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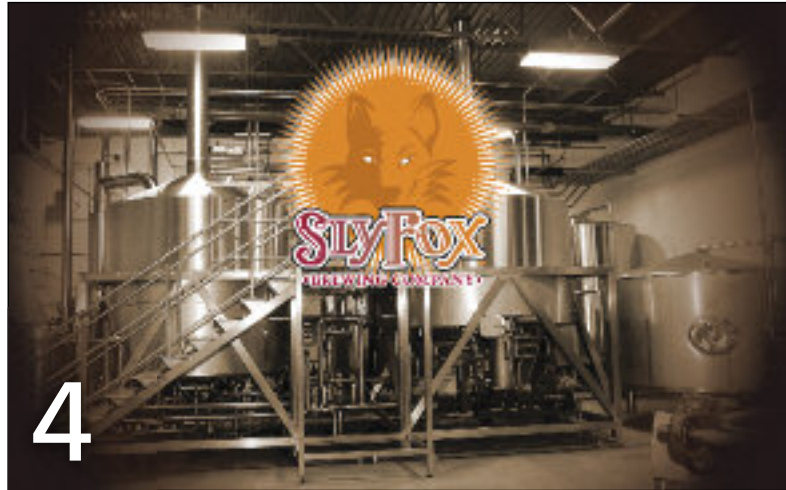
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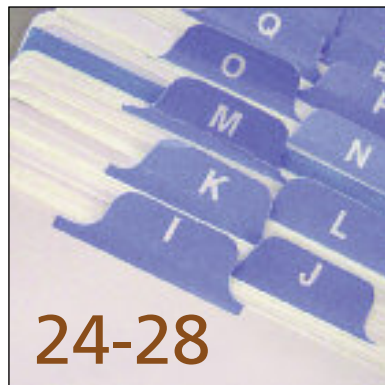
In just over 16 years, Sly Fox Brewing Company has grown to become one of the premier craft brewers in the Mid-Atlantic region.



29

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24-28

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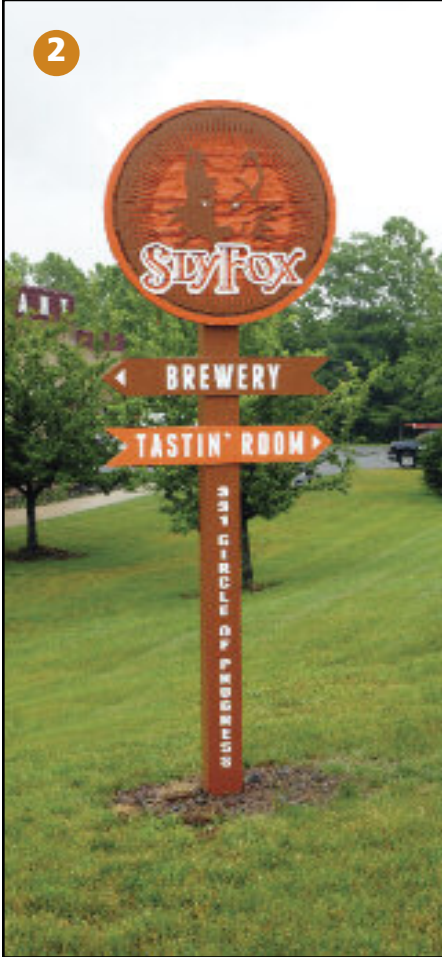


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SlyFox

BREWING COMPANY

Production Brewery and Tastin' Room Now Open in Pottstown

The sluggish pace of economic recovery in the region over the past few years has forced many businesses in most industries into a relative holding pattern. While no-one is immune to economic hardship, at least one local business is bucking that trend. "We've been growing 40 percent every year," said John Giannopoulos, a Managing Partner, along with his brother Peter, of Sly Fox Brewing Company headquartered at 331 Circle of Progress in Pottstown. In just over 16 years, Sly Fox Brewing Company has grown to become one of the premier craft brewers in the Mid-Atlantic region. "I don't know that any business is recession proof over time, but it's been good for us lately," Giannopoulos said. "I think that people now are looking for quality more than quantity, so they will pay more in order to get a good quality product. We benefit from that. And we are local and fresh. The majority of our business is within the five counties surrounding Philadelphia."

(See "Cover Story" on page 6)



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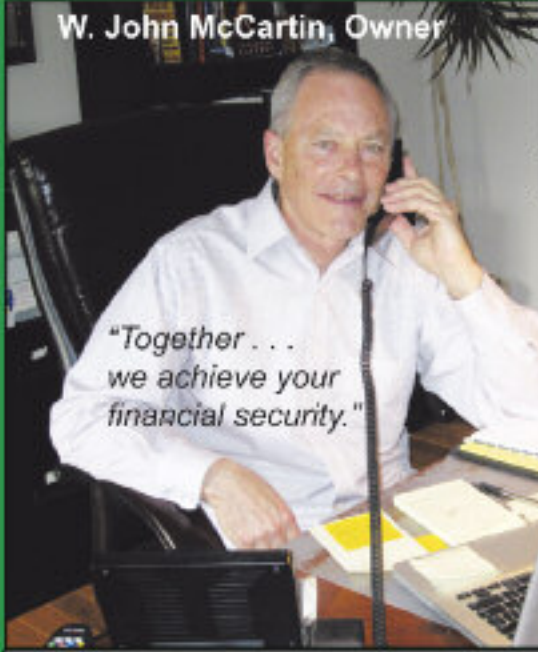


1) 30,000 s.f., 50-hectoliter barrel Brewery at 331 Circle of Progress in Pottstown. 2) Road sign. 3) Pikeland Pils winner of a GABF Bronze Medal. 4) John Giannopoulos, Managing Partner filling an order. 5) Brewmaster Brian O'Reilly on the left is shown with the new BrauKon system and Dave Bronstien, one of several Sly Fox brewers. 6) The Tastin' Room features counter-service artisan pizza, smoked barbeque, and a wide selection of award-winning Sly Fox beers. 7) Three new 150-hectoliter fermenters from JV Northwest



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COVER STORY

(Continued from page 4)

Sly Fox's fully automated 50-hectoliter production brewery at the six-acre site in Pottstown opened in January and became fully operational in March, completing the move from a smaller production facility on Lewis Road in Royersford. Brian O'Reilly is the brewmaster, assisted by Director of Brewing Operations Tim Ohst and the brewing staff. Patrick Mullin is Director of Sales.

Sly Fox beers are currently available in Pennsylvania, New York and New Jersey. Now that the move to Pottstown is complete, expansion to additional states becomes a possibility . . . "As soon as we catch up with our current orders," Giannopoulos says with a chuckle. "Literally we were not brewing beer at all for five weeks during the move from Royersford, so we're still catching up. Once we feel we have enough capacity, we'll be adding some additional states," he said, explaining that the company is focused on serving customers within a six-hour circle of Pottstown.

"We have great employees," Giannopoulos added. "Everyone works hard and works together. During the move, everyone had to step it up. It was very stressful. We got everything closed up over there and started here. We were out of product and had to keep on brewing. We're starting to see the light at the end of the tunnel now."

The final complement to the 30,000 square foot Pottstown site is a new "Tastin' Room" now open, featuring counter-service artisan pizza, smoked barbeque, and a wide selection of award-winning Sly Fox beers, where "people can buy anything from a pint to a keg," Giannopoulos said.

The new brewery features a BrauKon brewhouse from Germany with triple the brewing capacity (50 hectoliters three times a day, as opposed to 25 hectoliters twice a day at the Royersford location). "The mill and anything to do with the malt handling all came from

(See "Cover Story" on page 8)



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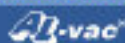
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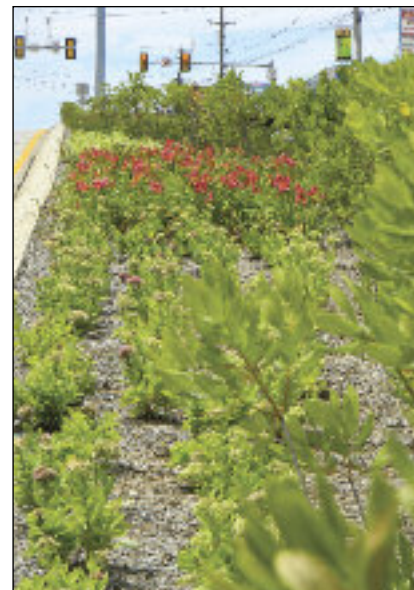
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KING OF PRUSSIA DISTRICT COMPLETES PHASE TWO OF LANDSCAPE IMPROVEMENT PROJECT

Last month the King of Prussia District completed the second phase of the median landscaping project along DeKalb Pike. Phase I included the installation of soil and plants at the median closest to Allendale Road and the median closest to Town Center Road on DeKalb Pike, along with three medians on First Avenue closest to N. Gulph Road in the Business Park.

Phase II included the removal of the old soil (three feet deep) and the installation of a custom topsoil mix in the medians to the north and south of Brandywine Lane along DeKalb Pike and the median just north of Henderson Road along DeKalb Pike.

In all, King of Prussia District planted: 1,705 ornamental grasses; 8,213 perennials and groundcovers; 379 shrubs; 7,500 bulbs and 17 street trees.

To make sure the landscaped medians continue to look great for years to

come, King of Prussia District manages a landscape contractor who, each Monday, maintains the plantings by removing trash and debris, weeding, mulching, watering, and pruning.

As with all new landscaping projects, it will take a few years for the landscaping to mature and show its full beauty, but we hope you will agree that the new plantings add some much needed green life to the heavily traveled corridors of DeKalb Pike and First Avenue in the meantime!

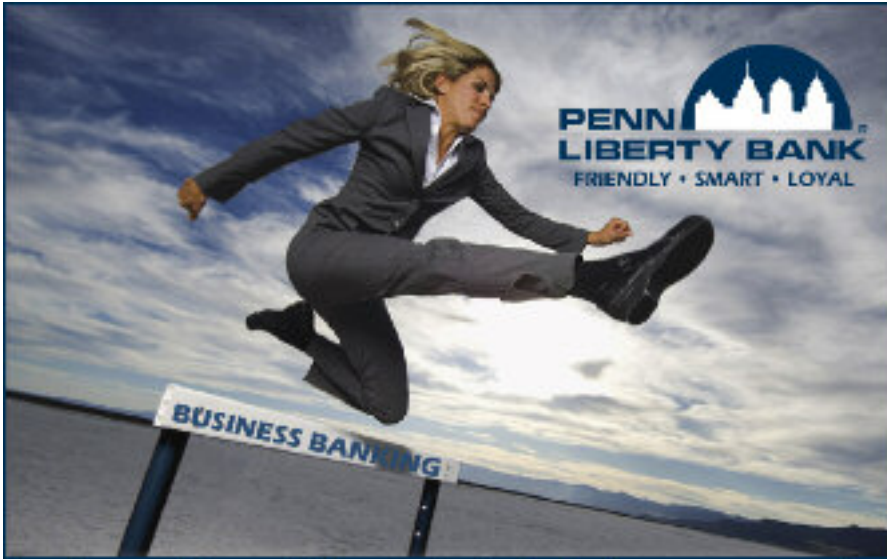
King of Prussia District is pleased to have had the opportunity to work on this project with Upper Merion Township, PennDOT District 6, All Seasons Landscaping, Inc., LRSLA Studio Landscape Architects, Hunt Engineering and LC Costa Construction. For additional information, please visit www.kopbid.com and facebook.com/kopbid. 📌

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COVER STORY

(Continued from page 6)

Germany," Giannopoulos said. The company purchased three new 150-hectoliter fermenters from JV Northwest for the new facility, and moved eleven 50-hectoliter fermenters from the Royersford location to the new plant.

The Pottstown brewery, which employees 20 people, also features a new rotary Cime canning line from Italy which fills 60 cans per minute versus 28 cans per minute at the previous plant. The company was an early adopter of the craft-beer-in-a-can revolution and became the first brewery in the Mid-Atlantic region to put in a canning line in 2006, at Royersford. The awarding of a Gold Medal to Sly Fox Pikeland Pilsner at the 2007 Great American Beer Festival in Denver marked the first time a GABF medal of any sort had been given to a canned craft beer.

Asked which Sly Fox beers were the most popular, Giannopoulos said, "It's pretty even between the Phoenix Pale Ale, Pikeland Pils and Rt 113 IPA. Probably our number one draft product is O'Reilly's Stout."

Giannopoulos explained that Sly Fox brews anywhere from 40-50 different

beers each year. "It involves packaging and capacity. We do seasonal beers year 'round," Giannopoulos said, including Oktoberfest beers, summer beers, winter beers and bock beers in the spring. In addition to Pikeland Pils, other award-winning Sly Fox beers include Helles Golden Lager, Instigator Doppelbock, Rauchbier, and Sly Fox Oktoberfest.

The company was founded in December 1995 by the Giannopoulos family when Peter Giannopoulos opened the Sly Fox Brewhouse & Eatery in Phoenixville. After brewmaster Brian O'Reilly arrived in the Spring of 2002, he developed an off-premise sales program to gain Sly Fox beers a place on the taps at some of Philadelphia's best bars and taverns, greatly expanding the customer base.

The Phoenixville location is now a destination spot for beer lovers near and far and its annual Bock Fest & Goat Race on the first Sunday of May draws crowds of 2,500 or more to town every year. When off-premise sales increased beyond the ability to keep up, Sly Fox opened a 20-barrel production brewery

(See "Cover Story" on page 10)



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BUZZ AROUND THE BLOCK

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

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In addition, most major insurance plans are accepted, and low-cost fixed pricing is offered for patients without insurance. “The PriorityCare Network is committed to broadening consumer options for immediate care,” says Andrea Hanaway, M.D., board-certified Emergency Medical physician and PriorityCare's Medical Director. “For those who don't need to incur the cost of emergency department care, but don't have timely access to a physician's office, PriorityCare's physicians will be ready.”

Patients may access PriorityCare's urgent care facility services seven days a week from 8:00 AM to 8:00 PM. During the following holidays: Easter, Independence Day, Thanksgiving, Christmas and New Years Day, the urgent care is closed. PriorityCare's urgent care facility is staffed by a physician and fully trained, certified or licensed medical personnel.

(See “Focus on Health Care Delivery” on page 11)

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COVER STORY

(Continued from page 8)

and accompanying restaurant in nearby Royersford, in November 2004. John Giannopoulos joined the company at that point to manage the brewery side of the business. After seven years, demand once again made greater production capability a necessity and the restaurant was sold to former employees in 2011.

Giannopoulos said the decision to move to Pottstown was right for his company. "It was a good building for us (at 331 Circle of Progress)," he said. "It was set up well. It had an adjacent lot that was available, and we didn't want to be land-locked. We wanted to have the ability to keep growing, so this was a good set-up for us, and really the people in Pottstown were great. They worked well with us and everything is good so far."

Giannopoulos said plans are in the works to hold a community event at the Pottstown brewery, considering the success of the annual Bock Fest at the Phoenixville location each spring.

"We're planning on having a festival here in the fall (September or October)," he said. "It's going to be an outdoor can-jam music festival. It's still evolving. It will feature bluegrass and adult contemporary music. It will appeal to all ages."

Sly Fox's success has been due not only to the award-winning quality of its beers, but also to solid judgment and forward-looking business decisions, including a long-standing marketing relationship with Todd Palmer at Virtual Farm Creative. "They've been with us since 2003," Giannopoulos said. "They pretty much handle everything to do with marketing Sly Fox—public relations, web presence, social media, packaging design and events, merchandise, everything. Todd is basically on our staff almost. VFC does a great job for us."

For additional information please visit www.slyfoxbeer.com, and visit the new Sly Fox Tastin' Room located just past the airport at 331 Circle of Progress in Pottstown. 🍷

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Paoli Hospital is located at 255 W. Lancaster Avenue in Paoli Pennsylvania.

FOCUS ON HEALTH CARE DELIVERY

(Continued from page 9)

Dr. Paul J. Chwiecko has joined the provider staff at PriorityCare at Exeter. He is a graduate of the University of Miami, School of Medicine. He completed his family medicine residency at Reading Hospital. Dr. Chwiecko is board certified by the American Board of Family Medicine and has four years of urgent care experience. For additional information, please call 610.898.0100, and visit www.PriorityCare.net.

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(See "Focus on Health Care Delivery" on page 13)



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FOCUS ON READING AND WYOMISSING

BUZZ AROUND THE BLOCK

This "Buzz" column highlights a variety of businesses serving the Reading regional marketplace. For more information on these quality businesses, please call the phone numbers listed and visit the websites provided.

Marathon Business Group, LLC.

Marathon Business Group, LLC was formed in January 2006 to provide merger & acquisition advisory, business brokerage and financial and strategic consulting services to small to mid sized, privately owned companies from its offices in Wyomissing, PA.

The company is owned and managed by partners Ray Melcher, Bob McCormack, CPA, Scott Bradbury, and John McCormack. The firm is an affiliate of VR Mergers and Acquisitions, which is an international organization of merger & acquisition advisors and business brokerage professionals. Marathon and its principals have been recognized by VR repeatedly over the past 6 ½ years for sales achievement, including Marathon being recognized as one of the top 10 producing offices world-wide and Ray Melcher and Bob McCormack each being recognized for personal production among the top 10 individual producers worldwide.

Marathon offers the following services:

- Merger and Acquisition Advisory services for both acquirers and sellers of businesses, generally institutional in nature, with transaction values up to \$25 million.
- Business Brokerage services for owner-operated businesses generally with transaction values up to \$2 million.
- Strategic and succession planning for small to mid-size businesses.
- Performance improvement/ Turnaround management assistance and interim/temporary CEO/COO assignments.

The firm has served a variety of business types, sizes and industries and has no specific industry specialties.

Marathon's growing success is a result, at least in part, of its "Team Concept" for serving its clients, whereby every engagement involves more than one Marathon professional, so that the most relevant and effective talent is put to work on the case and so that there is always back-up for client service regardless of conflicting schedule priorities or other factors. In addition, Marathon's partners and professional staff have varied backgrounds including commercial banking, commercial real estate, financial analysis and accounting, human resource management, strategic planning, and corporate governance.

(See "Focus on Reading and Wyomissing" on page 14)



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FOCUS ON HEALTH CARE DELIVERY

(Continued from page 11)

RSZ Orthopaedics

With four convenient locations (Paoli, Phoenixville, Limerick, and Bala Cynwyd), **RSZ Orthopaedics** offers a broad range of specialty surgical and rehabilitative services, and is dedicated to providing "exceptional care" and maintaining and restoring the quality of life to patients.

Dr. Karl Rosenfeld, Dr. Lewis Sharps, Dr. Richard Zamarin, and Dr. Michael D. Mauro, emphasize effective, up-to-date, non-operative treatment. When surgery is necessary, they provide state-of-the-art surgical care and full Pain Management support.

Dr. Rosenfeld specializes in Arthroscopic Surgical Procedures and Sports Medicine, especially ACL ligament reconstruction. Sub-specialties include Hand, Foot & Ankle, and Total Joint Replacement.

Dr. Sharps specializes in the Spine, Arthroscopic Surgical Procedures and Sports Medicine, with sub-specialties in Minimally Invasive Spine Surgery, general Spine Surgery, and Shoulder, Hand, Foot and Ankle.

Dr. Zamarin specializes in Total Joint Replacement, especially hip, knee and shoulder. Sub-specialties include Shoulder, Hand, Foot and Ankle, Arthroscopic Surgical Procedures, and Trauma.

RSZ Orthopaedics Sports Medicine practitioners are experienced in treating all types of sports-related injuries. Whether you are a professional or amateur athlete, or a weekend warrior, RSZ has the experience to restore your full abilities.

Arthroscopic Surgery has become one of the most frequently used procedures for diagnosis and treatment of joint injuries. It is a minor surgical procedure that is performed on an outpatient basis.

The skilled physicians at RSZ also specialize in **Trauma**-related cases, as well as injuries to **Foot & Ankle, Shoulder & Elbow, and Fractures & Dislocations**.

RSZ physicians lead the way in innovative **Spinal Procedures**. They are constantly developing new, more effective ways of evaluating and treating patients. They further specialize in the care of patients who have underlying spinal disorders, including Lumbar and cervical spine injuries, and Herniated and degenerative discs.

RSZ physicians also specialize in **Reconstructive Surgery**, which includes **Total Joint Replacement** for degenerative disease of the shoulder, hip, elbow, wrist, foot and knee, and revision surgery.

(See "Focus on Health Care Delivery" on page 15)

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FOCUS ON READING AND WYOMISSING

(Continued from page 12)

According to co-founder and Principal Ray Melcher, “Marathon has succeeded over the past 6+ years since our founding, in spite of the last four of those years being down years for M&A activity nationwide due to the weak economy and financial markets which depressed business activity, because of our commitment to succeeding for our clients and for never wavering from our commitment to always put our clients’ needs and wants first. We have built Marathon on referrals, and referrals only come from satisfied clients and their advisors... so there is no option other than for us to deliver for our clients.”

Marathon has a sister company Murphy McCormack Capital Advisors, headquartered in Lewisburg, PA. For a no-obligation, confidential discussion, please contact Ray Melcher, Principal at 610.898.8086 (O) or 484.797.9796 (C) or email rmelcher@vrmarathon.com.

The Berks Career and Technology Center (BCTC)

The Berks Career and Technology Center (BCTC) is regarded as one of the premier technical education facilities in

the Commonwealth of Pennsylvania, largely due to the outstanding performance and success of its students. With campuses located in Leesport and Oley, BCTC is conveniently located to serve our students. BCTC provides high-quality technical education and career preparation to meet the needs of today’s high school students and adults. The school serves 16 public school districts, numerous nonpublic schools, and the citizens and businesses of the Berks County area.

BCTC operates as a school of choice, designed for students who are seeking to enhance their educational program with a highly relevant career and technical experience, connected directly to the real world of business and industry. More than 400 business and industry advisors review and update the school’s educational program annually. The BCTC experience provides students with a blend of classroom theory, technical applications in state-of-the-art laboratories, and actual off campus work-based experiences. Instruction is individualized, self paced, and highly personalized. Students choose from 37 programs of

(See “Focus on Reading and Wyomissing” on page 16)



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FOCUS ON HEALTH CARE DELIVERY

(Continued from page 13)

Restoring the quality of life to those with impeded motion or limited joint action is a major part of RSZ's practice. RSZ physicians have performed thousands of joint replacement procedures and are proficient in the latest surgical techniques. They perform primary and revision total joint replacements.

RSZ Orthopaedics participates with most insurance plans. Office locations include: 254 West Lancaster Avenue, Paoli (610.644.7755); 100 First Avenue, Phoenixville (610.933.2288); 649 N. Lewis Road, Limerick Professional Building Suite 220, Limerick (601.495.0099); and 100 N. Presidential Boulevard, Pagoda Building, Bala Cynwyd (610.644.7755). For additional information, please visit www.RSZOrthopaedics.com.

Pottstown Memorial Medical Center

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

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

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

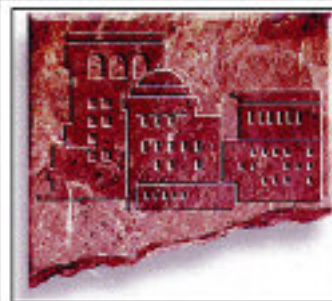
The second floor now houses the Endoscopic Unit, which utilizes high-definition television technology to meet the demand for colon cancer and gastrointestinal screenings and other diagnostic procedures, and features three GI procedure rooms, one bronchoscopy room, and a 10-bay pre- and post-recovery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

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

Physicians Care Surgical Hospital

This multi-specialty surgical hospital located at 454 Enterprise Drive Royersford, PA 19468, is the fruition of a dream turned passion of a group of area physicians, and is the first hospital to be built in the growing Philadelphia suburb for several years. In addition to being an

(See "Focus on Health Care Delivery" on page 17)



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FOCUS ON READING AND WYOMISSING

(Continued from page 14)

Greater Reading Economic Partnership

Greater Reading Economic Partnership (GREP) is dedicated to facilitating economic development growth in the Greater Reading community. The organization is the primary point of contact for business attraction, retention and growth.

GREP aggressively markets Greater Reading as an affordable and strategic location, but this is just the beginning. The organization is able to do this effectively because Greater Reading's resilient past is the foundation for an even stronger future. Greater Reading is a community built for business. Greater Reading is a smart choice to help businesses achieve great things.

Since the organization's inception in 2002, they have facilitated 109 projects resulting in over 8,350 attracted and retained jobs. In 2011 GREP worked with 124 companies, resulting in 747 jobs created and retained in the Greater Reading community. Some of the companies the organization has recently worked with include PCA, CrossRoads Beverages and Cambridge-Lee Industries.

In early 2012, GREP launched a workforce development campaign targeting high school aged students; Careers in 2 Years. The development of the campaign was based on business expansion and growth interviews completed in 2009 and 2010. Out of 96 company interviews, 47 percent identified lack of skills and more specifically, 26 percent identified lack of technical skills as a current workforce challenge. Visit CAREERSIN2YEARS.com for more information.

GREP has been extremely effective in continuing to meet their mission, but their work is not done. Join us as we continue to strive to *be something greater*. To learn more about Greater Reading Economic Partnership, visit GreaterReading.com

(See "Focus on Reading and Wyomissing" on page 18)

study across the following career clusters: Advanced Materials & Diversified Manufacturing, Business & Information Technology, Communications, Construction, Healthcare, Services, and Transportation. Each year approximately 3,000 secondary and adult students attend BCTC. Many students earn advanced credits through articulation agreements with post-secondary education, complete dual enrollment courses, and earn nationally recognized industry certifications.

State-of-the-art learning laboratories, a highly skilled faculty, and a curriculum geared to industry standards combine to distinguish BCTC as a leading provider of career and technical education. BCTC prepares today's students for tomorrow's emerging technologies and provides them with the competitive edge needed to compete in the global marketplace.

The Continuing Education programs offered at Berks Career and Technology Center is very diverse. We provide an opportunity for adult students to attend the same quality educational experience as our high school students in 35 different program areas during the day. We offer apprenticeship programs in the evening that are in concert with business and industry to provide theoretical learning that enhances the apprentices on-the-job practical training. We offer evening courses that appeal to the hobbyist and those wishing to further their technical skills to change or enter into a career. We provide customized training for business and industry that matches training needs for today's workforce. We also offer online courses in more than 300 topic areas. Online courses offer flexibility, convenience and affordability by allowing you to take a course anywhere there is a computer and Internet access. Call us today to learn more about our offerings at 610.743.7630 or visit our website: www.berkscareer.com.



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WYNDCROFT SCHOOL CHOOSES HOLLENBACH CONSTRUCTION AS CONTRACTOR FOR NEW EARLY-EDUCATION CENTER

The Wyndcroft School announced Hollenbach Construction (of Boyertown) will as the contractor for Wyndcroft's new Early Education Center. Construction began in April and the Early Education Center will be ready to open for the 2012-2013 school year this fall.

"We are so pleased to work with a local contractor on this important project," says Gail Wolter, Head of School. "The new Early Education Center is the first step in creating a new campus experience for our students. We know that by working with Hollenbach Construction that our visions for the school expansion are becoming a reality."

In order to create a new Early Education Center, Hollenbach Construction will renovate a large, historic manor on Highland Road, just across the street from Wyndcroft's main building. The renovation of the manor into a state-of-the-art educational facility for preschool students will enhance Wyndcroft's already strong academic program. The space has been designed

to nurture the social, emotional and academic needs of the early learner.

Since 1968, Hollenbach's success has covered a wide range of project types and complexities including commercial, industrial and institutional. The company offers construction management, general contracting, design/build and development services to fit a wide range of needs including additions, renovations, and restorations to existing structures as well as new construction on multi-million dollar facilities. For additional information on Hollenbach Construction, visit www.Hollenbach.com or call 610.367.4200.

The Wyndcroft School is an independent day school for preschool children through eighth grade offering excellent academics in a nurturing setting. Located in the beautiful and historic Rosedale section of Pottstown, Wyndcroft offers easy access to Routes 422 and 100 for commuting parents. For additional information on The Wyndcroft School, please visit www.wyndcroft.org or call 610.326.0544. ■

FOCUS ON HEALTH CARE DELIVERY

(Continued from page 15)

expansion of medical services in the community, the hospital is also helping the local economy with the creation of thirty-five new full-time positions.

Uniting this group of physicians is their commitment to putting the patient back at the center of medicine. As the U.S. health care industry grew over the last decade, the physicians noticed more problems were being created than solutions. With a commitment to making a tangible difference in their patients' lives as well as improving our national health system as a whole, this group of physicians banded together to bring Physicians Care Surgical Hospital to life.

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

At nearly 30,000 square-feet, the hospital includes five operating rooms and

twelve private inpatient rooms. The hospital is outfitted for procedures in orthopedic surgery, hand surgery, otolaryngology, ophthalmology, general surgery, gynecology, oral and maxillofacial surgery and pain management. For additional information, please visit www.phycarehospital.com.

McCormick Chiropractic

McCormick Chiropractic is proud to be the leading drug-free, surgery-free healthcare facility with offices in Pottstown and Elverson. Since opening in 2001, McCormick Chiropractic has been the winner of the Mercury's "Reader's Choice Award" for best Chiropractor 10 times! Their mission is to help as many people in their lifetime as possible especially children.

McCormick Chiropractic offers a personalized approach to overall wellness through spinal care, exercise, good nutrition and stress management. While some seek help for pain-related issues, many seek help for improved overall physical health and performance. Athletes report better balance and faster reflexes. The doctors encourage and support you in taking a more active and responsible role

(See "Focus on Health Care Delivery" on page 19)

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FOCUS ON READING AND WYOMISSING

(Continued from page 16)

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NAI Keystone Commercial & Industrial, LLC provides businesses with the highest quality services and the best real estate solutions for maximizing profitability and performance levels. As a result of our commitment to excellence, we have won the respect of local, national and international clients since our inception. Our clients range from Fortune 100 corporations, major banks and insurance companies to investors,

private institutions and small businesses. As a diversified organization, NAI Keystone Commercial & Industrial offers an integrated network of specialists and a wide range of premier services. Our team of 13 professionals is supported by comprehensive resources, including extensive research and marketing materials, and computer technology. This company network provides clients with expertise in all real estate disciplines and powerful information for making strategic decisions to capitalize on real estate opportunities.

The leasing activity, exclusive listings, and volume of transactions that NAI Keystone Commercial & Industrial, LLC represents are all indicative of our capabilities and dedication to our clients. Many of Greater Reading's most successful brokers are members of the NAI Keystone Commercial & Industrial team, which continues to rank the company as one of the strongest commercial real estate firms in the market.

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(See "Focus on Reading and Wyomissing" on page 20)



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FOCUS ON HEALTH CARE DELIVERY

(Continued from page 17)

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McCormick Chiropractic has an on-site X-ray facility to allow for convenient and rapid diagnosis. The friendly staff makes sure your needs are met. They are as much an educational institute as a healing institute. Patients are taught the reason *why* their problem occurred and they learn to develop strategies to *prevent* the problem from returning in the future.

The doctors at McCormick Chiropractic are experts in safety and injury prevention in the workplace. They are currently on various panels for businesses and corporations seeking to enhance their work environment. McCormick Chiropractic offers preventative and wellness workshops as part of their community outreach program.

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FOCUS ON READING AND WYOMISSING

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Olivet Boys & Girls Club

Olivet Boys & Girls Club has been serving at risk youth between the ages of 6 and 18 since 1898. With 9 neighborhood-based locations, including our newest presence at the Richard J. Ricketts Center in Pottstown, the Club is committed to ending the viscous cycle of poverty for our youth in Berks and Montgomery Counties.

As a member of the Boys & Girls Clubs of America, The Club enables the youth we serve to break the cycle of educational underachievement and poverty thorough the bonds created by our trained, dedicated staff and implementation of programs in our "Formula For Impact": Academic Success, Healthy Lifestyles, Good Character & Citizenship.

- 92% of Club members graduate high school with their original class.
- 99% of elementary students maintained or improved their grades.
- 88% of Club members stay away from alcohol, tobacco and other drugs.
- 90% of Club members reported that the Club Experience helps them work better with others on a team.
- 75% of Club members try harder in school.

Open the door of one of our Clubs and walk inside to experience the impact we are making with more than 4,000 youths on an annual basis. Join us as we celebrate DAY FOR KIDS on September 8th and September 15th. Visit our website www.olivetbgc.org or call 610.373.1314 for more information.

Furniture Soup, Inc.

Zen in the office and in other places, too ...

A good friend recently described how she felt the first day in her new office that I designed and installed for her. She said she felt just like the first day of using her new iPhone after putting up with a lemon of a not-so-smart phone for some time. Enlightenment. That was the word she used.

Before this improvement, she felt the overwhelming chaotic feeling that comes with attempting to get projects, deadlines, customer orders, simple paperwork or other tasks done in a reasonable amount of time and clarity. And, to have just a small amount of energy and sanity left afterwards was impossible it seemed.

Just like the right tool or tools, the right environment can make all the difference in making the hours at the office become incredibly effective and calm. Not as in everything being quiet necessarily, but, in things not feeling stressful and frenet-

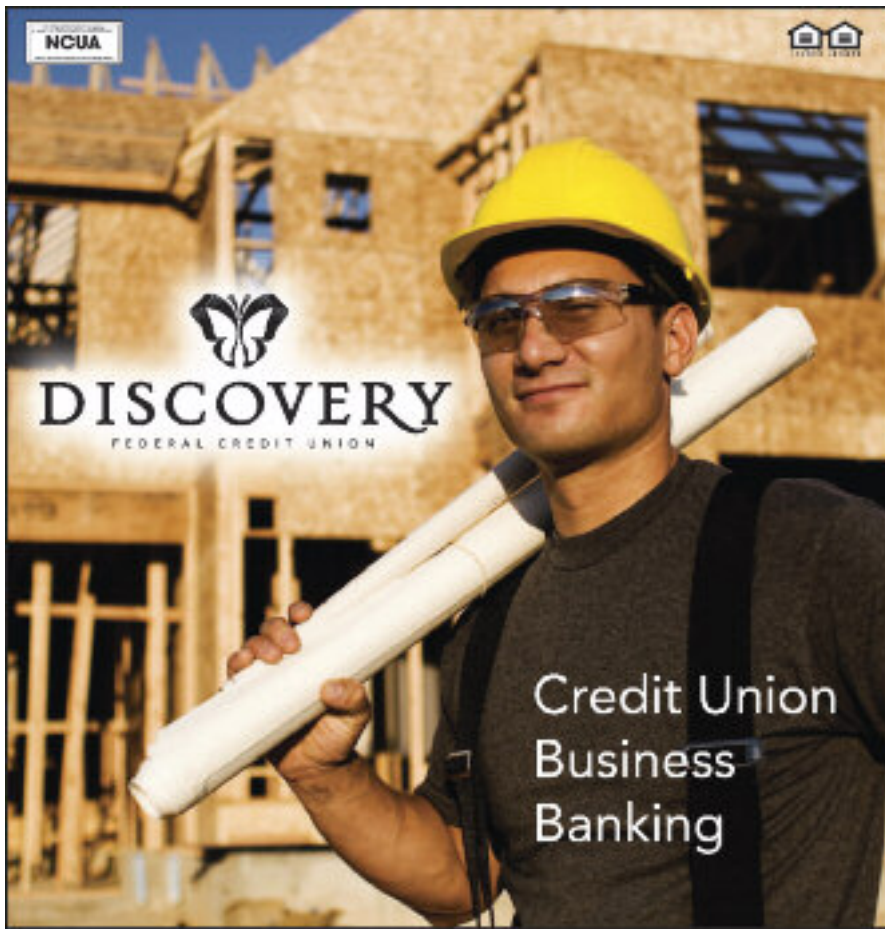
ic. "In the groove" type of feeling that one senses when things are moving along well.

The word "intuitive" is nowadays being applied to our phones, cameras, readers, laptops, etc. The same can be said of the components of an environment. The right components in the right places in the right quantity, size, shape, or color developed with a bit of foresight can develop the perception of being totally in tune with the occupant. It takes a little bit of design savvy and know how, but, it can certainly happen.

We could all use some enlightenment in our workplace at some time or another. It makes sense. Besides, people's attitudes change with positive environmental change. Think of it ... an office at peace with itself. Namaste. Tracy McKay. www.furnituresoup.com.

Discovery Federal Credit Union

Discovery Federal Credit Union has been serving the greater Reading and Berks County region for more than half a century. Founded in 1959, the credit union has continuously grown in size, (See "Focus on Reading and Wyomissing" on page 22)



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Craig Kriebel, Barbara Wagner
and Ken Styer

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SOLD - (ZC2080) 3208 SANATOGA RD, POTTSTOWN-

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. 1BR UNIT AT REAR OF PROPERTY. POSSIBLE APARTMENT CONVERSION AND OWNER FINANCING. LARGE 7,345SF PROPERTY ON CORNER LOT IN QUIET NEIGHBORHOOD. **Reduced \$250,000**

FOR SALE- (ZC2120) 1178 COMMERCE DRIVE, POTTSTOWN (POTTSTOWN RECYCLING MATERIAL COMPANY). INCOME PRODUCING PROPERTY SPECIALIZING IN LUCRATIVE RECYCLING OF BRICK, ASPHALT, CONCRETE AND TREE WASTE. 6 WORKING WELLS ON PROPERTY. EASILY ACCESSIBLE TO MAJOR HIGHWAYS. LIGHT INDUSTRIAL ZONING ALLOWS FOR MANY USES. MECHANICAL CRUSHER AND OTHER EQUIPMENT INCLUDED IN OFFERING. **Reduced \$350,000**

FOR SALE- (ZC2121) BUCKWALTER ROAD, EAST VINCENT TOWNSHIP- 12 ACRES. INCOME PRODUCING HORSE FARM. 32 STALLS, 2 BUILDINGS WITH 8 RENTAL UNITS. EXTRA INCOME FROM HORSE BOARDING. BEAUTIFUL FENCED PROPERTY WITH ADJACENT PROPERTY CONSISTING OF ADDITIONAL 2.5 ACRES & PRIVATE RESIDENCE ALSO AVAILABLE IN THE PACKAGE. POSSIBLE OWNER FINANCING! **Reduced \$350,000**

FOR SALE- (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN- 3625SF PLUS LOWER LEVEL (BASEMENT)-60% 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, POTTSTOWN, DOWNTOWN RESTAURANT WITH SOLID FINANCIAL RECORDS. SALE PRICE INCLUDES FURNISHINGS AND SOME EQUIPMENT, AS WELL AS BUSINESS NAME. SELLERS WILL CONSIDER SOME OWNER FINANCING AS WELL AS HELPING TO TRAIN NEW OWNER. CALL FOR DETAILS ON FINANCIALS, FURNISHINGS AND EQUIPMENT LIST. \$774,000

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

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

FOR SALE- (ZC2136) 2000 RIDGE ROAD, KNAUERTOWN- HIGH VISIBILITY, ROOM FOR 10 CARS INSIDE. AUTO REPAIR SHOP, PLUMB, ELEC. BUSINESS, ETC. 1,266SF OFFICE SPACE, 3,816SF DETACHED GARAGE SPACE. WELL WATER, ONSITE SEPTIC. \$250,000

FOR SALE- (ZC2137) 656 POTTSTOWN PIKE, CHESTER SPRINGS- 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 100. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. \$2,500,000

PENDING- (ZC2142) 213-215 PINE FORGE RD, 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. \$249,800

FOR SALE- (ZC2140) 1530 S. HANOVER STREET, POTTSTOWN, THIS PROPERTY HAS A SMALL HOUSE WHICH IS CURRENTLY LEASED. THE LAND IS PRESENTLY USED AS A DRIVING RANGE USING ABOUT 10 ACRES. THE BALANCE OF THE LAND IS FARM FIELDS. THE PRESENT ZONING IS R1 SINGLE FAMILY RESIDENTIAL. UNDER THE ZONING IT ALLOWS FOR NURSING HOMES. PUBLIC SEWER IS AVAILABLE. \$2,900,000

FOR SALE- (ZC2144) 1033 E. HIGH STREET, POTTSTOWN, BEAUTIFUL SINGLE STONE BUILDING COMPRISED OF 3 RENTAL UNITS AND A GARAGE. 1ST OFFICE CURRENTLY VACANT. 2ND FLOOR BOASTS A 2BR APT AND 3RD FLOOR IS A 1BR APT. RESIDENTIAL UNITS & GARAGE ARE LEASED. OFFICE HAS BEEN UPDATED w/NEW FLOORING. CALL FOR INFORMATION ON INCOME & EXPENSES. **Reduced \$289,900**

FOR SALE- (ZC2145) 1001 N. HANOVER STREET, POTTSTOWN- NEVER 8 UNIT APARTMENT BUILDING. ALL UNITS ARE 2BR AND FULLY LEASED. 5 RANGES & 8 DISHWASHERS INCLUDED IN PRICE. CALL FOR INCOME & EXPENSES. **Reduced \$335,000**

FOR SALE- (ZC2149) 302 STATE STREET, HAMBURG- LARGE MASONRY/STICING 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 \$129,000**

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

FOR SALE- (ZC2152) 320 N. CHARLOTTE ST., POTTSTOWN- (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 \$124,000**

FOR SALE- (ZC2153) 13829 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 2008. 46 PARKING LOT ON BUSY ROUTE 222N. SEPTIC SYSTEM INSTALLED IN 1993 & IS LARGE CAPACITY. FRONTAGE ON ROUTE 222 IS 277' & 156' ON RICHMOND 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. **\$299,000**

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

FOR SALE- (ZC2157) 258-260 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. **Reduced \$575,000**

FOR SALE- (ZC2158) 389 W. RIDGE PIKE, LIMERICK- LIMERICK AREA, 5 PLEX INC. 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. \$390,000

FOR SALE- (ZC2160) 2397-2411 EAST HIGH STREET, POTTSTOWN- LOWER POTTSGROVE INVESTMENT PROPERTY. (1) 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. \$290,000

FOR SALE- (ZC2161) 1140 RIDGE RD., POTTSTOWN- SINGLE FAMILY ZONED C1. HOME IS COMPLETELY REHABBED. FEATURES CENTRAL A/C, LAUNDRY ON 1ST FL., 2 BATHS, 3 BEDROOMS. ALL APPLIANCES INCLUDED. **Reduced \$190,000**

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

FOR SALE- (ZC2163) 2081 E. HIGH ST., POTTSTOWN- LOCATION, LOCATION, LOCATION IS WHAT THIS PROFESSIONAL OFFICE IS ABOUT. SITUATED IN LOWER POTTSGROVE 7300SF BUILDING CURRENTLY RENTED BY 4 SEPARATE TENANTS. 60+ PARKING SPOTS, LONG TERM TENANTS, GREAT RENTAL HISTORY. CALL FOR INCOME AND EXPENSES. \$940,000

FOR SALE- (ZC2164) 4 ASH STREET, W. POTTSGROVE- .36 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. \$124,000

FOR SALE- (ZC2165) 117-119 N. FRANKLIN STREET, POTTSTOWN- GREAT OPPORTUNITY TO OWN AN INCOME PRODUCING MULTI-UNIT PROPERTY. 2 ATTACHED BUILDINGS WITH ONE COMMON BASEMENT. EACH BUILDING HAS ITS OWN TAX ID# & 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. \$175,500

FOR SALE- (ZC2166) 26 ROUTE 73, OLEY - GREAT LOCATION. WELL MAINTAINED VICTORIAN OFFICE BUILDING WITH GINGERBREAD TRIM. ACCESSIBLE TO ROUTES 222, 12 AND 73. \$179,000

FOR SALE- (ZC2167) 1268 Reading Rd., Byramstown - 4,380SF PROFESSIONAL OFFICE BLDG. IDEAL FOR MEDICAL OR LEGAL OFFICES. MANY OTHER POSSIBLE USES. BUILDING IS COMPLETELY UPDATED WITH ALL MODERN AMENITIES INCLUDING LUNCH ROOM, 9 PRIVATE OFFICES, CONFERENCE & 5 OTHER WORK STATIONS. OVERSIZED STORAGE SPACE. FEATURES 2 OVERHEAD GARAGE DOORS. GEOTHERMAL HEAT, ROOM TO EXPAND ON LARGE REAR LOT. FRONT PARKING LOT FOR 20+ CARS. CONVENIENT LOCATION CLOSE TO TURNPIKE, READING, NEW HOLLAND, ETC. ALSO AVAILABLE FOR LEASE. CALL LISTOR FOR DETAILS. \$365,000

FOR SALE- (ZC2168) LEO ZONING AFFORDS MYRIAD OPTIONS. LARGE FARM-HOUSE WITH 2 OUTBUILDINGS CONSISTING OF GARAGE BEING USED AS WORKSHOP AND ANOTHER STORAGE FACILITY. GENERAL CONTRACTOR IS THE CURRENT OWNER. HIS WIFE HAS A QUILTING OPERATION ON PROPERTY. IDEAL LOCATION FOR PROFESSIONAL OFFICES OR FOR AN OWNER OCCUPIED BUSINESS. CALL LISTOR FOR DETAILS. \$295,000

FOR SALE- (ZC2169) WELL MAINTAINED LONG TIME OWNED INVESTMENT PROPERTY w/GREAT INCOME. 9 RENTAL UNITS COMPRISED OF (3) 1BR APARTMENTS & (6) ROOMS. ALSO A DETACHED 4-CAR GARAGE. CURRENTLY ALL UNITS ARE RENTED. MANY RECENT IMPROVEMENTS INCLUDING HOT AIR/CENTRAL AIR. ALL UNITS ONLY 3-5 YEARS OLD. OLD OIL STEAM HEATING UNIT STILL OPERATING AS ONLY A BACK-UP SYSTEM. OWNER CURRENTLY ALLOWS NEIGHBOR TO USE DRIVEWAY FOR \$400/yr. VERBAL AGREEMENT. CALL FOR DETAILS. \$294,500

Listings For LEASE

(ZC1012) 1280 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. 58-10/SF

(ZC1070) 101 Parker Road, Pottstown- Professional office bldg. situated in the IWMED vicinity of the Pottstown Memorial Medical Center. Handicapped accessible, elevator, ample parking and various size suites from 300-3,000SF. 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, 7200SF including 3 large offices, reception area, general work area and restroom. Utilities included. \$750/Month

(ZC1088) 201 High St., 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) 833 N. Charlotte Street, Pottstown- 2 office suites avail. Each approx. 1,000SF w/ba bathroom, internet avail. and both on the bottom floor. One suite is set up for a medical office with plumbing in exam rooms. \$1,025/Month + utilities.

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

(ZC1115) 135 Walnut Street, Pottstown- West End. 1,750SF of office area. Call for rates.

(ZC1118) Manatawny Road, Boyertown- 1,200SF retail/office space w/powder room. Possible storage space behind offstreet/retail area. \$900/month + heat & electric. Call for details.

(ZC1113) 302 State Street, Hamburg - Rent entire building or 1 of 2 portions. **First portion:** 3000SF on 2 levels featuring w/o carpeting, gas hot air heat, window A/C, \$1,000/Month. **Rear portion:** 1700SF on 2 levels, gas hot air heat w/central air, w/o carpeting. \$500/Month.

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

(ZC1122) 198 Moser Road, Pottstown- 1,500SF space presently used as Beauty Salon. New heating system, central air, powder room, ample parking in front of building. Convenient location with good visibility. \$1,100/Month includes trash, water & sewer, snow removal. Lessor will pay yearly heater cleaning and repairs on heater/central air.

(ZC1123) 1189 S. Hanover St., Pottstown- North Country For Lease GARAGE REPAIR/STORAGE SPACE. 1 space available (3000SF) 2/4 - 12' doors. Call for rates.

(ZC1125) 208 E. Main Street, New Holland- 20,000SF building on Main Street in New Holland. Lower level is currently leased by M & T Bank with a long term lease. Main level consisting of 9,250SF now available for lease at \$9.00/SF R/W + CAM. Space has walk in access from Main Street or from rear parking lot. Owner will consider elevator installation and also division of space. Long term lease w/5 year minimum will only be considered. **Or will sell for 1.2 million**

(ZC1126) 144 Holly Road, Gilbertsville- Boyertown area, approximately 6,000SF of office space with loading dock. (8) private offices, large open area, convenient location to Route 100. \$8.00/SF

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

(ZC1129) 2985 E. High St., Sanatoga, Lower Pottsgrove- COMMERCIAL office building situated in Sanatoga Village District. 1,900SF w/finished lower level and 2 car garage. Great location. \$1,500/Month + utilities.

(ZC1130) 1288 Reading Road, Byramstown- 4,380SF Professional Office Building. Ideal for medical or legal offices. Many other possible uses. Building is completely updated w/all modern amenities including lunch room, 9 private offices, conference room & 5 other work stations. Oversized storage space. Geothermal heat, room to expand. Convenient location close to turnpike, Reading, New Holland, etc. **Also avail for sale.** \$3,600/Month (Gross Lease)

(ZC1131) 418 S. Hanover Street, Pottstown (2nd Floor)- 2nd floor space featuring 30x30 shop, open area, 16x20 large storage room, not heated; 20x10 office, full bath w/shower; 10x20 office. A/C and radiant heat in offices. Large overhead door. Possible uses include HVAC business, etc. \$650/mo + electric, heat & trash. Lessor pays water & sewer.

LEASED- (ZC1138) 416 S. Hanover Street, North Country-

LEASED- (ZC1134) 215 East First Street, Birdsboro-

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FOCUS ON READING AND WYOMISSING

(Continued from page 20)

membership and capability, yet we maintain the value-driven, member-focused philosophy that sets us apart. We are a full-service financial institution offering consumer and business banking products and services in a local banking atmosphere with worldwide convenience.

Discovery recently added business banking services and has partnered with many local businesses to develop successful solutions for their business banking needs. Whether you are just starting your business, or aiming to take it to the next level, Discovery is dedicated to helping you achieve your goals. Discovery can help you achieve your business objectives with fewer fees, better rates and personal service. We take the time to understand the needs of our members and find methods that are right for you. We want you to succeed every step of the way.

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Business banking at Meridian is unique. You'll get the exceptional personal service you expect from a small bank along with advanced technological tools to help keep your business finances running at peak efficiency.

Meridian was created specifically to be a bank for the local business community. It's that philosophy which allows our business bankers to be the best bankers they can be. And it's why top business banking professionals were drawn to our team. They know they have everything they need to make a real difference for you.

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For additional information, please call Erwin Wenner at 484.568.5020 and visit www.MeridianBanker.com

Pottstown School District

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Pottstown School District Career & Technical students have a 100% High School graduation rate and score 15% higher in Reading and 20% higher in Math on the State assessment than the state average for Career & Technical students.

- **PEAK (Pottstown Early Action for Kindergarten)**

For information, contact **Mary Rieck**, Coordinator
610-970-6655 or mrieck@pottstownsd.org.

- **Pottstown Alliance for Student Success21 (PASS21)**

Integrates 21c skills using an applied learning model in the 5 square miles of the Borough of Pottstown.

For information contact: **Danielle McGoy**,
Director of Career and Technical Education
610-970-6735, or dmccoy@pottstownsd.org.

- **Cyber School with Creative Options**

For information: **LaTanya White**, Coordinator
610-310-4333 or lwhite@pottstownsd.org

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- **Athletic Facilities (Seeking Non-Profit/For Profit Partnership)**

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For Information: **Reed D. Lindley**, Supt. of Schools, 610-970-6601



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INVESTMENT IDEAS

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

Yes, it's that time of year again. Hopefully an annual portfolio review with your Financial Advisor is on your to-do list. Here's one item you may want to add to the checklist for your discussion: new ways to manage your portfolio.

One increasingly popular option among individual investors is managed accounts. A way to tap into resources normally reserved for the very largest investors such as pension funds, endowments and high-net-worth investors, these accounts offer access to a variety of portfolios and asset classes not ordinarily available to individual investors.

"In many ways, this is the democratization of world-class professional money management, the type that previously was available to only a limited few," says Ian Maceachern, Managing Director of the Advisory Products Group for Wells Fargo Advisors.

Inside Managed Accounts

You may find managed accounts especially pertinent when you and your Financial Advisor discuss rebalancing. The process of bringing your holdings back into line is a deliberate, measured one, not to be confused with tactical responses to evolving market conditions. But managed accounts may offer a way to blend the two, depending on the mix of elements you and your Financial Advisor select.

Generally speaking, managed accounts are one way individual investors can gain access to money managers who typically may require minimum investments of \$1 million — and \$100 million isn't unheard of. Supervised by teams of seasoned portfolio managers, managed accounts offer investment options including Mutual Funds, ETFs, and other investment vehicles. The varied menu of investments makes it easier to tailor a solution to your specific needs, goals, and time horizon.

What's more, managed accounts are readjusted automatically in real time. That means managed accounts can help you stay focused on your targets even when the market is enduring a volatile session (or month).

Making a Choice

Despite their impressive qualifications, managed accounts may not be right for everyone. For example, if you are an active investor who prefers to have a larger role in the day-to-day oversight of your investment portfolio, you may not feel comfortable relinquishing control (even to investment professionals).

(See "Investment Ideas" on page 24)

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INVESTMENT IDEAS

(Continued from page 23)

Managed accounts are also not designed for inactive accounts. However, that same quality may be what makes a managed account solution attractive to someone else who wants a portfolio designed to respond to day-to-day shifts in the investment market.

The wide variety of choices managed accounts offer investors can also feel confusing, and some investors may prefer a simpler solution. Again, that same quality may be what attracts a different investor who's seeking a degree of diversification that might otherwise be difficult to manage.

"Not only do managed accounts make it possible to access world-class money managers, they give investors an opportunity to tap into a number of investment management styles to apply to their portfolios and goals," Maceachern points out.

The costs involved can also play a role in determining whether managed accounts are right for you. First, check out the minimum investment required by the manager and make sure it's within the amount you and your Financial Advisor are willing to earmark for a managed account.

Work with your Financial Advisor to determine if a managed account is appropriate for your overall investment strategy. If so, he or she can help you tailor an asset allocation strategy to fit your financial goals, and seek out the right mix of managers to help you achieve those objectives.

"Your Financial Advisor knows your objectives and aspirations, so he or she is the linchpin in integrating a managed account, should you decide it is right for you," Maceachern says. ■

This article was written by Wells Fargo Advisors and provided courtesy of William M. Schultz, CFP®, CRC®, Associate Vice President, Investment Officer, Branch Supervisor in Collegeville at 610.454.2043. Investments in securities and insurance products are: NOT FDIC-INSURED/NOT BANK-GUARANTEED/MAY LOSE VALUE. Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company. ©2012 Wells Fargo Advisors, LLC. All rights reserved.

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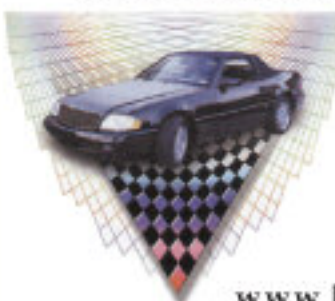
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LEADERSHIP AND SUCCESS

By Kenneth D. Richardson, PhD, Redwood Enterprises

First published in 1989, Steve Covey's *7 Habits of Highly Effective People* was an instant bestseller that earned its author international acclaim. Despite profound economic, technological, and social changes, this work remains as good a guide to success as any ever published. The real problem, however, is one of implementation. Only a small subset of its readers seem to be able to put its principles to work in their lives. Why this would be, as well as few suggestions for remedying this problem, are discussed.

Useful literature on business improvement abounds

There is no shortage of good written material for entrepreneurs who are pre-occupied with improving themselves and their businesses. Lots of excellent authors, themselves highly successful in business, come to mind: Jim Collins, Rosabeth Moss Kanter, John Maxwell, Napoleon Hill, Steve Covey, Malcolm Gladwell, and a host of others have contributed to the available storehouse of knowledge. When networking with other professionals, I'm always curious about what people are reading and what they're finding most useful.

Covey's 7 Habits: An underutilized resource

I've already tipped you off regarding where this discourse is heading— Steve Covey's *7 Habits of Highly Effective People*. Obviously, it's one of my all time favorites, and I always bring it up in any conversations about business related books. In my experiences with the professionals I meet, I have found reliably that Covey's work is one of the best known, but most underutilized resources available.

Oddly enough, when I say underutilized, I don't mean that more people should read it, I mean that too many that have don't apply what's in it. I'll get to what I mean by that later. But first let's take a look at its intrinsic value and utility, both of which I think are quite impressive.

Rooted in timeless and universal principles

What makes this work so great? First, its applicability is independent of the rapid social, economic, and technological changes that have rendered so many other works obsolete. Also, its appeal is worldwide, showing that transcends cultural divides. Covey's services as a consultant and trainer have been in demand on every continent in the world— enough said on that.

While doing the research that led up to the *7 Habits*, Covey discovered that genuine success over the long run is rooted in timeless principles that themselves (1) do not change, and (2) are embraced by virtually every culture known to man.

These principles include self-imposed standards such as fairness, discipline, honesty, integrity, and diligence, all of which are required for success regardless

(See "Leadership and Success" on page 31)



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Villanova University Part-Time Studies Division recently launched its first off-site undergraduate degree program at Montgomery County Community College's West Campus in Pottstown. Students enrolled at the location are now able to complete a Bachelor of Interdisciplinary Studies in Leadership Studies through a combination of in-class and on-line courses.

The students enrolled in the program are excited that Villanova has this unique program available to residents of Western Montgomery County. "It's great to see the Leadership Program expand to the Pottstown location to better serve the western suburbs. It's exciting to teach classes being offered in this location. We have a talented group of students completing their Villanova degree who may not have been able to make the drive to main campus due to work and family responsibilities," states Terry Welford, adjunct instructor for the Leadership Program.

Robert Stokes, Ed.D., assistant vice president for Academic Affairs, said "The response to the Leadership Studies program has been very positive as indicated by student comments as well as enrollments. Walk into any bookstore and you will find books by political, business and even religious leaders sharing views and findings about the role of the leader. In these eco-



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omic times, leaders need to be ethical, strategic, compassionate and well versed in topics that our program covers. When we developed this program, we wanted to offer classes that challenge, inspire and educate students on leadership theories, issues and practices that they also can use to develop their own leadership style. We are pleased with the Leadership Studies program and look forward to continually enhance the program and classes."

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LEADERSHIP AND SUCCESS

(Continued from page 29)

of what the current state of the economy or technology may be. Despite superficial shifts in social trends, business is still about long term relationships, which have to be based on trust and credibility.

People who do not adhere to these principles may get what they want in the short run, but not for long. There was another "success" book that came out during the 1980s called *Winning through Intimidation*—when was the last time you heard a positive reference that that title?

Habits, not theories

Note that Steve Covey did not name his book, *"7 Theories about What Makes People Highly Effective."* Theory is conspicuous in its absence from this work, which I, as a trained social and organizational psychologist, was pleased to see. The importance of formalized theory in the study of human behavior has steadily diminished ever since psychoanalysis lost its pizzazz. What matters is what people do.

The *7 Habits* are actually a mix of habits of mind as well as more tangible patterns of behavior, but there is no grandiose, jargon-laced theory for readers to contend with. Covey is quick to point out that he really offers nothing new other than his own unique presentation of notions that it takes only what used to be called "common sense" to relate to (I say "used to" because what used to be common sense is anything but common these days).

A logical sequence of development

The *7 Habits* are developed in a sequence best described as hierarchical (I promise that's the biggest word I'll use). No mystery—all that means is that they have to be built upon one another in order, from the most basic to the most complex. Each one serves as a stepping stone to the next.

This is another aspect of Covey's work that distinguishes it from many other guides to personal growth and success. You can't short circuit the process or pick and choose between the habits you feel like developing and those you don't want to bother with.

Below is a quick review of the *7 Habits*. Please note that the ability to list them does not enable one to implement them — that's a whole different ball game, which requires planning, commitment, effort, and time (in that order).

1: Be proactive. "Effective people" constantly remind themselves they can't control everything that will happen to them, but that they can control their responses to events. This reminds me of the Boy Scout's motto, "Be prepared." For what? You name it. You can't control the weather, but you can have an umbrella, rain slicker, or coat available. The alternative, being reactive, leaves you scrambling for alternatives and "putting out fires" after problems and obstacles appear without warning.

#2: Begin with the end in mind. Genuinely successful people carefully strategize and set goals, complete with action steps, which include plans for dealing with obstacles. They are visionaries. Note how this depends upon your already having mastered Habit #1.

3: First things first. This is all about time management, and requires a mastery of Habits #1 & 2. By staying in touch with your priorities, you can avoid losing your way and getting stuck in destructive patterns of procrastination. By establishing Habits #s 1-3, you've defeated your worst enemy—yourself. It's now time to focus on your interpersonal skills, since relationships are crucial, both in business and life.

(See "Leadership and Success" on page 32)

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LEADERSHIP AND SUCCESS

(Continued from page 31)

#4: Think "win/win." Eliminating any mindsets that foster destructive competitive and combative behaviors will help you to cultivate relationships based on trust and respect. What goes around comes around, so it only makes sense take the initiative in being generous and civil to others. The "Law of the Harvest" is that you reap what you sow.

#5: Seek first to understand, then to be understood. Most folks are better talkers than they are listeners. A lot of people fail in the area of sales, family life, and a host of other domains because of this natural inclination. Overcoming this tendency will increase your success in business and other areas of your life by a quantum leap. Regard the ability to "button your lip" as a skill worth practicing.

#6: Synergize. People are often uncomfortable with differences in opinion and outlook and try to eliminate these rather than appreciating them. Welcome such differences as sources of strength and creative solutions to problems and they will often produce pleasant surprises.

#7: "Sharpen the saw." This particular recommendation means continually taking action to sharpen and refine Habits #1-#6. Being successful carries with it liabilities as old as human history—complacency and stagnation. By continuously reading books, and attending seminars and training sessions related to self improvement, as well as recent developments related to your business, you'll stay sharp and avoid falling behind. Continuous improvement is essential to success in any field of endeavor.

Failures to implement the 7 Habits

Earlier I identified Covey's work as an "underutilized resource." In doing so, I did not mean that people who have never read it should, although I do make that recommendation. When I say "underutilized," I mean by people who say they've read the book. Their comments about their experiences with it are telling. When I ask them about it, I usually get such responses as "Great book!" or "Good stuff!" or "I loved it!"

Rarely, however, do I get responses any more specific than that. When I follow up with questions regarding what aspects of it they found most useful, or how it's changed what they do, the most common responses are admissions such as, "I don't really remember much," "Gee, it was a long time ago."

(See "Leadership and Success" on page 34)

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During the last nine years, the Huntington Learning Center located in the Village Square Shopping Center in Wyomissing, has offered specialized tailor-made programs to help students learn in a positive environment. Standard learning environment may not always be best for everyone to achieve success equally.



The process starts with the child taking nationally-recognized academic-evaluation tests to determine the student's strengths and weaknesses. Based on the results, a comprehensive program of instruction is recommended. State-certified teachers provide students with individualized attention in an optimum environment for tackling academic challenges. Huntington teachers work to build the student's confidence, motivation and self-esteem in addition to basic skills.

The Huntington Learning Center in Wyomissing, besides providing individualized instructions in the basic skills of reading, math, study skills, writing, phonics and spelling to students in all grades, from K to 12, also prepares high-school students to take standardized exams, such as the SAT and ACT, and now has expanded the services to tutor in subjects like the sciences, geometry, trigonometry, calculus, Spanish and even English as a second lan-



guage. Their mission is to give every student "the best education possible."

Now is the time to make the next school year less of a struggle and more enjoyable for your child. The sooner you take action, the sooner Huntington can

help your child to succeed academically. Please call Huntington Learning Center at 610.373.5800 today to schedule a consultation and let Huntington tailor an effective, individualized program that is right for your child. 📞

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LEADERSHIP AND SUCCESS

(Continued from page 32)

Implementing the 7 Habits: Turning words into actions

To put it bluntly, most people are not particularly good at translating verbal material into effective action—it takes a special effort exerted over a considerable period of time to do so.

Covey includes “action exercises” (my term, not his) following the presentation of each habit, which very few people follow through and do. Skipping this essential step is most people’s first mistake.

You can’t learn to ride a bicycle by simply reading a book on the subject—you’d be fooling yourself if you thought you could. Book or no book, you must “practice, practice, practice.” You must be exceedingly intentional when it comes to acquiring desirable competencies, especially those as complex and interrelated as the 7 Habits. They must be mastered through conscious effort, in order, and over time. To read the book is to take but the first few steps of the journey.

Continuously sharpening the saw

One thing that human beings are masters of is forgetting what we know. How much new information ever gets covered in a good sales or leadership training seminar? Unless you’re truly a novice, none. The fact is, people must continuously be reminded of what they already know. Covey’s Habit #7 is all about assuring that that happens, by whatever means it takes.

The 7 Habits is a cornerstone for my consulting and coaching practice, which I consistently apply in order to ensure the continuous growth and development of my clients. If implemented, the 7 Habits can be a vehicle by which anyone can improve their businesses, themselves, and their lives. ■

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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TRICOUNTY AREA CHAMBER OF COMMERCE

2012-2013 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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Sharif Omar, Pottstown
Memorial Medical Center

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PRESIDENT'S MESSAGE –



DEFINING THE CHAMBER'S FUTURE

In last month's issue of the Rt. 422 Business Advisor, Chamber Chairman of the Board, Terese Brittingham, provided the President's Message and referred to the various accomplishments over the past year that the Chamber Membership can "be proud of".

The 2012-2013 program year provides the Chamber with a year of opportunities. We welcome Rod Martin, Owner of Martin Stone Quarries, Inc. to the role of Chairman of the Board and we look forward to his leadership guiding us to achieve our goals.

To establish goals and objectives for the 2012-2013 year, the TriCounty Area Chamber of Commerce Board of Directors participated in a day long strategic planning retreat on Friday, June 22, 2012.

The retreat included a review of various Chamber statistics pertaining to membership, event participation, and member benefit trends over the last few years. The Board completed a SWOT analysis for the organization determining the Chamber's strengths, and weaknesses, discussing where opportunities exist for the organization as well as reviewing items that threaten the Chamber's success. The group discussed the results of each groups' responses to the SWOT analysis and developed a list of 4 or 5 items in each category of strengths, weaknesses, opportunities, and threats.

The final list resulting from the SWOT analysis was used in the development of a value proposition. Besides the mission and vision that the organization has in place, the Board felt it was important to develop a value proposition.

They want the value proposition to be memorable, easily shared by board members and Chamber Members when defining why they belong to the organization.

The group worked diligently to complete the strategic planning steps noted above. The Board of Directors will meet again this month to finalize the value proposition and SMART goals.

Stay tuned to emails, this publication, and other correspondence from the Chamber for updates on this process and thank you for your past support and your continued support over the next year.

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.

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricountyareachamber.com

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

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

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

Betsy Chapman, Sales Associate

"Lewis Environmental depends on the TriCounty Area Chamber of Commerce to build our network of customers and vendor partners in the region. TCACC provides exposure to decision makers within those companies who are active in our business community and who care about doing business locally. TCACC has been the conduit for numerous regional project awards and annuity contracts for Lewis Environmental and we consider our membership to be a priority in continuing to establish our company as the premier environmental services provider in the region."

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WELCOME NEW MEMBERS!

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

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www.allaboutfamiliescounseling.com
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All About Families Counseling has over 25 years of experience in providing effective couples and family therapy, addictions counseling, and individual and group therapy. They take an emotions-centered approach that yields long-term solutions to your problems.

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www.maxandermas.com
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Max & Erma's is a casual dining restaurant chain. Eat, Drink, & Whatever.

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484.945.0900
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Salons - Hair / Nail and Skin Care / Tanning
Picasso Salon and Day Spa offers a full line of services, including hair, nails, massage, facials, and body wraps – everything you need to look and feel your best! Bridal parties, children's "princess" parties, and specialized men's services are all available.

True To Life Ministries
PO Box 351
Gilbertsville, PA 19525
484.942.4441
www.ttlm.org
Churches / Synagogues; Nonprofit Organizations

TTLM was founded in August 2009 in Texas. In 2010 they opened an office in Pottstown where they started Operation Backpack, a weekend food program for students in the local area. For more info visit www.ttlm.org.

CHAMBER MEMBER UPDATES

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

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



JULY FREE EVENTS: CHAMBER 101

Thursday, July 5, 3:30 PM & Tuesday, July 17, 8 AM

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

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

MEMBERSHIP REFERRAL INCENTIVE

Refer a business & they join, you receive a \$50 Referral Reward. It's that simple. The \$50 can be designated towards many Chamber programs and events, including your dues. Referred a new member? Call 610.326.2900 or visit us on the web at www.tricityareachamber.com

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

34 YEARS
Oletowne Jewelers

31 YEARS
Diamond Credit Union

25 YEARS
Boyertown Area School District
Judson A. Smith Co.

20 YEARS
TriCounty Community Network, Inc.

5 YEARS
Limerick Township Industrial Development Authority

1 YEAR
Costco

Member Renewals

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

A & L Handles, a division of Pratt-Read Tools
ACLAMO Family Centers
Beacon Leadership Strategies, LLC

Bella Vista Golf Course, Ltd.
Bergen Polymers, Inc.
Boyertown Area Community Wellness Council
Catagnus Funeral Home
CMIT Solutions of Northern Chester County

Delaware County Solid Waste Authority
Dolan & Mayerson, PC
Embodys Sunoco Service Center
Fellowship Farms
Global Advanced Metals
Greater Pottstown Area HR Association
Hedwig House, Inc.
Innovative Kitchens and Baths
Interstate Waste Services

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Locker Room Storage, Inc.
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Montgomery Community Economic Development Corp.
Owen J. Roberts School District
PA Industrial Equipment, Inc.
Penn E&R, Inc.
Pottstown Industrial Complex
Quality Degree, Inc.
Sports Enterprise, Inc.
St. Aloysius School

St. Pedro & Associates, Inc.
T.A. of Limerick
The Victory Bank
Waste Management of PA
Richard A. Zuber Realty

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



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

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

BE SEEN. BE HEARD. BELONG.

CALENDAR OF EVENTS



TRICOUNTY AREA
CHAMBER OF COMMERCE

EVENTS

Thurs., July 5
3:30 PM

CHAMBER 101

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

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

No Charge; Reservation required

Tues., July 17
8 AM

CHAMBER 101

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

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

No Charge; Reservation required

SAVE THE DATES

Tues., Sept. 11

GOLF OUTING

Hickory Valley Golf Club, 1921 Ludwig Rd., Gilbertsville, PA 19525

12 Noon

Shotgun Start - Lunch, Golf, and Clambake \$150

5:30 PM

Clambake - Clambake only \$40

Dinner Sponsor: Pottstown Memorial Medical Center; Cart Sponsor: Main Line Financial Advisors, LLC; Trophy Sponsor: Keller Williams Realty Group; On Course Snack Sponsor: Lewis Environmental, Inc.; Lunch Sponsor: National Penn; Goodie Bag Sponsor: Last Call By Neiman Marcus

More Sponsorship Opportunities Available

Thurs. Oct. 4

25TH ANNUAL COLLEGE FAIR

8:30 - 10:30 AM

Gilbertsville Fire Company No. 1, 1454 E. Philadelphia Ave., Gilbertsville, PA 19525

We have invited over 250 colleges, universities, and schools of higher education to exhibit at this event, supplying valuable information to aid students in making the right choices for their futures.

FREE for students and the general public.

"The TriCounty Area Chamber is a valuable forum for getting to know others in the business community who share your interests and concerns."

— Bill Wellen - FASTSIGNS - Member since 2009

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.

The TriCounty Area Chamber's 2012 Golf Outing

REGISTER NOW!

September 11, 2012



Lunch, Golf, and Clambake \$150

Don't Golf?

Attend the Clambake after the golf games end!

Clambake only \$40

Register at tricountyareachamber.com or call 610.326.5158.



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

BECAUSE YOU *Belong...* MEMBER BENEFITS

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

SPONSORSHIP PACKAGING

FEATURED MEMBER BENEFIT OF THE MONTH

Did you know that if you package sponsorship opportunities, you can get a discount? There are a variety of marketing opportunities and event sponsorships to choose from.

Pick 2, get 10% OFF **Pick 3, get 15% OFF** **Pick 4, get 20% OFF**

Contact Jeff at 610.326.2900 or email him at jeff@tricountyareachamber.com for more information.

MARKETING & ADVERTISING

EMAIL MARKETING

The Chamber has recently started sending out its weekly emails with Constant Contact! Want to market to the membership electronically? Now that we have an even more eye catching format you can include your message in our weekly emails!

The Chamber sends out emails at least twice a month to the Membership and offers Chamber Members the option of a monthly sponsorship of two separate emails. Emails to the membership typically cover upcoming Chamber events, local government issues related to business, and other opportunities that the Chamber has to offer and will now include your company's message.

Contact Ashley at ashley@tricountyareachamber.com for more information.

MONTHLY SPONSORSHIP OF EMAIL INCLUDES:

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



PLACE A BANNER ON THE HOMEPAGE OF THE NEW MOBILE APP

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

Mobile App Sponsorship Includes:

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

The cost of this new opportunity is \$50 per month.

Contact Jeff at jeff@tricountyareachamber.com or call 610.326.2900 to take advantage of this new way to showcase your business.

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

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

See the flyer in the front of this issue of the Newsmagazine for more information about the coupons or contact Jeff Dentler at jeff@tricountyareachamber.com or 610.326.2900.

MEMBERSHIP REFERRAL INCENTIVE

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

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START SAVING NOW. Visit

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

TICKETS TO SUMMER ATTRACTIONS

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, Movie Tavern, Pennsylvania Renaissance Festival, Philadelphia Zoo, and Regal Cinema!

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

SHARE WITH HR!

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 – Marketing/Public Relations.

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!

STAY CONNECTED

MOBILE APP

We know how busy you are! Have you downloaded the Chamber's Mobile App? Now you can stay current with everything that is going on at the Chamber and take care of some of your Chamber business all **ON THE GO!**

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

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

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

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BUSINESS CARD EXCHANGE

On May 22nd, Chamber Members gathered at the Carousel at Pottstown for a Business Card Exchange. Attendees were able to network and enjoy refreshments as well as view the carousel.

*Thank you to the Carousel at Pottstown
for hosting this event.*



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.



Dr. Marta Jimenez, Medical Director of Stroke Program at Pottstown Memorial Medical Center

MAY WOW LUNCHEON



On May 15, 2012, the TriCounty Area Chamber of Commerce hosted a WOW Luncheon at Spring Ford Country Club. This event featured guest speaker Dr. Marta Jimenez, Medical Director of Stroke Program, Pottstown Memorial Medical Center. May was "Stroke Awareness Month" and Dr. Jimenez informed attendees of the warning signs of a stroke and stroke risk factors. 🗨️

Stay tuned for the 2012-2013 WOW program schedule.

STAY OPEN



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

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

**Take part in the events on page 37
Be Seen. Be Heard. Belong.**

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION

LEADERSHIP UPDATE

In May, the Leadership Tri-County Class of 2012 gathered to tour the tri-county area's economic infrastructure facilities. The day began at the Limerick Generating Station where staff gave an overview of the plant's operations. The class was also able to take a guided tour through the plant. After lunch, the class was taken on a bus tour through Martin Stone Quarries, Inc. Company sales representative, Eric Gehman, explained some of the processes of the quarry and products that the quarry produces. Lastly, the class visited the Pottstown Wastewater Treatment Plant. Karen Owens walked the class through the process of treating water from how the water gets to the plant to the cleaning procedures.

Stay tuned for details of the class projects and the graduation of the Leadership Tri-County Class of 2012!

The Leadership Class of 2012 is sponsored by



Tri-County Leadership Class of 2012 at the Limerick Generating Station.

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BUSINESS OF THE MONTH

Business of the Month is chosen at random through a business card drawing at Chamber events, or by participating in other Chamber programs, such as surveys. July's Business of the Month was chosen from a business card drawing at a special meeting of our WOW group.



GROWING HEALTH CARE CENTER MAKING A DIFFERENCE IN THIS COMMUNITY

Community Health and Dental Care (CHDC) is being noted as the best kept secret in local healthcare. Located at 11 Robinson St., Pottstown, CHDC opened its doors in October 2008 through the generous funding of the Pottstown Area Health and Wellness Foundation and various local organizations. During the first week, 39 patients were provided medical and dental services. Now, CHDC is caring for over 10,000 patients and counting! CHDC offers more than pediatric/adult primary and dental care as we provide case management, referral assistance, on-site Nutritionist, Nurse Navigators and overall dedicated staff to improve the quality of care for all ages. In addition, CHDC has extended evening and weekend hours and same day appointments to improve access for patients.

Operating as a non-profit, Federally Qualified Health Center (FQHC) *Look-Alike*, CHDC's mission is to identify gaps in health care services and ensure access to appropriate levels of care for all people in the service area regardless of their ability to pay. With that said, CHDC is able to offer health care discounts based on income and federal poverty levels. In addition, Medicaid, Medicare and most private insurances are also accepted and you can be a patient even if you do not have insurance.

Recently, Community Health and Dental Care was awarded a highly competitive grant from the U.S. Department of Health and Human Services. These funds will ensure that CHDC is able to carry out its mission of providing high-quality, affordable health care to everyone in this community.

Community Health and Dental Care is committed to making a difference in this community by promoting literacy through its "Reach out and Read" program which pro-

vides a free book to all pediatric patients at each wellness visit. In addition, CHDC participates in the Vaccines for Children (VFC) program that enables all qualifying pediatric patients to receive their immunizations at no charge. Also, a dental education program called "D.K. Destroyers" has been created for area elementary school students to learn the importance of good oral hygiene. Along with these initiatives, CHDC has been reaching out to the community by participating in the numerous events that have been held by PEAK (Pottstown Early Action for Kindergarten Readiness), Pottstown's YMCA and YWCA, ACLAMO, Pottstown Family Center and Boyertown Area Community Wellness Council. In addition, CHDC is adding a dispensing pharmacy in late summer of 2012, available to all CHDC patients who can get their prescriptions on site and have the option to receive refills in the mail at a federal cost savings program for our patients!

Due to their ever increasing patient base, and the obligation to provide accessible health care, Community Health and Dental Care recently relocated their Administrative offices to Heritage Drive in Pottstown. This move created additional space for staff and patients at the Robinson Street location. CHDC's highly qualified, professional staff is ensuring that everyone in this community, whether they are insured or not, has a place to go for high-quality, affordable medical and dental care.

For more information about Community Health and Dental Care, please visit our newly updated website at: www.ch-dc.org. If you would like to schedule an appointment with one of our Providers, please call: (610) 326-9460 for medical services or (610) 326-7405 for dental services.



PUBLIC SPEAKING SEMINAR

In May, the Chamber held a seminar on public speaking. John E. Foster, Public Speaking Coach, Trainer, Consultant, and Speaker, taught attendees how to think on their feet during meetings, interviews, impromptu speeches, and planned presentations. Attendees were able to learn how to be in control and present the best they have to offer.

"A great way to get to know quality business and service providers in the tri-county area."

– Tim Forester - Assistant Treasurer, The Hill School - Member since 1978

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MEET THE INTERN

Jesse L. Martucci is a Public Relations major with a History concentration. He is currently attending Boston University and will be entering his final year in the fall. Prior to college Jesse went to high school in Emmaus, PA. In college, Jesse is a member of Boston University's Division 1 Men's Swim Team.



Jesse began his internship with the TriCounty Area Chamber of Commerce on Monday, May 21, 2012. While interning at the Chamber, he will be responsible for assisting the Chamber with Marketing and Communications functions. Specifically, Jesse will be responsible for much of the scheduling and processing functions of the Chamber's weekly radio show, which airs on WBZH – 1370 AM. He is extremely excited to help with such a key member benefit the Chamber offers. "The Chamber's radio show provides members with an excellent opportunity to gain exposure for their businesses. I am eager to help local businesses grow and thrive. With the economy constantly changing, I am excited to help local businesses continue to prosper," he said about his expectation of interning at the Chamber.

Jesse believes communication is the key to success. He feels, when people don't effectively communicate, it is very difficult for them to succeed. In his opinion, it is often overlooked as an important aspect of individual success. One of his idols is the late Edward L. Bernays, a pivotal individual in the history of the public relations profes-

sion. "What I always found so interesting about Edward Bernays was his ability to use media attention as a form of exposure. He was pivotal in creating the idea of eggs and bacon as a hallmark of the American breakfast," he commented. "His use of media attention and

staged events to affect the public conscious is amazing."

While at the Chamber, Jesse is excited to help small businesses flourish. "Having worked for my father's small business for years, I am very familiar with the day to day struggle that small businesses face. I'm ecstatic to be able to positively affect the local communities' businesses while working at the TriCounty Area Chamber of Commerce," he said. With the turbulent economy of the past few years, Jesse feels it is important that local businesses band together to support each other. The Chamber provides such an opportunity. Through its different functions the Chamber is able to create an environment of support, networking, and growth for local businesses. "Businesses are strongest when they stand together, and the Chamber plays a pivotal part in bringing local businesses together," Jesse said.

Along with his interest in small business and communication, Jesse is an avid reader. "I always loved reading books. Nothing is better than sitting down with a book you're really interested in," he said. Also, Jesse is a life long swimmer. He appreciates the skills it has taught him over the years.

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Community Partnership Worksite Program Helps To Build Strong Workforce

The Pottstown School District Community Partnership Worksite Program enables high school students to gain real life job experience as part of their school day program. Local businesses provide students the opportunity to develop the skills and employable characteristics by providing internships and shadowing experiences.

The program, which is run by teachers Kevin Pascal and Toni Rapp recently held an appreciation luncheon which was catered by the Pottstown High School Culinary Arts students. Local businesses and their representatives were guests of their student interns and included:

Jen Smith representing
Bosco's Department Store

Student participants: Dave Emery, Stephanie Heimbach, and Donald Barthel

Bob Vitabile representing **Redner's Market**

Student participants: Sarah Wilkerson, Michael Brant, Grant Sherman

Joan Daly representing
Freedom Valley YMCA

Student participant: Marcus Benjamin

President Eileen Dautrich representing
TriCounty Area Chamber of Commerce

Student participant: Rose Nodolski

Steve Batten representing **The Mercury**

Student participant: Zachery Haines

Main Street Manager Sheila Dugan representing
Pottstown Downtown Improvement District Authority

Student participant: DaVenja McKim

Other business partners that were unable to attend included: Schuylkill Valley Sporting Goods, Liberty Thrift Shop, and Styles to Suit Salon.

During the luncheon, Mrs. Rapp's remarks addressed the business partners, "I cannot begin to tell you the invaluable service you are providing in allowing our students this work experience. You and the Pottstown School District are partners in providing our youth with the skills necessary to



From left to right: Eileen Dautrich, President, TriCounty Chamber of Commerce, with student participant, Rose Nodolski; Steve Batten, The Mercury, with student participant, Zachery Haines; Sheila Dugan Main Street Manager, Pottstown Downtown Improvement District Authority, with student participant, DaVenja McKim

become valuable employee members of our community. It's a cycle worth repeating. Students who live here will probably work here, and contribute to the economic growth of our community. We may not necessarily be able to control what goes on at the state, national, or international level but we can contribute and control what happens in our community. I would like to thank each of you for 'you' believing in Pottstown and believing in the vision we're trying to create for our students."

Marketing teacher Kevin Pascal borrowed from the Bill Gates philosophy, "Bill Gates has said on many occasions that the high schools of today are obsolete. Training the workforce of tomorrow with the schools of today is like trying to teach students about computers on 50 year-old mainframes." Pascal reminded students and businesses alike, "One of the best tools for the times is the cooperative education experiences that our students have been fortunate to receive with our local

businesses. Anything can happen in theory but reality takes experience. This is what the cooperative intern experience is all about." He reminded the students, "As global competition intensifies, the need of American businesses for even more qualified and skilled employees will also increase. Every day you should be asking yourself, 'What are you doing to set yourself apart from the competition?' With students competing in the global marketplace one must consistently increase their skills and marketability in order to compete in society."

Mrs. Danielle McCoy, Director of the Pottstown School District Career and Technical Education Department, expressed her pride in the students, staff, and business partners. "It is through community partnerships such as the one we have developed with our worksite program that provides students with real life learning experiences and helps to develop the workforce of tomorrow."

WHAT IS RESILIENCY AND WHY DOES IT MATTER?

The first in a three-part series that explores our ability to uncover and nurture our inner resilience.

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

Simply put, resiliency is our ability to cope, to eventually bounce back, even to thrive and be changed for the better when faced with adversity. While it's not a word that finds its way into our everyday vocabulary, we practice the art of being resilient daily, often without much consideration. We rely on that ability to navigate our fast-paced lives, many responsibilities and multiple stresses both big and small. Child, adolescent or adult – all benefit from a healthy dose of resiliency.

Why does it matter?

When you look at the characteristics resilient people, you will find those who:

- Create connections
- Maintain strong, positive relationships
- Set goals for themselves
- Enjoy a positive view of the world
- Take care of themselves

With their sense of connection, resilient individuals form healthier bonds within their communities. That equates not only to a stronger individual, but also a stronger community.

The elusive business of being happy.

Sometimes it is easier said than done, when it comes to being resilient. The past few years have seen a population that continues to strive toward restoring its collective sense of well-being. At the height of the recession, however, it was often said that Americans were smiling less and worrying more – their resilience challenged in the face of many changes. As we begin to understand the science of resiliency, we see that those who can't readily bounce back often face higher rates of depression. Their personal health and well-being is not as good as it could be, and may be linked to increased chance of obesity or chronic health conditions.

Yet, we are an optimistic country – and community. And even if we feel as though our resiliency has been sorely tested, we can still learn to face our adversities head on and teach others to do so as well, including our children. They may yearn for acceptance by their peers, academic excellence, improved relationships with their families or something as seemingly simple as passing their driver's test. Their days are filled with teachable moments, when they can practice the art of resiliency and enhance the characteristics that are already part of their toolkit of coping skills.

Everyone has bad days, and some have been dealt bad circumstances through no fault of their own. It's in how we face these challenges that will make us stronger for ourselves, our families and our communities.

Continue the dialogue by reading all articles in this series. Part two (page 42) offers tips to improve your own reactions to the situations we encounter every day; while part three aids parents in helping their children be more resilient.

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WILL YOU CONNECT THE CIRCUIT?

The *Circuit* is the name that has been given to the regional trail network of southeastern Pennsylvania and southern New Jersey. The name was announced at a press conference held May 31, 2012 in Philadelphia and is the culmination of efforts from a broad based coalition of bicycle, health, and trail advocates. The vision is a completely interconnected network of trails similar to the region's highway network.

The current trail network has about 250 miles of trails, either paved or packed gravel. The Schuylkill River Trail is the most prominent, but there are many others throughout the region. The *Circuit* will triple the miles of trail, but more importantly, will connect the trails together. Most of the trails in the network today are not interconnected, making regional travel by bicycle on a dedicated trail impossible. Connecting the *Circuit* will put the bicycle alongside the automobile as a realistic choice for regional travel, a welcome idea given the ever increasing cost of automobile ownership.

We take it for granted, but our highway network has not always been completely interconnected. It wasn't too long ago that traveling from Pottstown to Philadelphia via US 422 and I-76 required a complicated exit from US 422 onto local roads in King of Prussia, then to the I-76 on-ramp to continue the journey. Getting onto the PA Turnpike was equally as challenging. Thanks to a major redesign of the interchanges, and hundreds of millions of dollars, it is now possible to change between highways without exiting the highway. This story is not unique to King of Prussia; in fact, it is often repeated throughout our region where highways intersect.

The vision of the Circuit Coalition is to spend \$250 million over the next twenty years to expand the regional trail network to



Shayne Trimbell,
Project Coordinator,
GVF Transportation



750 miles of interconnected, paved multi-use paths, essentially mirroring the highway network. When completed, you will be able to travel as freely by bicycle as you can with your automobile. The amount of money sounds incredible, and it is, but, considering each year PennDOT spends \$300 million repairing, maintaining, and reconstructing roads and highways in southeastern PA, the amount needed to connect the *Circuit* is only a small fraction of what we spend on our highways.

Connecting the *Circuit* has many benefits that will make our region unlike any in the country. When completed, we will have the most interconnected trail network with the most amount of trail miles found anywhere. Studies are showing that people under the age of 34 are moving into urban areas and choosing not to own a car. The *Circuit* could be for the younger generation what the highway system was for older generations: freedom to move throughout the region unrestricted by congested roads. For those that want to have more choices for travel, recreation, and live a healthier lifestyle, the *Circuit* is invaluable. Changing preferences in American travel choices are showing that the age of the automobile has peaked. The leaders of our region recognize this fact, and are planning for the future and accommodating changing demands in travel choice.

The automobile will never be fully replaced by the bicycle in American culture; however, it doesn't have to remain the dominant mode of travel either. That is the vision of the *Circuit*: more choices, better options, and a stronger region. To learn more about the *Circuit*, visit: connectthecircuit.org.

Shayne Trimbell works as a project manager with GVF. To reach Shayne by email: sttrimbell@gvftma.com, or by phone: 610.635.3559.

HOW TO HELP YOURSELF BECOME MORE RESILIENT

The second in a three-part series that explores our ability to uncover and nurture our inner resilience and that of others.

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

When people, young or old, are going through a tough time, they usually don't stop to remind themselves that it would sure be in their best interest to be more resilient. Often, we're reactive and sometimes forget the amazing bank of coping skills at our fingertips. We can't always plan ahead for stressful situations, but we can build our resilience so that adversity will only make us stronger individuals. In that way, we serve as models for others, especially our children, who look to us for cues on how to behave.

Fight or Flight. When facing adversity, it is a human reaction to respond to our immediate rush of emotions. It's our inherent fight or flight mentality willing us to act first and ask questions later. Don't mistake that rush to judge as our instincts at work – as in that inner voice that tells us it's wise to run from a burning building. Instead it is that spiraling sense that we're losing control of our environment. It's at moments like that when our resilience can lift us above the fray.

How do we equip ourselves to be the best role models for others? We plan, think and then act. A couple important questions we can ask ourselves in stressful situations are: How can I respond? And, what can I do differently?

It's easy to fall into traps when our emotions take over: *I'm upset. Therefore someone else is at fault. And they are responsible for making me feel better.* Instead, we serve ourselves and our resiliency better when we ask ourselves: What can I do in this situation to improve the outcome for both myself and for others. In doing so, we are empowered to take back control.

Weathering the Storm. We shouldn't underestimate, however, our ability to overcome and to transform. Planning ahead is one great way to give us an edge. How can you enhance your resiliency toolbox?

Find meaning in past adversity: Learn from what has happened and take decisive actions going forward. For instance, a slow economic recovery can deeply affect a small business owner, making for a lot of sleepless nights. Instead of letting frustration get the best of them, many owners now view their businesses differently and

use what they learned to create new opportunities for the future. Do we want to battle adversity all the time? No! But facing it head-on allows us to put our inner resilience into practice. In retrospect, a past or current life adversity may have been placed in our path to make us stronger.

Form a community of support: Whether with trusted people or places, good relationships go to the heart of what's essential when it comes to resiliency. For adults, perhaps that person is a spouse, life-long friend, sibling or relationship nurtured in a life interest or faith community. For children, it could be a parent, teacher or friend, in addition to the community support offered by schools, churches and after-school programs. The more connected your group, the bigger your safety net with those who will listen.

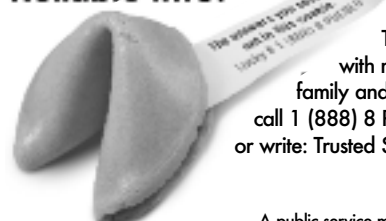
Rely on the knowledge that life has a purpose and meaning. Challenges in life may be put in our path for a purpose: Adversity can make us become stronger and ready for more challenges in the future. This being said, a positive outlook can help. Maintain an optimistic outlook, while always keeping things in proper perspective. In doing so, you are able to build your stress tolerance and focus on the areas you can change, rather than those out of your control.

Continue the dialogue by reading all articles in this series. Part one defines what resiliency means and why it is important; while part three aids parents in helping their children be more resilient. For additional information on resiliency, check out Dr. Laurie Betts' Blog, "Foundations for Life" on www.missionhealthyliving.org.



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

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TRICOUNTY AREA
CHAMBER OF COMMERCE

NO CHILD LEFT BEHIND AND PA

By Alex Rahn, Wanner Associates

In 2001, the United States Congress passed *No Child Left Behind* (NCLB), a reauthorization of the Elementary and Secondary Act, which provides funding as well as establishes standards and accountability measure for all government-run schools. In Pennsylvania, the federal government only provides 3-4% of our overall funding for basic education, but as the overarching government body, the federal branch establishes guidelines in this legislation that all states must adhere to – specific to testing, special education, safety standards, etc. Under Clinton, this legislation was called *Improving American Education Act*. Under Reagan, this legislation was called *A Nation at Risk*. Due to various political issues, President Obama has not been able to pass a full education reauthorization bill, despite the fact that NCLB expired in 2007. As a result, Arne Duncan, the U.S. Secretary of Education, has authorized various waiver programs to provide relief to districts who cannot achieve various standards outlined in NCLB.

One of the most controversial accountability measure established by NCLB is the mandate to create standardized testing in every state. At the time of the bill's passage, less than half of the states in the union were actually monitoring student progress through testing. This was not the case in Pennsylvania where the Pennsylvania System of School Assessment exams, or PSSAs, were already in existence. NCLB requires all student populations to reach 100% proficiency in reading and math by 2014, or otherwise face restructuring measures or loss of funding. While the legislation mandated every state to create a testing system, the federal government did not establish what benchmarks should be achieved every year, rather it was up to the individual states to create these measures. As a result, most states made testing incrementally harder as the year 2014 approached, hoping different authorizing legislation would exist within the twelve year stretch, and this particular element of NCLB would no longer exist. The issue today is that we are only two years away from the 2014 deadline, and almost everyone has acknowledged that 100% proficiency is impossible to achieve. Specific to Pennsylvania, only 46.9% of the general student population (excluding English language learners, special education, etc) made performance targets in 2011.

State Education Secretary, Ron Tomalis, is currently debating whether to file for a waiver that would exclude the state from NCLB measures, specific to testing. In exchange for this relief, states are asked to embrace various reform measures. Within the last year, waivers have been granted to nineteen states, and eighteen others have applications pending. Nearby states that have received waivers include Ohio, New York, New Jersey, Delaware and Maryland.

Pennsylvania originally chose not to file for a waiver, but instead requested permission from the federal administration for a two-year freeze on Pennsylvania's satisfactory yearly progress targets on the annual PSSA exams. The request was denied, and Tim Eller, spokesman for the state Education Department said in an email: "The Department is considering the requirements of the NCLB waiver program to determine if they are in alignment with Gov. Corbett's education agenda."

Alex Rahn, Wanner Associates - www.wannerassoc.com - 717.236.2050

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How Do You Find Grant Opportunities?



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

How do you find grant opportunities? People ask me all the time about how could they go about getting a grant. Normally there are not too many grants for individuals, but there are some. Most of the time grants are for non-profit organizations. Any non-profit advocating for a public purpose, as defined by the IRS, is eligible for a grant. There are grants available to help individuals in the arts, as well as grants for categories and classes of people who have been underserved in the past. Most times, it is good for an individual to partner with a non-profit to enable the funding source to be secure in the way the money is being disbursed.

There are a number of different kinds of grants. There are government grants, foundation grants, and corporation grants, available for groups and individuals. Arts and humanity grants for individuals are probably the most available grants. There are grants for twins as well as left-handed people. Foundations offering these kinds of grants are a little quirky in their selection process, so everyone would seem to have a shot... Google those kinds of grants and follow your heart.

The government grants are a little confusing, but if you pay attention to the announcement of when the grants are offered, it is not really that hard to understand. There are four main levels of government, and mostly all of them give out grants. The federal government gives money through the states, sometimes the counties and sometimes directly to municipalities. So when you hear about a county grant in conversation, you could ask if it is local money (county), or is it federal pass through money (federal)? Federal money, many times, takes a long time to use. The amount of regulations sometimes makes the use of the money prohibitive. State money is somewhat easier to use than the federal money, but it comes with another set of regulations. The easiest to use is the county and the municipal money. That money is given out by

local people and in many cases, these grants are more reasonable concerning the regulations.

I go through grants every day at the federal government grant website, www.grants.gov, and I try to figure out what is applicable to the common man and municipalities. Sometimes you have to read them very carefully, because the awards are intended for one entity, and it is not competitive.

The State grants are a little different. There is a notice that goes out to municipalities that announces grant opportunities, and the window stays open for much of the year. Many times grants are awarded a couple of times a year, or as the projects are presented.

Economic development projects normally are approved as long as the dollars are available, it is a good application, and the grant makes sense. County grants normally are for parks and some economic development or open space. There normally is a definitive deadline for the grant on the local level. Most times the counties will hold hearings for people to hear about the opportunity, and answer questions relating to the process and the purpose of the grant. There are few municipal grants, but on occasion, they are available.

(See "Downtown Marketing And Development" on page 47)

Andrew J. Monastra, P.C. *Real Estate Law — All the Time*

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The Equipment Leasing and Financing Association (ELFA), a trade group of leasing companies and financial services companies, has a special section that explains the basics of leasing at its Web site, www.elfaonline.org. You'll also find guidance on leasing options and benefits, loan/lease differences, leasing terminology, and a searchable directory to help find a leasing company to meet your needs.

To learn more about small business loans and leasing, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 13,000 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.score.org. 

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 45)

Cities, like Philadelphia, give grants all the time, but those kinds of grants are an anomaly when it comes to the suburbs. I have tried to compile grant notices in a web publication I update regularly (<http://grantfundingjournal.blogspot.com>), which provides up to date information concerning what I think is important. I try to cover the full spectrum, but I realized that some grants are available all the time. How do you list those? Once a week? Once a month? Once? So it is a little difficult even listing them, let alone trying to find the right grant.

I would think that the best way to find a grant is to call someone who knows about grants. If you are looking to do something with the environment, the Department of Environmental Protection (PADEP) would be a good starting point. Why the state level you ask? Well that is the easiest place to get a straight answer. Calling the federal government would be folly, as it is too big and you never will get the information you need because everyone is an expert in what they do ... not many generalists. That is not to say you will never get an answer contacting the federal government about a grant. It is just easier to call the state.

Grants are not an easy thing to write. You have to be familiar with the jargon, but largely everyone is on equal footing if you follow the guidelines. Remember that people reviewing the grant most likely do it as part of their job. Some reviewers will be very particular, and some not as particular. It is a matter of preference and style. Reviewers try to work with grass roots organizations and always encourage the applications from underserved populations. In many cases, the worse the area is, the better it will score with grants. If you go to the murder capitol of a district, expect to see funding available more readily than a low-crime neighborhood if you are applying for anti-crime funds, and that may be reversed when talking about grants to plant flowers. Know where you are and know your strong points. The only thing to remember is that no question is too stupid. Ask the questions; get the answers ... even if the answer is obvious. Grants are mysterious but they are not impossible to understand.

To learn more about the grants available, visit me at www.grantfundingjournal.blogspot.com. 📧



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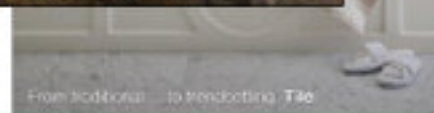
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BUSINESS COLLECTIONS IN SMALL CLAIMS COURT



LEGAL PERSPECTIVES

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

During the worst days of the recent economic downturn, we wrote of the unfortunate business necessity of pursuing delinquent bills through small claims court. Many businesses are now faring better, but aging accounts receivable remain. Before spending a hundred dollars or more on filing fees, or potentially "throwing good money after bad" in chasing past due bills, there are various factors to consider, as well as a significant change in the law. Here are a few:

\$12,000 Jurisdictional Limit. When we last visited the topic, the maximum amount for which one could sue in Pennsylvania small claims courts, technically known as magisterial district courts, was \$8,000 (\$10,000 in Philadelphia Municipal Court). Since then, on January 22, 2011, the jurisdictional limit was increased statewide to \$12,000. As a result, the value of pursuing delinquent accounts through small claims court has increased — by a full one third. But what if the amount of your receivable is more than \$12,000? Under Pennsylvania law, if the amount of your claim exceeds \$12,000, and if you still would like to take advantage of the fast and simple process of the magisterial district court, you can waive or give up the part of your claim in excess of the \$12,000 jurisdictional limit. If either you or your opponent appeals the district court judgment (to the county court of

common pleas), you can then seek the full value of your claim, even if you previously gave up amounts in excess of \$12,000 in order to sue in magisterial district court.

Statute of Limitations. Claims for breach of contract or for breach of an implied contract (such as claims based on goods or services provided on the basis of purchase order and invoice where there might not have been an express contract) are generally governed by Pennsylvania's four-year statute of limitations. This means that if you do not file suit within four years after payment was due, your claim will generally be barred by the statute of limitations. You should think twice about shelling out money for filing fees on such claims.

Determination of Proper Venue. You should file your small claim only in a magisterial district which has venue over

(See "Legal Perspectives" on page 51)

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GREATER READING ECONOMIC PARTNERSHIP ANNOUNCES NAME CHANGE

Greater Reading Economic Partnership (GREP) recently announced an organizational name change from Berks Economic Partnership to Greater Reading Economic Partnership.

The organizational name change and re-branding process was facilitated and developed through The Anderson Group (TAG) of Sinking Spring.

TAG utilized the extensive studies done in 2006 through the Initiative for a Competitive Greater Reading as the foundation for evolving the Berks Economic Partnership brand. Research leading to the name and logo change also included interviews with site selectors, business leaders and companies GREP has worked with that have both successfully landed in Greater Reading and those who have not.

The research clearly supported shifting to Greater Reading. To clarify, Greater Reading represents all of Berks County. GREP is tasked with marketing the County to the outside world for business attraction and expansion. While

Berks County is known within certain counties of the Commonwealth, it is not as recognizable as Reading in many parts of Pennsylvania— let alone the entire Country— to our target audiences; hence the name Greater Reading.

The new logo is simple, easy to read and clearly makes Greater Reading the focus.



About Greater Reading Economic Partnership: GREP's mission is to attract, retain and grow business by vigorously promoting, fostering and coordinating economic development in Greater Reading. Our product is Greater Reading, and we are focused on keeping businesses here, stimulating local entrepreneurship, and attracting new businesses and industries to our community. For further information, visit GreaterReading.com. GREP is one of only 30 economic development organizations out of over 4,500 worldwide to receive accreditation from the International Economic Development Council (IEDC). 🏠

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LEGAL PERSPECTIVES

(Continued from page 49)

your case. In claims against individuals, venue is proper only in a magisterial district where the individual may be served (typically where he or she works or resides), or where the cause of action arose or where a transaction or occurrence took place out of which the cause of action arose. The venue rules for claims against partnerships, corporations and unincorporated associations are similar, but also allow for venue in magisterial districts where the entity regularly conducts business. Actions against municipalities and other political subdivisions may be brought only in a magisterial district wholly or partly within the political subdivision.

Once you have filed your case, the district court will serve your complaint upon the defendant. If the defendant fails to notify the court of his/her intent to defend the claim or fails to appear for a hearing, the district court will enter a default judgment for the amount requested in the complaint. If the defendant gives notice of intent to defend or appears in court to defend the case, you will then have to present and prove your case at hearing. You will then have to consider these next factors.

No Right to Discovery in District Court Proceedings. Neither party has a right to conduct pre-hearing discovery in a magisterial district court case. This means that both parties are going into court blind, often with little or no idea of what facts or legal positions the other party may attempt to introduce into evidence. This can be an advantage in that the other party will not know the details of your case until you present them in the courtroom. It can be a disadvantage too, in that you will not know the details of your opponent's case either until the time of hearing.

Affidavits Are Hearsay. Lay persons often assume that they can come into small claims court armed with affidavits or written testimony of witnesses who have attested to the facts of their case, and that such affidavits are a fair substitute for the live testimony of the person who made the affidavit. This is simply not true. If your opponent knows anything about the rules of evidence, he or she will object to those affidavits on grounds that they are the "hearsay" statements of

(See "Legal Perspectives" on page 53)



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Count Down to AEP

Annual Open Enrollment Period for Medicare! October 15th to December 7th 2012



MEDICARE MOMENT

By Elizabeth Snyder, Main Street Financial Partners

If you opted to change your Medicare Advantage or Prescription Drug Plan during Annual Open Enrollment last year, then you've had your new policy for over half a year. At this point, you most likely have a good sense of how the plan is performing for you and your needs. It is a very good idea to take this opportunity to evaluate your plan and decide whether or not you need to make use of the *Annual Open Enrollment Period* this year. This is the time frame Medicare has put in place for Medicare Beneficiaries to make new coverage changes for the upcoming 2013 year. To make things a little easier, I have included several questions to help you figure out if it's time to explore new Medicare options.

- Are your monthly medications the same or have others been added that could possibly put you in the 'donut hole' sooner than expected?
- Are you seeing the doctors you need or want to see? Are you visiting the doctor more frequently?
- Are your copays manageable based on your habits or are they putting you over budget? Are the remaining copays after your Medicare discount still too high for your budget?
- Are you seeing doctors that are within your network? If you are seeking treatment outside your network, how much extra is it costing you?

- Does your plan charge a monthly premium? (In addition to your Part B premium)

- Do you find yourself with a new diagnosis, which requires extra benefits that were not included in your original policy choice?

- Are you utilizing vision, hearing, dental and/or wellness health programs that may or may not be embedded in your policy?

If the answers to these questions have you feeling that your plan isn't meeting your current needs, it may be time to start thinking about new options.

(See "Medicare Moment" on page 54)

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LEGAL PERSPECTIVES

(Continued from page 51)

persons not present in court to testify, and the court will generally sustain that objection. In short, affidavits are not a substitute for the live testimony of a witness. Make sure you have your witnesses available to appear in court with you.

Estimates, Invoices, and Proof of Damages. Although affidavits are hearsay, the Rules of Civil Procedure Governing Actions and Proceedings Before Magisterial District Justices do make some allowances for the admission of documents without sponsoring witnesses. Under District Justice Rule 321, "a bill, estimate, receipt or statement of account which appears to have been made in the regular course of business may be introduced in evidence by any party without affidavit or other evidence of its truth, accuracy or authenticity." What this means is that if the bill, estimate or invoice appears to be a proper document made in the usual course of the contractor's business, the district judge should admit it into evidence even if the contractor is not present in court to testify to its authenticity.

However, if a business is suing on an unpaid account, it is best practice to come into court with a witness who can testify to the nature and quality of the goods sold or work performed, and a witness who has firsthand knowledge of the accuracy of the bill and the defendant's failure to pay that bill. Depending on the size of the business, the person with firsthand knowledge of the work or products sold may or may not be the same person with knowledge of the bill and the lack of payment.

Interest Claims. If your claim is for a fixed amount of money, and if you prevail on your claim, you will generally be entitled to receive an award of interest

calculated from the date the sum was due. If there is a fixed amount of money due but no fixed due date, however, you are entitled to interest from the date you made a written demand for payment. Interest will generally be awarded at the interest rate stated in the contract or promissory note. If there is no stated rate, it will be calculated at Pennsylvania's "legal rate," which is six percent simple interest. If you are making a claim for interest, you should calculate the interest prior to the hearing, and then be prepared to present your interest calculations to the judge at the close of your case.

Filing Costs and Attorney Fees. If you prevail on your claim, the court will usually award you your filing fees in addition to the principal amount of your claim. However, the award of attorney fees is the exception and not the rule, and is quite rare at the district court level. The court is permitted to award attorney fees to the plaintiff only if the contract, lease or statute on which your suit is based specifically provides for the award of attorney fees. Even then, magisterial district judges tend not to award attorney fees. This is due largely to the fact that a defendant who is ordered to pay the plaintiff's attorney fees is likely to appeal that judgment to the court of common pleas, and magisterial district judges often issue compromise judgments with the goal that their judgments will not be appealed.

De Novo Appeals. District court judgments are always appealable "de novo," or anew, as if the district court proceedings never happened. What this means is that if either party is dissatisfied with the district court judgment, he or she can file a simple one-page notice of

(See "Legal Perspectives" on page 55)

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MEDICARE MOMENT

(Continued from page 52)

The Medicare Annual Open Enrollment Period runs from October 15th to December 7th. This may sound far off at this point in the year, but it is important to be prepared, so you can make the right choice. If you are not satisfied with your current Medicare Advantage plan, Prescription Drug plan, or even Original Medicare plan, then you may choose to do one of the following during the Medicare Annual Open Enrollment Period.

- Change from a Medicare Advantage Plan back to Original Medicare.
- Switch from one Medicare Advantage Plan to another Medicare Advantage Plan.
- Switch from a Medicare Advantage Plan that doesn't offer drug coverage to a Medicare Advantage Plan that offers drug coverage.
- Switch from a Medicare Advantage Plan that offers drug coverage to a Medicare Advantage Plan that doesn't offer drug coverage.
- Join a Medicare Prescription Drug Plan.
- Switch from one Medicare Prescription Drug Plan to another Medicare Prescription Drug Plan.

• Drop your Medicare prescription drug coverage completely.

With so many options, it is easy to get confused. Changing your Medicare coverage is a big decision, and if you end up switching to a plan that is not what you hoped for, you'll be stuck with it for the entire year. It's always wise to ask for help in order to make the best decision. Main Street Financial Partners, LLC has licensed Medicare experts who can put difficult information into simple plain language. We educate you on how Medicare works, so that you know what exact copays and deductibles are on Part A and Part B of Medicare. You'll need to understand this so that you can be aware and know how to make *the right decision for your best coverage options!* The best part is our expertise and advice is *free of charge*.

Remember to be leery of companies out there that represent big LOGO names, and who may only represent those company's Medicare Plan choices of coverage. If that is the case then be prepared to know the ABC'S of how Medicare works so that you do not get sold only what one company can sell or represent. If a salesman has only has one line of options, company X, then

that is what they are going to want to sell you because that is all they have to sell! It is a good idea to sit with someone who is a Broker of Insurance, and one who specializes in the Medicare Market and who can represent ALL KINDS OF DIFFERENT COMPANIES and OPTIONS. Make a checklist of all the questions you might have as you reach out to someone who can help you make or change those choices of coverage. If they don't clearly answer your questions or concerns, and especially show you what you are looking to cover with Supplemental Insurance to go along with your Part A and Part B of Medicare... Say thanks, but no thanks! "Yes Virginia there is a Santa Clause"... it's called MEDIGAP! NO DEDUCTIBLES, NO COPAYS, NO REFERRALS, AND NO NETWORKS!

Don't hesitate to call us at Main Street Financial so that we may help in your decision before the crunch of AEP. You can call to speak with one of our Medicare experts to get the information you need to be ready for Annual Open Enrollment or visit us on line at MainStreetFinancialPartners.com for the most up to date Medicare information. ■

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LEGAL PERSPECTIVES

(Continued from page 53)

appeal within 30 days after the entry of the district court judgment. By doing so, the appealing party effectively wipes out the district court judgment. You as the plaintiff will then be required to file a new complaint at the common pleas court level, and be required to prove your case all over again, as if the district court judgment had never happened. In fact, the results of the district court proceedings are not even admissible at hearing on the appeal.

Collecting on Your Judgment. If you win your case before the district court and the defendant neither appeals the judgment nor pays it, then after the expiration of the 30-day appeal period, you can either ask the district court to order execution on the judgment or else transfer the judgment to the court of common pleas of any Pennsylvania county for execution there. Generally, execution takes place in the county where the defendant's residence or property is located, and determining whether to execute through the magisterial district court or through the court of common

pleas requires the consideration of a number of factors. While execution through the office of the district justice is relatively inexpensive, it is also limited to tangible, non-perishable personal property (i.e. not real estate), which a constable is able to locate within the county where the execution order is issued. If the most appropriate property on which to execute is real estate, a bank account or other intangible property, the plaintiff will have no choice but to pursue execution through the court of common pleas and the county sheriff.

The seemingly simple process of going to the local magisterial district court to collect on a debt can often become far from simple. Consulting with your legal counsel before you file can save you time, money and headaches. ■

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C. of Pottstown, and has represented consumers and businesses in commercial litigation for over 25 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.

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