and correct mistakes without getting personal, employees are more likely to deliver what you want.

While a good manager is also visible, it's important to not make it appear that you are micromanaging. A quick chat about work and non-work issues during a stroll through your business is all the positive reinforcement is all most employees need. They'll feel more comfortable about coming to you with questions, concerns, or suggestions. Augment the informality with individual and group meetings to share information and updates, brainstorm ideas, and simply get to know each other. Such interaction will not only help re-energize your staff, but the boss as well!

To learn more about human resources issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610-327-2673 for the Pottstown SCORE office, or visit on the web at www.potttownscore.org.

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