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PATRIOT PEST SOLUTIONS

Serving with Integrity and Dependability

"When James and I came up with our tag line, **Serving with Integrity and Dependability**, that wasn't just something that we threw together," says Denise Harrison, who with her husband James, is co-owner of Royersford-based Patriot Pest Solutions, a provider comprehensive pest and wildlife control services to businesses and homeowners throughout the region. "Those are words that we live by," she explains with conviction. "And that's important to us."

That's good to know if you happen to be looking for a remedy to unwanted visitors from the animal and insect kingdom. It's an issue that most, if not all business and home owners will face at some point. A single pest can bring a business to its knees. Whether you're a restaurant or warehouse, supermarket or school, you can't risk a pest control problem.

Even the cleanest buildings have pest control problems. Roaches, rodents, or ants — they can arrive in delivered cardboard boxes and wooden pallets, through pipes and vents, through hidden cracks and crevasses. Spotting one pest means there's likely a much larger colony or nest you can't see. While over-the-counter sprays and traps kill some pests, eliminating the source of the problem takes specialized expertise — the kind that Patriot Pest Solutions offers. With Patriot Pest Solutions, you'll gain the peace of mind that comes from knowing your business and those you serve are protected from pests.

Keeping you in Business

Denise and James Harrison combine experience, expertise, and a commitment to excellence and innovation, to provide a thorough and effective approach to solving any and all pest problems at your home or business. An Associate Certified Entomologist with over 20 years' experience in assessing and servicing commercial facilities in the greater Philadelphia area, James Harrison educates his customers and offers customized approaches to their pest elimination.

Patriot Pest Solutions takes a proactive approach to prevent problems, which includes: Inspection; Sanitation recommendations; Documentation; Monitoring; Removal/trapping of pests; Environmental controls; Exclusion, repellence, barriers to entry; Vacuuming-Caulking-Screening-Cleaning; Baiting (insect/rodent); and Insecticide Treatment.

Patriot Pest Solutions offers a customized program to help prevent pest problems before they occur. If needed, extra services are provided at no charge between regularly scheduled visits. Every plan is custom-designed to discretely treat potential pest problems quickly without disrupting your daily operations.

Patriot Pest Solutions has extensive experience in dealing with third-party auditing (AIB, ASI) including state authorities, and offers Customer Employee Training Programs, as well as complete and thorough electronic reports.

Patriot Pest Solutions uses the highest quality products that are available in the industry. They specialize in all aspects of Bed Bug control including conventional and steam applications. An Associate Certified Entomologist will educate you and/or your employees about how to avoid future infestations.

From the smallest café to the largest manufacturing building, or the smallest ant problem, or the most complicated roach problem, Patriot has the expertise to solve your pest issues. They even provide Vegetation Management — a service to keep those unwanted weeds which are potential nesting areas from growing. Patriot uses site-specific materials to insure they are taking care of during the growing season.

Patriot's certified Entomologist has performed hundreds of inspections and is state certified in Wood

Destroying Insects. Patriot also offers Bioremediation — The main focus of this service is to reduce fats, oils, and greases and turn them into water and carbon dioxide. This is a valuable service to commercial kitchens and restaurants.

Patriot Pest Solutions also specializes in wildlife control, is licensed by the Pennsylvania Game Commission, and is a member of the National Wildlife Control Operators Association and The Pennsylvania Trappers association. Wild Animal removal is always handled in the most humane manner.

"Our wildlife service is something that sets us apart and makes us different than other companies just handling pest control," Denise Harrison said, explaining it has been a strategy from the start to offer this unique service. "It evolves from humanely trapping ground hogs, skunks, critters on the ground, to critters getting in through the ceiling, raccoons and squirrels, or bats," she said. "That's something that a lot of companies want to steer clear of, because it's very labor intensive."

"There have been a lot of advances in trapping techniques and things have progressed," James Harrison added. "Most companies tend to not take that on. You have to be skilled and knowledgeable in that. Two months ago I cut a hole in a wall in a kitchen and removed five baby raccoons," he said.

Patriot's GREEN Solution to Pest Control

Today, going "Green" has become very important. Patriot offers an environmentally friendly approach when treating a property. As a "Green Pro" company, they are committed to taking every precaution before applying pesticides.

Effective green pest control embraces Integrated Pest Management (IPM), an approach that is more sophisticated and scientific than that of traditional exterminators. "It basically means just getting everybody involved in good sanitation practices first, and doing everything you can to exclude the pests or control it before you ever even think about applying a material," explains James Harrison.

At the core of IPM is pest prevention, client education and regular inspections. By identifying and eliminating conducive conditions, which can attract pests before they arrive, you truly are getting the most natural pest control available!

"The old way, how things used to be, you'd go to somebody's house and walk around the baseboards and spray, spray, spray, spray," James Harrison said. "Fortunately the industry, for the most part, has evolved to not approaching pest control in that manner. If we do more work on the outside of the home, sealing, excluding, caulking, things of that nature, you can apply less and less material inside and still deliver a good service."

If pest activity is already present, Patriot Pest Solutions' knowledgeable and friendly technicians will tailor a pest removal plan to suit your needs. Methods, products and frequency programs all depend on factors such as the pest type, degree of infestation and surrounding environment. There is no one-size-fits-all approach to smarter, more responsible pest control. If it's too good to be true, it probably is.

An Integrated Pest Management (IPM) approach also requires careful selection of pest control products when their use is necessary. Whereas traditional exterminators may often apply cheap, more-toxic pesticides in abundance, Patriot opts to select the best reduced-toxicity products available on the market for an effective green solution.



"Generally speaking, there have been a lot of advances made in products and materials," James Harrison said. "For example, one of the products I use specifically for ant control, 15 years ago, it would not be uncommon to go out and apply 15-20 gallons on the outside of the house. Products have evolved to the point where, even though it's one of the most expensive products on the market, I may use a gallon and a half to treat an entire house on the outside. That in itself lessens the amount of impact on the environment because you don't have to worry so much about drift and overflow, run off and more contaminations of other things," he said, adding that going green even extends to the amount of paper used administratively. "Everything we do is electronic," he said. "We use smart phones and electronic devices for schedules, billing, and print one piece of paper for the customer as their record, and sometimes just email it to them. Probably less than three percent of the companies in the industry that do that."

While Patriot's carefully selected product line includes some organic and natural-based pest control products, they also utilize a variety of cutting edge, target-specific products that are scientifically engineered to be more effective, biodegradable and, in some cases, even less toxic than their natural counterparts. In addition, their application methods target pest areas such as feeding and nesting areas, as well as entry points. This crack-and-crevice approach eliminates the need for broadcast application, in turn reducing the amount of product used and your exposure to it.

Schools, daycares, hospitals, restaurants, government agencies and more are all moving toward a smarter, more responsible approach to pest control by implementing Integrated Pest Management (IPM) strategies and programs. Patriot Pest Solutions is proud to be a part of this revolution in pest control and look forward to providing you with the highest level of service quality and care.

Residential Pest Control Services

Patriot Pest Solutions realizes pests/rodents can be very problematic and destructive to your home. They offer advice about any pest control problems, perform an initial treatment to rid your home of any existing pests, and design a maintenance program so that the chances of it re-occurring again are minimal.

Patriot Pest Solutions is expert at treating and preventing pest problems in the home. While one-time services are an option, they only provide a temporary fix. Long-term solutions require a plan tailored to your home and pest problem.

Patriot Pest Solutions utilizes proven, state-of-the-art materials and techniques. Their diversity allows them to provide you with the best solution to your needs, instead of the "assembly line" approach many pest and termite companies offer. They will treat your

home as if it were their own home. It is important to them that you are completely satisfied with the results of their service.

Patriot's Home Protection Plan is a year round plan. Throughout the year, three services are provided, and the homeowner has the peace of mind that a professional will be available for Free Emergency Response for covered pests between regular visits. Types of pests included in Home Protections Plans are: Mice; Rats; Cockroaches; Millipedes; Centipedes; Silverfish; Earwigs; Wasp/Hornet Nests; Bees Nests; Food Infesting Insects; Spiders; Ants; Ground Beetles; and Clothes Moths.

Patriot will apply a long lasting residual material to the exterior of your home and yard—the same products they use around schools, hospitals and offices. Concentration will be on entry points to your home. This service is provided three times per year based on your specific pest pressures.

During their initial service, interior areas will be inspected and treated. Once your initial service is completed Patriot can maintain your property from the exterior, but they will always treat the interior if you request it to be done. Many customers have the interior done once or twice a year just to make sure there is a protective barrier laid down. A combination of residual materials, baits and traps may be used based on your concerns and particular pests. Low toxicity, low volumes, low odor pesticide applications are also offered.

Patriot's home protection plan plus is their most popular residential service. This program incorporates all of the features of the Home Protection Plan, plus it includes exterior termite monitoring and a yearly termite inspection. If termites are found during their inspection or service, Patriot will offer solutions to treat for them. Patriot Pest Solutions is fully insured and licensed, and prides itself on being a results oriented business. 24 hour emergency service is available to all Patriot customers.

Satisfaction Guaranteed

At Patriot Pest Solutions, your satisfaction is not just their goal — It's their job. Because they are a local, family owned business, you can feel certain that quality service and customer satisfaction is their first priority. They share a commitment to ethical, professional and environmentally responsible service. They guarantee you the highest standards of integrity. And they focus not just on solving your immediate problem, but on earning your long-term trust. Discover for yourself how easy and reassuring it is to work with Patriot Pest Solutions. Call 610.489.5136 for a FREE No Pressure Inspection! For more information, please visit www.patriotpestsolutions.net and www.patriotwildlifesolutions.net.

We Work For You!



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

Listings For SALE

FOR SALE- (ZC2063) 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 7,346SF PROPERTY ON CORNER LOT IN QUIET NEIGHBORHOOD. **Reduced \$258,000**

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 \$950,000**

FOR SALE- (ZC2122) 124 NORTH CHESTNUT STREET, BOYERTOWN, 3,825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. **ALSO FOR LEASE-\$2,500 PLUS UTILITIES. Reduced \$188,889**

FOR SALE- (ZC2124) 115 HIGH STREET, POTTSTOWN, DOWNTOWN RESTAURANT WITH SOLID FINANCIAL RECORDS. SALE PRICE INCLUDES FURNISHINGS AND SOME EQUIPMENT, AS WELL AS BUSINESS NAME. SELLERS WILL CONSIDER SOME OWNER FINANCING AS WELL AS HELPING TO TRAIN NEW OWNER. CALL FOR DETAILS ON FINANCIALS. FURNISHINGS AND EQUIPMENT LIST. **\$174,000**

FOR SALE- (ZC2132) 3575 SCHUYLKILL ROAD, SPRING CITY, EAST VINCENT TOWNSHIP COMMERCIAL PROPERTY, HIGH-WAY EXPOSURE. FEATURES INCLUDE PUBLIC SEWER, ON-SITE WELL, GAS HOT WATER, ON-SITE 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) 2900 RIDGE ROAD, KHAUERTOWN- HIGH VISIBILITY, ROOM FOR 10 CARS INSIDE. AUTO REPAIR SHOP. PLUMB, ELEC, BUSINESS, ETC. 1,296SF OFFICE SPACE. 3,616SF DETACHED GARAGE SPACE. WELL WATER; ON-SITE 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**

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

FOR SALE- (ZC2144) 1033 E. HIGH STREET, POTTSTOWN, BEAUTIFUL SINGLE STONE BUILDING COMPRISED OF 3 RENTAL UNITS AND A GARAGE. 1ST FLOOR OFFICE CURRENTLY VACANT OR COULD BE CONVERTED INTO AN ADDITIONAL APARTMENT. 2ND FLOOR BOASTS A 2BR APT AND 3RD FLOOR IS A 1BR APT. RESIDENTIAL UNITS & GARAGE ARE LEASED. CALL FOR INFORMATION ON INCOME & EXPENSES. **Reduced \$208,990**

FOR SALE- (ZC2145) 1001 N. HANOVER STREET, POTTSTOWN- NEWER 8 UNIT APARTMENT BUILDING. ALL UNITS ARE 2BR AND FULLY LEASED. 8 RANGES AND 8 DISHWASHERS INCLUDED IN PRICE. CALL FOR INCOME & EXPENSES. **Reduced \$508,500**

FOR SALE- (ZC2149) 302 STATE STREET, HAMBURG- LARGE MASONRY/STONING 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 \$129,500**

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. **\$178,800**

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 MUTZTOWN ROAD, FLEETWOOD- FORMER KIRBYVILLE HOTEL, 7,000SF HISTORIC BUILDING ON 1 ACRE LOT. MANY POSSIBLE COMMERCIAL USES. CURRENT OWNERS HAVE STARTED \$400,000 IN INTERIOR IMPROVEMENTS SINCE 2003. 46 PARKING LOT ON BUSY ROUTE 222N. SEPTIC SYSTEM INSTALLED IN 1980 & IS LARGE CAPACITY. FRONTAGE ON ROUTE 222 IS 277' & 156' ON RICHMONT ROAD. VERY ANNOUS 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. **\$1,500,000**

FOR SALE- (ZC2157) 256-260 BEN FRANKLIN HIGHWAY, BIRDSBORO- COMMERCIAL PROPERTY ON 2.6 ACRES OF LAND. LARGE COLONIAL HOUSE PREVIOUSLY UTILIZED AS BEAUTY SALON. LARGE BARN BARN FINISHED ON UPPER AND LOWER LEVELS. OVER 30 PARKING SPACES AVAILABLE. HEAVILY TRAVELED MAIN ARTERY. **Reduced \$675,000**

FOR SALE- (ZC2158) 388 W. RIDGE PIKE, LINERICK- LINERICK AREA. 3 PLEX INC. COMMERCIAL STORE FRONT W/4 APARTMENT UNITS ON 1 ACRE LOT. 2 CAR GARAGE. POSSIBLE ENTRANCE ON 2 MAJOR ROADS. **Reduced \$499,300**

FOR SALE- (ZC2159) BERKS COUNTY 9.78 ACRES- WITH PUBLIC WATER AND PUBLIC SEWER. PHASE IV OF TOWN-HOUSE COMMUNITY. **Reduced \$238,000**

FOR SALE- (ZC2160) 2387-2411 EAST HIGH STREET, POTTSTOWN- LOWER POTTSGROVE INVESTMENT PROPERTY. (4) RENTAL UNITS SITUATED ON (2) PARCELS BEING SOLD TOGETHER. DETACHED 3 CAR GARAGE. ALL UNITS WELL MAINTAINED WITH GOOD RENTAL HISTORY. CALL FOR DETAILED INCOME AND EXPENSES. **\$299,000**

FOR SALE- (ZC2161) 1140 RIDGE RD., POTTSTOWN- SINGLE FAMILY ZONED C1. HOME IS COMPLETELY REHABBED. FEATURES CENTRAL AIR, LAUNDRY ON 1ST FL., 2 BATHS, 3 BEDROOMS, ALL APPLIANCES INCLUDED. **Reduced \$198,000**

FOR SALE- (ZC2162) BERKS COUNTY APPROVED 18 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

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Toll Free: 1-866-948-2255

FOR SALE- (ZC2163) 2081 E. HIGH STREET, 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. **Reduced \$825,000**

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# AND SEPARATE UTILITIES. BUILDING #117 HAS THREE (2) BEDROOM UNITS AND BUILDING 119 HAS TWO (2) BEDROOM UNITS. CALL FOR DETAILS. PRICE INCLUDES PARCEL ID# 16-00-10420-004. **\$179,500**

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

FOR SALE- (ZC2167) 1268 Reading Rd., Boyertown - 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. **\$395,000**

FOR SALE- (ZC2168) 2442 E. HIGH ST., POTTSTOWN- LDD ZONING AFFORDS MYRIAD OPTIONS. LARGE FARMHOUSE 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**

FOR SALE- (ZC2170) 1012 EAST PHILADELPHIA AVENUE, GILBERTSVILLE- BOYERTOWN AREA COMMERCIAL BUILDING. SUITABLE FOR OFFICES. (6) OFFICES PLUS BATH. VERY GOOD CONDITION. HEAVILY TRAVELED ROAD. **\$169,000**

FOR SALE- (ZC2171) 342 SOUTH STREET, POTTSTOWN- INVESTMENT PROPERTY CONTAINING 2 BUILDINGS. FIRST BUILDING CONSISTS OF 3 APARTMENTS W/ 1-3BR; 1-2BR AND AN EFFICIENCY. SECOND BUILDING CONSISTS OF 2BR APARTMENT, STORE FRONT AND 3 GARAGES. TENANTS PAY THEIR OWN HEAT/ELECTRIC AND TRASH. RENTS ARE BELOW CURRENT MARKET VALUE AND COULD BE RAISED. **\$160,000**

FOR SALE- (ZC2172) 56 S. ADAMS ST., POTTSTOWN- BORO OF POTTSTOWN COMMERCIAL BUILDING WITH A LARGE SHOWROOM AND PLENTY OF STORAGE SITUATED RIGHT OFF HIGH ST. IN EAST POTTSTOWN. OFFSTREET PARKING IS AVAILABLE. CURRENTLY ZONED TTN. PRICED TO SELL @ **\$99,800**

Listings For LEASE

(ZC1012) 1200 East High Street, Office Building, Pottstown- Suites from 200-1300SF. \$12.50/SF includes all utilities.

(ZC1033) North Klein Street, North End, Pottstown- 1,850SF retail/office space, plenty of offstreet parking. 58-10/SF

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the WIMED vicinity of the Pottstown Memorial Medical Center. Handicapped accessible, elevator, ample parking and various size suites from 300-3,500SF. Competitive rates and flexible terms. Call for more details!

(ZC1080) Lemon Street, West Pottsgrove- 10,000SF to 15,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates.

(ZC1088) 261 High Street, Pottstown- 2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, electric and 1/2 water invoice.

(ZC1112) 833 North Charlotte Street, Pottstown- 1 office suite available. Approximately 1,000SF w/bathroom, internet availability and on the bottom floor. This 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 office/retail area. \$900/month + heat & electric. Call for details.

(ZC1119) 302 State Street, Hamburg- Rent entire building or 1 of 2 portions. **First portion**, 3000SF on 2 levels featuring w/w carpeting, gas hot air heat, window A/C, \$1,000/Month. **Rear portion**, 1700SF on 2 levels, gas hot air heat/central air, w/w carpeting. \$500/Month.

(ZC1120) Hoffmansville Road, Sossamsville- Steel Metal Shop COMPLETELY EQUIPPED and ready to go. 21,000SF stand alone building with heat and AC. Start your own business for \$1,000/Month plus utilities. All equipment usage is included with rent.

(ZC1122) 180 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 South Hanover Street, Pottstown- North Coventry For Lease GARAGE REPAIR/STORAGE SPACE. 1 space available (3000SF) 24 - 12' doors. Call for rates.

(ZC1125) 208 E. Main Street, New Holland- 20,000SF (W/L) 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 8,250SF now available for lease at \$9.00/SF NW + 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. **Will sell for 1.2 million.**

(ZC1126) 141 Holly Road, Gilbertsville- Boyertown area, approximately 5,000SF of office space with loading dock. (8) private offices, large open area, convenient location to Route 100. \$9.00/SF

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

(ZC1129) 2905 East High Street, 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) 1268 Reading Road, Boyertown- 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) 416 S. Hanover St., Pottstown (2nd floor space) featuring 30x50 shop, open area; 16x20 large storage room, not heated; 20x18 office, full bath w/shower; 13x20 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.

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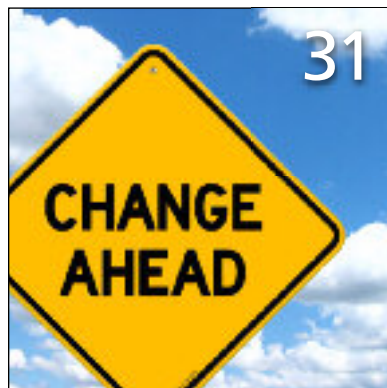
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In This Issue | AUGUST 2012



Montgomery County Community College is leading the way in terms of integrating opportunities with efforts to bring economic vitality to the region.



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Montgomery County Community College

Supporting the Region's Economy by Cultivating Entrepreneurs, Educating the Workforce, and Providing Resources for Area Businesses

By Bill Haley

For nearly half a century, Montgomery County Community College (MCCC) has been a major contributor to our region's economy, both as an employer, and by providing essential education and workforce training and development to meet the needs of our region's employers. Throughout that period, the hallmark of MCCC has been its emphasis on innovation and technology, and the impressive growth and expansion of offerings and services to individuals and members of the business community.



1) Ayisha Sereni, MBA, Interim Director of the CES

2) Entrepreneur Shirley Fisher created her holistic health counseling business, "Holistic Health 4 Well-Being" works from her incubator space at the CES.

3,4) Incubator space at the CES.

5) Constantia Colmar is an example of how one regional employer is partnering with Montgomery County Community College's Center for Workforce Development and APICS – the Association for Operations Management – to help its employees earn their Certification in Production and Inventory Management (CPIM). Pictured at Constantia Colmar's facility are (from left) Andrew Yencha, Brook Hunt, Jerry Decker, Sean Gumbert and Mark Gumbert.

6) Innovation of the Year recipients (from left) Kimberle Levin, Suzanne Holloman, Don Jefferson and Ayisha Sereni.

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5



The College has two conveniently located campuses in Blue Bell and Pottstown, with additional learning centers in Willow Grove, Lansdale, Conshohocken, and Norristown, as well as an extensive array of e-Learning options (www.MC3.edu). The College's comprehensive curriculum includes 85 associate degree/certificate programs in 59 areas of study including eight complete degrees offered entirely online, and specialized workforce development and continuing education programs.

Founded 1964, the College has grown with the community to meet the lifelong learning needs of Montgomery County. Known for its academic excellence and based on the successes of more than 30,000 alumni, the College is ranked first in the nation in its use of technology by the **Center for Digital Education** for 2008, 2009, and 2010.

MCCC's **Center for Workforce Development (CWD)** is a leading supplier of workforce development services and a catalyst to create a learning culture for Montgomery County-based companies. CWD's goal is to improve employee productivity through deliv-

ering results-driven custom training, consulting and coaching services at the right time and place.

CWD's business model is designed to achieve superior performance through the synergies of its five segments: Custom Training; Consulting; Coaching; Consortia; and Workforce Development Grants. CWD draws upon an extensive network of corporate training practitioners, consultants and faculty to provide these services.

As an institution, the College prides itself on innovation. Each year, Montgomery County Community College recognizes one outstanding program or project as its *Innovation of the Year* award recipient. The projects are evaluated against criteria established by the League for Innovation in the Community College. Criteria include quality, efficiency, cost effectiveness, replication, creativity and timeliness.

The College's 2012 *Innovation of the Year* was awarded to the **Center for Entrepreneurial Studies (CES)**, in collaboration with the **Woman-Owned Business Program (WOB)**.

(See "Cover Story" on page 8)



6

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CELEBRATING 10 YEARS: 2002-2012

COVER STORY

(Continued from page 7)

The Woman-Owned Business program, launched in 2005, seeded the early thinking about the need for the CES to support the local development of entrepreneurs from all backgrounds and in all industry sectors. The WOB program was created when MCCC President **Dr. Karen Stout**, and **Deb Takes**, who was then president of Harleysville National Bank, began exploring ways to assist aspiring women entrepreneurs.

"The college and the bank brought together a focus group of successful women entrepreneurs to identify how we could help them in their entrepreneurial journey," explains **Suzanne Holloman**, MCCC Dean of Workforce Development. "But they thought it was more important to establish a program that would impart the business skills that an entrepreneur would need. In their experience, they felt that if they had had that type of assistance, it certainly would have accelerated the establishment and growth of their businesses. So, these women entrepreneurs, who we call our founding mothers, established the WOB program," she said, adding that the program has been in place for six years now and has served more than 300 women, and nearly 40 businesses have been established as a result, increasing the tax base for the county as well as creating jobs. The WOB program is still going strong and now includes an on-going support group, the **Montgomery County Woman-Owned Business Network**.

The Center for Entrepreneurial Studies, which officially opened in August 2010, was established to provide these same opportunities to all businesses and prospective entrepreneurs throughout the region. Holloman notes that research indicated the job creation rate among small businesses in Montgomery County is actually below the state average. "This was unexpected, given the number of

businesses in the county, the education and income levels of residents in the county, and so clearly there was a need for additional support for entrepreneurs in the county," she said.

The CES plays an active role in economic development by creating leadership, innovation, inspiration and enrichment for the greater community through a full range of business services for entrepreneurs at every stage of business growth. The Center offers an extensive selection of credit and non-credit entrepreneurial courses including a Certificate in Entrepreneurship, in addition to free counseling, consulting, and a business incubator facility.

The certificate program consists of four three-credit courses especially designed to address all facets of starting and operating a viable business. The courses — *Entrepreneurial Essentials*, *Entrepreneurial Marketing*, *Entrepreneurial Accounting* and *Entrepreneurial Business Plan* — are offered each semester in accelerated seven-week terms. Additional non-credit entrepreneurial courses include: *Marketing Your Own Business*; *Business Development Strategies*; *How to Open an Internet Store*; *Business Writing Essentials*; *Creating Your Own Website*; *QuickBooks*; *Introduction to Green Entrepreneurship*; and *Launch Your Small Business Using Online Technology Tools*.

"It's a different type of program where as it's not just academic in nature. It's practical and hands-on," explains **Ayisha Sereni**, MBA, Interim Director of the CES. "By the time you complete the certificate, you will have your business up and running, if you do everything you're supposed to do," she said. "You are learning from actual entrepreneurs and business owners in the community who have been there and done that. You're doing actual assignments," she explained. "You're

(See "Cover Story" on page 10)

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COVER STORY

(Continued from page 8)

completing your business plan and your marketing plan. You're getting your business license. You're getting everything completed."

"The CES is a full-service entrepreneurial center that includes consulting with SCORE, as well as the Small Business Administration," Suzanne Holloman added. "SCORE grew from being on-site two-three hours a week to three days a week. The demand has increased. The center is open to our students as well as the community," she said.

In addition to providing counseling sessions at the CES, SCORE offers a free monthly two-hour business basics workshop, typically held on the first Tuesday of each month. SBA has offered workshops on how to do business with the Federal government, and SBA lending. "In addition to SCORE and SBA consulting, we also have consultants in the four key areas of business— Accounting, Legal, Marketing and Technology" explains Ayisha Sereni. "This is what sets us apart. We're very unique. These are free sessions. That has been very, very successful," she said.

"We utilize alumni and faculty to assist us with that consulting," affirms Suzanne

Holloman. "Anybody from the community can call, if they have a business or are establishing a business, to draw upon their expertise." Appointments are available by calling 215.461.1140 or by email at CES@MC3.edu.

The CES business incubator facility is comprised of 10 furnished office suites with locking doors, phone and Internet access, shared use of a conference room and office equipment, and support services. While only 31 percent of start-up businesses survive after seven years, the percentage increases to 87 percent for those start-ups that go through an incubation process, according to SBA.

The CES incubator was fully occupied before the end of its first year and has become a case model that is studied and replicated by peer institutions— regionally, nationally and internationally.

"At this point we do have a waiting list," said Holloman. "We were fully occupied within a year of establishing the center. We are in the process of working with the Collegiate Consortium for Workforce and Economic Development, who are providing many scholarships for veterans to utilize incubator space. We have set

(See "Cover Story" on page 12)

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The family of former Pennsylvania Governor George Leader, the founder of Country Meadows Retirement Communities, is celebrating 50 years of providing services to seniors.

Locally, Berks County is home to Country Meadows of Wyomissing. Built nearly 25 years ago, Country Meadows of Wyomissing is located on Tulpehocken Road overlooking the beautiful Tulpehocken Creek. The community offers Independent Living as well as Personal and Restorative Care options for older adults. Country Meadows also provides a secure neighborhood for persons with cognitive impairment as well as specially designed memory support services in other care levels.

The Leader family has seen many changes in their 50 years of service.

"Today, people are living longer, they're more active, and are continuing to contribute to society for longer. The level of activity in retirement communities is much greater today," says Michael Leader, Country Meadows president & CEO. "People are more involved in the community, want more to do and continue to have fun."

Perhaps most importantly, Leader says the goals for most senior living providers have changed. "In the old days the idea was to keep people safe, secure and as healthy as you could. It

wasn't to make people's lives wonderful; it was to protect them from harm rather than to enrich their lives," he says. "Now we take it for granted that we are going to protect them but the number one goal is to enrich residents' lives, give them purpose and make their lives better."

Today, Country Meadows boasts 10 retirement communities in Pennsylvania and Maryland and has expanded to provide services in people's private homes through Country Meadows At Home.

Country Meadows has many experts on staff charged with developing programs based on the latest research and health information available. The organization is perhaps best known for its many programs for older adults with dementia. Country Meadows of Wyomissing is viewed as an information resource for community members and routinely provides educational seminars and events that are open to the public. 🏠

To learn more about the community and upcoming events, visit www.CountryMeadows.com/Wyomissing.

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COVER STORY

(Continued from page 10)

aside a few of those offices for veterans, and we're in the process of identifying students who are veterans to occupy that space," she said, adding that leases for the incubator space are renewable annually. "We sit down with the entrepreneur to determine whether they've grown to the point where they need to move on or stay in the center," Holloman said. "There are different types of businesses. We have non-profits. We have for profits. And their model, in terms of growth is not a set standard. If you are a bio-tech business, your model is entirely different than a traditional for-profit business model, and it could take several years before you are at the point of profitability and ready to move on. So we look at it on a case-by-case basis depending on the type of business."

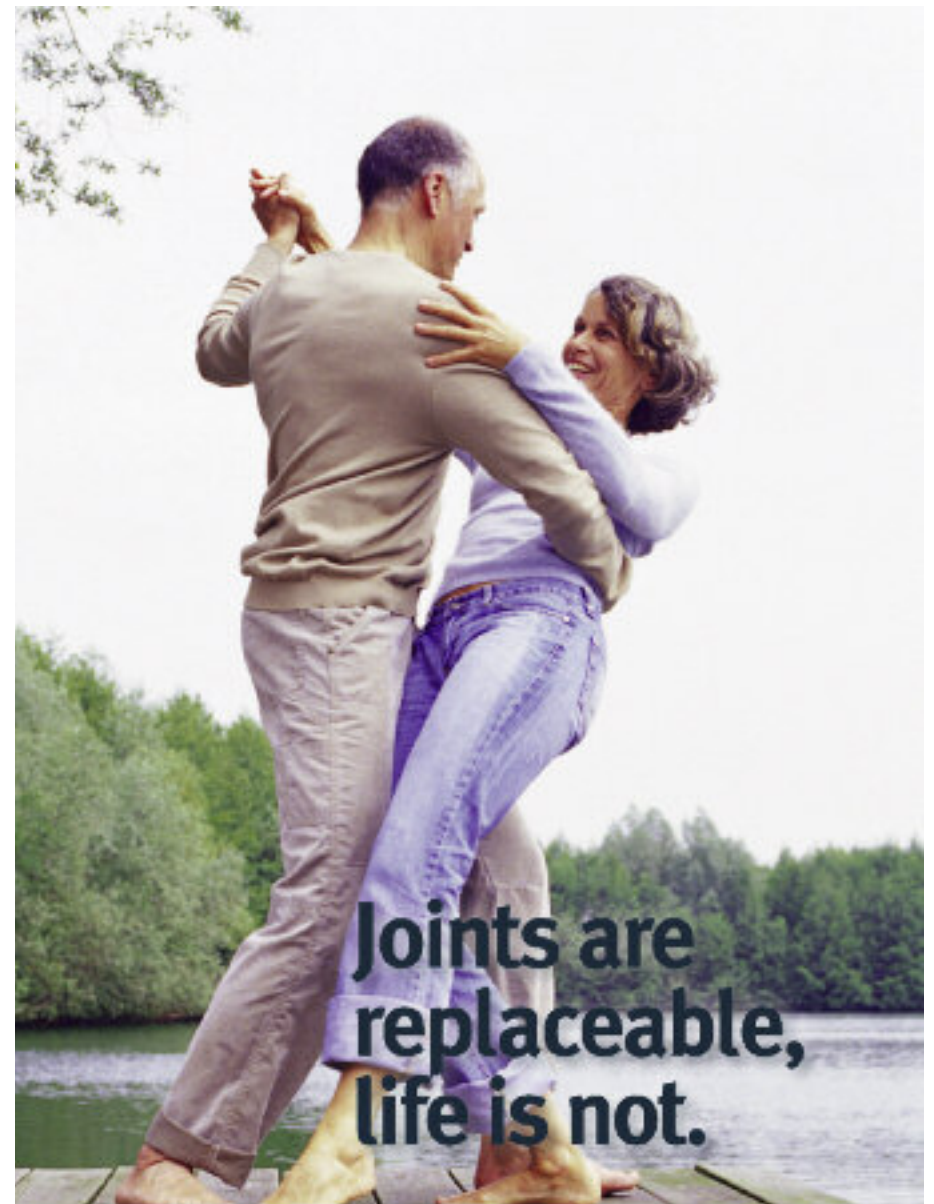
"We talk about 60-90 days prior to a lease coming up, because really the incubator space is a short-term proposition," explains Ayisha Sereni. "We want you to come in, have an intense year of mentorship, counseling, consulting, coaching, and then from there we're positioning you to be able to go out and grow your business, or to make other decisions as to what you would like to do," she said, adding that while most applicants for the

space are in the start-up stage, it's absolutely acceptable for an established entrepreneur to come in who might want to expand their business. A Ph.D. researcher working on a bio-science patent project, a start-up video production company, a math game entrepreneur, a holistic health coach, and a rare book company, among others, have all utilized the incubator space.

"It takes some time for a start up incubator facility, let alone a start up business," said Sereni, "so everything is just coming together, and our incubator tenants are now seeing the fruits of their labor and all of the support they are receiving. We've had some aspiring entrepreneurs who have completed their due diligence and realized they didn't have a viable business. Being here doesn't necessarily mean that you grow out early and you need to move on, or that you have to hire employees in your first year."

Sereni points out the comparative inefficiency of trying to start a business on your own, without support, as opposed to utilizing the services available from the CES. "When they're here, they have all the data and support from consultants

(See "Cover Story" on page 14)



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COVER STORY

(Continued from page 12)

who are specialists in their fields to help them and guide them and direct them in an unbiased environment, commercial free," she said. "They can come in and hear and get feedback from people who don't have anything to gain from it, as opposed to working from home, relying on information available on the Internet, and not knowing who to trust."

The same range of valuable services available to incubator tenants, are also available to all members of the business community, in addition to a wide range of academic programs related to workforce education and re-training. "Under academic programs we have degrees and certificates," Suzanne Holloman explains. "Some of those degrees are transfer related, and some, when an individual completes the program, they're ready to go into the workforce, and those certificate programs can be either credit or non-credit. The work that we do directly with companies to help them with the development of their talent is also under our academic umbrella, and some of that work is credentialed work so that the employees receive CEUs or college credit for some of the training that we're doing."

Holloman points out that there is a great deal of communication and interaction with the business community in terms of workforce development, beyond traditional internship programs and the establishment of a career center. "We work with about 150 companies in the county on an ongoing basis to help them develop their talent and assess where there are gaps in the skills of their workforce from the entry level on up to the executive level, and we develop customized training to meet those needs," she said. "A few of those companies are on our advisory committee for the CES," she added.

"The advisory committee for the CES is made up of a variety of individuals, some

of whom are business owners in a variety of different settings," Ayisha Sereni explains. "If their schedules permit, they may form a mentorship with some of our entrepreneurs." She said the next phase for the CES is to engage more of the College's faculty and student body in entrepreneurial pursuits. "Certainly the community, external partnerships with the community is a priority," she said. "In addition to that, we hope to be able to work closer with the students and be able to get them thinking about entrepreneurship as well. What we would like to do is connect entrepreneurship and infuse entrepreneurship across the campus. We're going to gear internally and look at students in the automotive program, in our culinary program, in our art programs, who may be able to take their education and their skills and turn it into a business."

"What we're really doing is training incumbent workers," Suzanne Holloman said. "We're helping employers to be more competitive and productive, while also providing their employees with career advancement, enhanced skills, college credit, and there are individuals who come through our campus in the more traditional route. We are helping to improve the skills of the workforce in general, but also help individuals with their career pathways."

Some of the new MCCC programs developed to meet to emerging needs of area employers include an accelerated CPA program, a new Health Technology Specialist program, as well as several other programs being introduced this fall, including a new Virtual Office Assistant program being offered entirely online.

The accelerated CPA program is designed for individuals who have their bachelor's degree and are seeking new career opportunities in the accounting or

(See "Cover Story" on page 16)

Pottstown School District

Creative - Comprehensive - Caring - and Compelling

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)

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For information contact: **Danielle McCoy**,
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• Cyber School with Creative Options

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District in the development and management of athletic facilities.

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



FOCUS ON EDUCATION

BUZZ AROUND THE BLOCK

Education plays a vital role in preparing individuals to compete and participate in qualified workforce essential to a thriving economy. This month's "Buzz" column highlights some of the leading education facilities providing the foundation for today's students to emerge as tomorrow's leaders and contributors to the growth and prosperity of area businesses. For more information, please call the phone numbers listed and visit the websites provided.

Pottstown School District . . . Creative-Comprehensive- Caring- and Compelling

Rigorous Academics

- AP Courses, Dual Enrollment with MCCC
- Research-Based Literacy Program
- Comprehensive High School
- 10 Career and Tech Programs (Accounting, Automotive Technology, Business, Construction Technology, Cosmetology, Child Care, Health Care, Marketing, Air Force JROTC.

which is contiguous with the borders of the School District. Learning opportunities are designed to assist students in meeting rigorous academic standards as they prepare to initiate and work in productive and rewarding business opportunities in their hometown and contribute to the town's renewal and growth.

For information contact: Danielle McCoy, Director of Career and Technical Education at 610.970.6735, or dmccoy@pottstownsd.org.

(See "Focus on Education" on page 17)

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Every child has access to health and wellness services to ensure that they are prepared to maximize their potential in school. For information, contact Mary Rieck, Coordinator at 610.970.6655 or mrieck@pottstownsd.org

Pottstown Alliance for Student Success21 (PASS21)

The Pottstown Alliance for Student Success (PASS21) is a framework that integrates 21c skills (critical thinking and problem solving, communication, collaboration, creativity, and innovation) using an applied learning model in the 5 square miles of the Borough of Pottstown.

PASS21 involves High School students in career and entrepreneurial initiatives in the borough of Pottstown

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COVER STORY

(Continued from page 14)

financial field. It is also designed for those who need the additional credit hours to complete the requirements for their CPA license. Most courses are offered in an accelerated ten-week format at the Central Campus in Blue Bell, meeting once a week for 4 ½ hours.

Starting in September 2012, MCCC will offer a Health Technology Specialist comprehensive training program to prepare students for various information technology positions in health care, hospital and pharmaceutical settings. This training program is for individuals who have at least one year of information technology (IT) experience. The course offers a blend of healthcare-related training and IT skills. Topics include medical terminology, networking, server administration and project management.

Upon successful completion, students will earn a certificate from MCCC and will be eligible to sit for five different IT industry certifications. "Employers now really look to industry certifications as a way of validating knowledge and skill sets," Holloman said. "It always has been very important in the IT industry. We

have worked with several employers to help us shape this particular program to ensure that it meets their needs."

A Career Coach will provide students with support and job placement assistance. Classes for the Health Technology Specialist program will be held full-time during the day at the Pottstown campus from 8:15 a.m. to 1:45 p.m. Monday through Thursday, from Sept. 24, 2012, through May 14, 2013. Part-time evening classes will be held at the Blue Bell campus from 6 to 10 p.m., Tuesday through Thursday, from Sept. 4, 2012, through Sept. 19, 2013.

In addition to the Health Technology Specialist program, the College is offering several other new career programs, starting in September and October 2012. These include:

CNC Machine Operator: Training in how to automatically execute a series of machining operations used in the metal, wood, textile and plastic industries. Participants will be prepared for National Institute for Metalworking Skills (NIMS) certification.

(See "Cover Story" on page 18)

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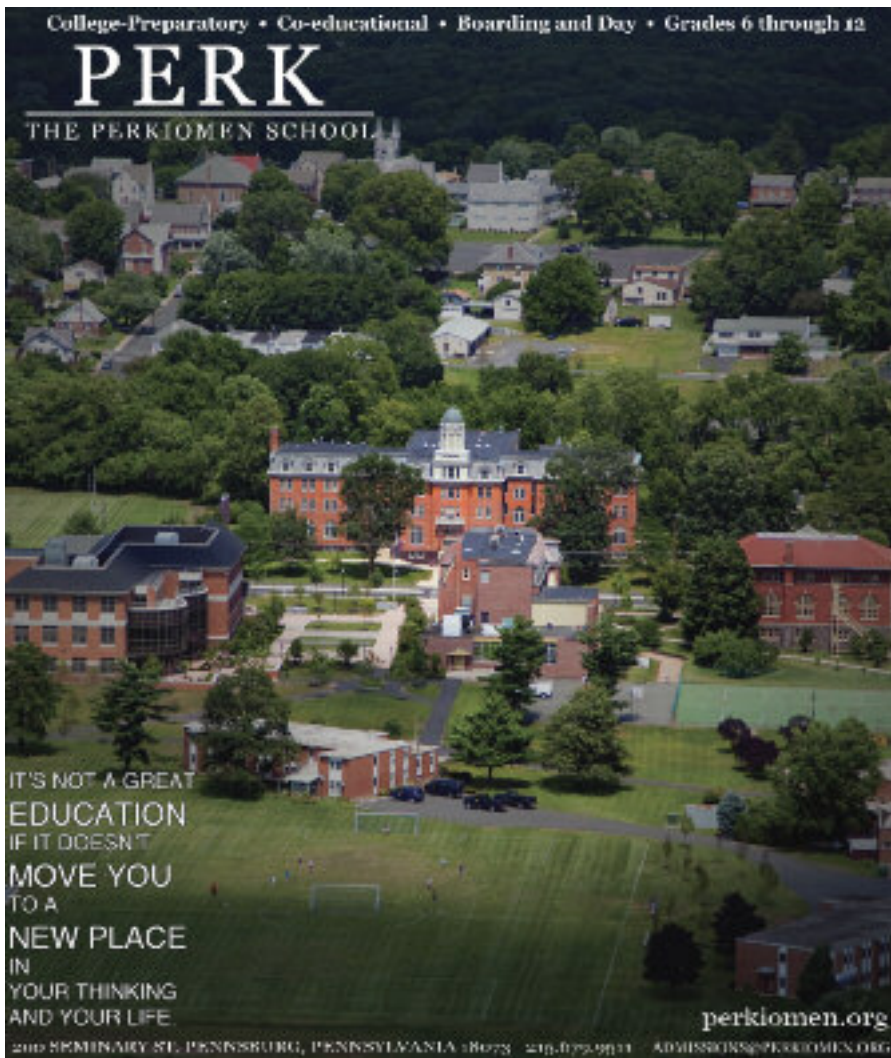


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FOCUS ON EDUCATION

(Continued from page 15)

Cyber School with Creative Options

District Cyber School that offers Pottstown Curriculum, with a number of optional services, including in-home tutoring/support; fieldtrips, tuition for college courses, use of YMCA fitness facilities, Art and Music Instruction in Pottstown, exposure to theater experiences. For Information: LaTanya White, Coordinator, 610.310.4333 or lwhite@pottstownsd.org

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

Opportunity for non-profit or for-profit enterprise to partner with the District in the development and management of athletic facilities (Air Structure over new Tennis Courts, 2 modern gymnasiums, new softball fields, potential for lighted turf stadium.

Pottstown School District Career & Technical students have a 100 percent high school graduation rate and score 15 percent higher in reading and 20 percent higher in math on state assessments than the state average for Career & Technical students. For additional information, please contact Reed D. Lindley, Superintendent of Schools at 610.970.6601.

The Perkiomen School: Bringing out the Best

The Perkiomen School offers incredible opportunities for student learning as well as a diverse community. The curriculum includes four language choices: German, Mandarin Chinese, Spanish, and Latin as well as popular courses such as Film Foundations, Forensic Science, The U.S. Presidential Election, Ethics, Philosophy, Astronomy, Memoir, and Crime Fiction. With over 30 AP, honors, and advanced courses and a commitment to expose students to scholarship, the arts, the world culture, sports, spirituality, service, stewardship, and community spirit, Perkiomen is focused on inspiring students to be their best every day. And the results are clear. Perk has continued to

(See "Focus on Education" on page 19)

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COVER STORY

(Continued from page 16)

Industrial Maintenance Technician: Training in skills for electrical control circuits, pneumatic and hydraulic trouble shooting, and electronic wiring with eligibility for Advanced Manufacturing Integrated System Technology (AMIST 1) certification.

Logistics Technician: Prepares frontline materials handling workers across all supply chain facilities including factories and warehouses. Curriculum aligns with, and prepares students, for the certification from the Manufacturing Skills Standards Council (MSSC).

Green Energy: Training will offer students with foundational skills and a focus on energy efficiency that will ensure the program is aligned with industry needs.

Financial aid is available for those who qualify. These programs are funded in whole or in part by the Trade Adjustment Assistance Community College and Career Training (TAACCT) grant from the U.S. Department of Labor — Employment and Training Administration.

MCCC has long been an innovator and leader in terms of providing “green” pro-

grams and training. “In Pottstown we have the Riverfront Academic & Heritage Center, Suzanne Holloman said. “We’re still in the process of renovating that building, but we will move our environmental science degree program to that location when it’s completed. Individuals are enrolled in that as a transfer program. We have the ability for the students to concentrate on the environmental side, environmental sustainability from a scientific standpoint. We also have the ability for individuals to do short-term training in occupations,” she said, citing the example of water treatment. “The state of Pennsylvania has classified water treatment operators as a green occupation,” Holloman said. “We worked with the Pennsylvania Department of Environmental Protection who approached the college about developing a program to train and certify water treatment operators. The Pennsylvania DEP certifies that program and we offer that solely at our Pottstown campus. There is respect for the program to the point where students receive job offers before they even complete the program.”

(See “Cover Story” on page 20)

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Focus on Education

(Continued from page 17)

improve the numbers of AP scholars (those students who receive scores of 3.0 or higher on three or more AP exams), moving from 19 total AP scholars in 2010 to 28 this past year.

Students in the Perkiomen Class of 2012, 100 percent of whom will attend college, will matriculate this fall at competitive college and university programs, including Carnegie Mellon University, Johns Hopkins University, George Washington University, University of Rochester, Rensselaer Polytechnic Institute, Lehigh University, Rice University, Brandeis University, Emory University, Wake Forest University, Villanova University, The College of William and Mary, and Case Western Reserve University. Made up of three counselors, the College Counseling Office is already hard at work with the rising senior class of students. The Perkiomen faculty members, all of whom serve as student advisors, successfully strive to create an environment in which individual growth and the development of personal ethics prepare students for success in college and life in a global community. The teachers, two-thirds of whom have advanced degrees, are academically tal-

ented, with a passion to connect with and challenge students.

Founded in 1875, Perk is beautifully situated on 165 acres in Pennsburg, PA. Key buildings include the majestic Kriebel Hall with his lighted cupola, the Schumo Academic Center with its shining glass wall of windows, the newly remodeled Carnegie Library (the only secondary school library in the U.S. ever funded by Andrew Carnegie), the Allison Middle School, the Hollenbach Athletic Center which houses the Huttel Natatorium, and the Kehs Fine Arts Center. While facilities are important and are always receiving attention, Perkiomen has always been about changing lives. The roughly 310 current student members of the Perkiomen family come from 19 different countries and 10 different states. Day students make up almost a third of the school, and the students range from sixth graders to post-graduates. The student teacher ratio is 6 to 1, so classes are generally small with an average class size of 11 in the Upper School and 9 in the Middle School.

(See "Focus on Education" on page 21)



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COVER STORY

(Continued from page 18)

Holloman said additional green programs offered by MCC include solar installation training, and a green construction program that provides those who are already in the construction business an overview of green practices. “We have programs for professionals such as architects and engineers to become certified as a sustainable building advisor,” she said, adding that many programs are designed to add a specialty and green approaches to for individuals in traditional professions who now need some expertise in green issues, energy efficiency and reducing environmental impacts or hazards. In addition, Holloman pointed out that MCCC has a very comprehensive climate commitment program to reduce the College’s carbon footprint. “I’m sure you heard about our shuttle between campuses,” Holloman said, “to reduce our students traveling by car, and we have informational courses for the public. We also offer fun courses on topics such as composting and recycling,” she said, and pointed out that the College as taken measures to increase the energy efficiency of the buildings on campus. “We have students doing projects on environmental

sustainability,” she said, so it’s a multi-pronged effort.”

With the establishment of a Center for Workforce Development and Center for Entrepreneurial Studies, in addition to a wide array and traditional and non-traditional academic programs, Montgomery County Community College is leading the way in terms of integrating opportunities with efforts to bring economic vitality to the region. “Our work is much broader than traditional colleges and universities and we’re really there for the life-long learning needs of the residents of Montgomery County, and to help businesses be more productive and competitive, Holloman said. “Workforce development is a component of community development and economic development.”

“I want to stress that anyone who is thinking of starting a business, no matter how small, whatever their idea is, just reach out to us and let us get you pointed in the right direction and use the services, because they are here and they are free,” Sereni added. “All businesses in the region should investigate this opportunity.”

For additional information, please call 215.461.1140 and visit www.MC3.edu. ■



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FOCUS ON EDUCATION

(Continued from page 19)

Outside of the classroom, Perk students are well-rounded, athletic, and talented. There are many opportunities for student leadership, including Student Senate, the Student Diversity Leadership Council, the Honor Review Board, the Student Technology Assistance Team, the Varsity Council, Writing Center Fellows, Admissions Tour Guides, Dormitory Proctors, Yearbook editors, and Team PEP members. Active clubs such as Model U.N., the *Perkspectives Magazine*, Robotics, the Math Team, and the Thespian Society, among others, allow students to develop a real passion for an area of student life. Perk students are required to complete 24 hours of community service over the course of their high school career, and a service activity occurs just about every weekend. The Perkiomen School motto is "Solvitur Vivendo," which translated means "it is solved by doing." In the classrooms, in the dormitories, in the theater, in the band and choir rooms, on the fields and the courts, and around campus, Perk's students embrace an active life in an environment that is engaging, safe, appropriately challenging, and welcoming. Led by Christopher R. Tompkins, Perkiomen's fourteenth headmaster, Perk really is a place where students can risk being their

best. Please contact the Admissions Office at 215.679.1132 for more information or to request a tour and visit.

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(See "Focus on Education" on page 22)

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Focus on Education

(Continued from page 21)

three technologically-advanced computer labs. Seniors who are eligible have the opportunity to enroll in our dual-enrollment courses off-site at Immaculate University or Rivier College and MCCC on-site at PJPPI. In addition to our outstanding academic programs, we also offer over 20 activities and clubs along with 21 varsity sports and we are members of the PAC-10 Conference as well as club sports and intramurals. Our students are encouraged to serve others and the community around them and therefore, a Christian Service program has been integrated into the PJPPI curriculum.

We are a community of believers, learners and friends and we are proud of our accomplishments! Our students are positioned for success in life thanks to their decision to attend Pope John Paul II High School. We invite you to come grow with us! We are accepting applications for the Fall of 2012. Please call our Admissions Office at 484.975.6500 ext. 3002 to schedule an appointment. Please visit us at PJPPI.org.

West-Mont Christian Academy

West-Mont Christian Academy believes in mentoring and preparing students for life. West-Mont Christian Academy knows that our children are our greatest earthly treasure. As parents, we strive to provide them with love and security. We teach our children to be caring, hardworking, and morally strong. We encourage them to walk with integrity and to exercise boldness when they take a stand for what is right. Most of all, we teach them to care for others, respect authority, and serve God. West-Mont Christian Academy partners with parents to prepare its students for life.

Founded in 1980 by its sister ministry Pottstown Youth Centre, West-Mont Christian Academy has been creating a wonderful academic program for more than 30 years. WCA students enjoy many opportunities in Academics, Athletics, Fine Arts, Missions, and Community Outreach Programs.

West-Mont Christian Academy offers a full academic, athletic, and fine-arts program elementary through high school. The school is fully accredited through the Middle States Association of Schools and Colleges and the Association of Christian School International. The high school offers Advanced Placement APTM courses and dual credit online courses through which many students receive college credits while still in high school. For detailed academic information, please visit www.West-Mont.org.

West-Mont's students, their families, and the school staff enjoy a wonderful 22-acre campus in North Coventry Township. The campus features two classroom buildings which house the Elementary School and the Middle School/High School, a large playground, and sports fields.

WCA's excellent Middle School and High School Athletic Program features Boys Soccer, Basketball, Wrestling, and Baseball as well as Girls Volleyball, Field Hockey, Basketball, and Softball.

The WCA Fine Arts Program features Instrumental and Choral Programs for all grades, Visual and Creative Arts, as well as a High School Vocal ensemble which performs at area venues throughout the year. Our high school students have the opportunity to participate in a Missions Program. The program includes international trips, trips within the United States, and running a week-long overnight summer camp for under-privileged children. All of our students (Kindergarten through Grade 12) participate in school-wide community service projects and outreach programs.

(See "Focus on Education" on page 24)

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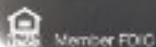
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Schuylkill River Heritage Area Executive Director Kurt Zwikl (second from left) stands before a UGI sponsorship sign with members of the UGI Reading Home Comfort Advisor Team (L-R): Supervisor Gil Dierolf, Manager Jeff George, and Comfort Advisors Larry Roby, Larry Lill and Steve Zmroczek.

UGI Heating Cooling & Plumbing Joins Schuylkill River Trail Sponsor-a-Trail Program

UGI Heating, Cooling & Plumbing of Reading, recently agreed to provide a three-year donation to the Schuylkill River Heritage Area's Sponsor-a-Trail program for care and upkeep of a 1.5-mile stretch of the Schuylkill River Trail Thun Section.

The section of trail included in the sponsorship stretches from just above the Brentwood Trailhead up to the foot of the Reading Area Community College Bridge. UGI Heating & Cooling will donate \$750 per year, for a total contribution of \$2,250.

UGI Heating & Cooling is the fourth company to participate in the Sponsor-a-Trail program since the Schuylkill River Heritage Area initiated it in 2010. PPL Corporation, Safeco Insurance and Brentwood Industries are also trail sponsors.

By sponsoring a section of trail, organizations and businesses help cover all costs of maintaining that piece of the trail.

The Heritage Area is responsible for maintaining 28 miles of the Schuylkill River Trail in Berks and Schuylkill Counties. Since limited funds are available, an active group of volunteers regularly grooms the trail and trailheads.

Even with volunteer labor, the Heritage Area pays about \$400 per mile annually

on trail maintenance for such items as fuel for mowers, a small stipend for two volunteer coordinators, and equipment purchases, rentals and repairs.

The Sponsor-a-Trail program provides opportunities for organizations and businesses to care for the trail.

"We are grateful to UGI Heating & Cooling for this donation, which will enable us to better maintain a popular section of the Schuylkill River Trail," said Schuylkill River Heritage Area Executive Director Kurt Zwikl.

(See "UGI Heating Cooling & Plumbing" on page 25)

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FOCUS ON EDUCATION

(Continued from page 22)

Our students benefit from small class sizes and individualized instruction. We have carefully worked to create an environment where students are encouraged to become everything that God wants them to be. WCA is located at 873 S. Hanover St., Pottstown, PA 19465. For additional information call 610.326.7690 or visit www.West-Mont.org.

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High Street Music Company

The primary mission of The High Street Music Company (HSMC) is to preserve the integrity and prosperity of cultural arts within the community and raise awareness of their social and educational importance. Developing relationships with school districts, outreach programs, and other businesses serves as an excellent vehicle in achieving their objective. The quality of life brought to our community by such organizations is

(See "Focus on Education" on page 26)



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(Continued from page 23)

The SRHA seeks donations that cover multiple years, since signs are posted naming Sponsor-a-Trail donors. Signs identifying UGI Heating & Cooling as a sponsor were recently placed along the Thun section of trail that is included in the sponsorship.

"UGI Heating & Cooling is dedicated to keeping your family comfortable all year long in your home. We feel that it is of great importance to give back to our community and promote a healthy and active lifestyle for our local families," said UGI spokeswoman Krista Shank. "We have chosen to contribute to the Heritage Area based on their community goals and efforts to conserve the 128 mile-long corridor of the Schuylkill River. Our employees volunteer at community events through the year and as a group we would like to encourage all local families to walk the trail and take advantage of the natural wildlife and enjoy our scenic surroundings."

In addition to the Sponsor-a-Trail program, the Schuylkill River Heritage Area also has an Adopt-a-Trail program, in which groups or local governments agree

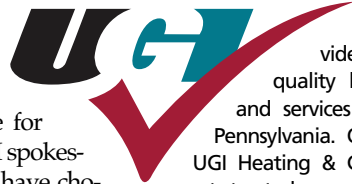
to help maintain a specified section of the trail. West Brunswick and South Manheim Townships have both adopted the parts of the Schuylkill River Trail that runs through their municipalities. Penn State Berks Campus is also an Adopt-a-Trail member, holding regular cleanups along the Landingville section.

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ABOUT THE SCHUYLKILL RIVER HERITAGE AREA:

The Schuylkill River National and State Heritage Area, managed by the non-profit Schuylkill River Greenway Association, uses conservation, education, recreation, historic preservation and tourism as tools for community revitalization and economic development. For more information visit: www.schuylkillriver.org.



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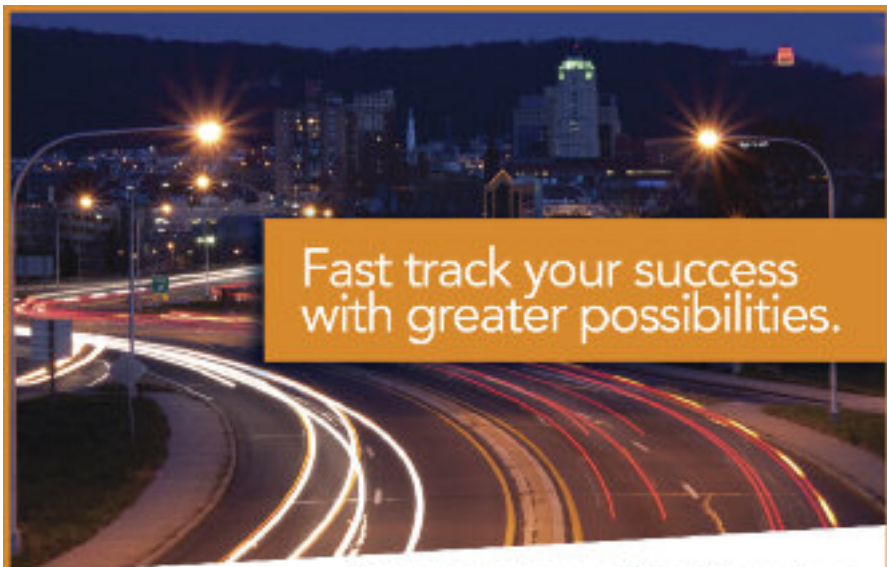
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FOCUS ON EDUCATION

(Continued from page 24)

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Louis Rieger, owner and operator of the High Street Music Company shares the vision to educate the community and enrich the lives of the constituents of the greater Pottstown area. Rieger established his music studio at 135 High Street in Pottstown in December 2006 after an unexpected closing of his former employment with Phoenix Studios in Limerick. His love for music and educating young people inspired him to start his business. Rieger has extensive experience in the music industry, ranging from playing in various venues on the east and west coast, producing and consulting artists, to his many years of education and motivating others.

Rieger's passion for music education is apparent when speaking to him about his goals for the studio and the overall arts initiative in Pottstown. He strongly desires to seek opportunities to guide disadvantaged young people, develop community outreach relationships, and bring

music into the lives of every Pottstown resident. The vision is endless. The High Street Music Company is actively involved in the community, from offering a small group of local young people to play at your next event, to implementing a sponsorship program where businesses and individuals can sponsor an underprivileged child's music lessons.

Also, High Street Music Company has partnered with Give the Gift of Music Foundation. Give the Gift of Music Foundation is a 501(c)(3) nonprofit Pennsylvania corporation organized exclusively for charitable and educational purposes. They support musical education for eligible children by providing donations of musical instruments and/or scholarships for lessons at approved providers, such as HSMC, who share the belief in the importance of quality musical education for all children.

For more information on this program or any other services of The High Street Music Company, please call 610.906.3357 or visit www.thehighstreetmusiccompany.com. ■

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LEADERSHIP AND SUCCESS

By Kenneth D. Richardson, Ph.D., CEO, Redwood Enterprises

There are two agreed upon facts of life regarding the future of the American economy: (1) the bulk of our jobs are going to come from small businesses, and (2) small business failure rates are appallingly high. Taken together, these facts tell us that more Americans will need to acquire the competencies required of entrepreneurs as we move further into the 21st Century. For many, that will require a distinct shift in mindset, which is something that we all need to think about.

Like many older Americans, I started my career working for big organizations. My first real job was in the mailroom of former corporate giant Bethlehem Steel. Several years later, I worked my way up to the position of industrial engineer. But the world in which corporate giants made jobs plentiful no longer exists. So what's next?

The future of jobs lies in the small business sector

While there will always be a place for large organizations, their roles in providing the jobs we'll need will be severely limited in the future. According to *Businessweek*, 65 percent of new jobs are generated by the small business sector. So, to stimulate job growth, we'll need a much higher ratio of entrepreneurs to "worker bees" than we currently have.

To a certain degree, the die is cast—we'll be counting more and more on people who are capable of successfully operating small businesses as we move further and further into the 21st Century. This is quite different from having legions of specialists working in large companies.

Specialized knowledge will certainly be in demand in areas such as healthcare and technology, but since we'll need more entrepreneurs, a lot more people will be expected to "wear many hats" and be capable of addressing broader ranges of problems than in the past.

Complicating this situation further are additional trends that we'll have to adapt to. A few of these are discussed below (this list is suggestive, not exhaustive):

Accelerating rates of change: Decades ago, we were warned that "change is the only constant," which was viewed as a troubling trend. Now, the rate of change itself is increasing at a rapid rate, making it anything but a constant. It can be dizzying and difficult to keep up with.

Rising costs: Inflation is driving the prices of everything through the roof, driven in part by increasing demands and competition for energy.

Shrinking budgets: The economic downturn has left most of us scrambling for ways to cope with increasing costs with less and less available cash.

(See "Leadership and Success" on page 33)

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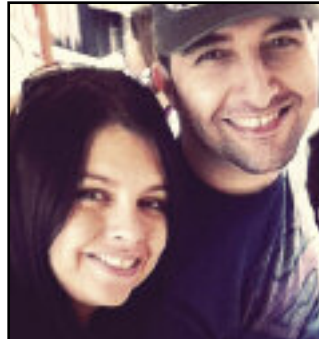
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LEADERSHIP AND SUCCESS

(Continued from page 31)

We all have to figure out how to do more with less.

These are but a few of the challenges that tomorrow's entrepreneurs will have to manage effectively.

A skill set for meeting the challenges

The role of entrepreneur has always demanded an individual be able to operate in a diverse array of modes. What will truly be different about the future is the number of people that will have to be able to do so. What then, should people be preparing for?

Those who have been lifelong entrepreneurs are well aware of what it takes to succeed, but what about those who never figured on running their own businesses? What follows is a discussion of just a few of the domains in which more people will have to become proficient.

Strategic planning

In business, knowing where you're going is essential. Equally important is a clear understanding of exactly how you're going to get there. In a more benevolent economy, this wasn't as crucial as it is today, but fewer things can be left to chance than in any time in history.

I've dealt with lots of highly skilled individuals (e.g., architects, engineers, IT specialists) who are great within their areas of expertise, but terrible at operating businesses. Being a great cook doesn't mean that you can run a restaurant. A lot of good specialists are finding themselves bewildered.

The essence of strategic planning is the ability to understand the "big picture" within which your business will have to operate, but that's an oversimplification. It involves much more. Please read on.

"SLOT" analysis

A component of the strategic planning process, a "SLOT" analysis consists of an honest accounting and acknowledgement of the Strengths, Limitations, Opportunities, and Threats associated with any business enterprise. This requires the willingness to be exceedingly thorough and realistic in regard to what will allow a given enterprise to survive and thrive.

Beware pop psychology, which so often cultivates the illusion that we should be focusing only on positive thoughts. We also need to be able to avoid the inevitable snares and pitfalls which will always be in abundance.

Sound market analysis (vs. "location, location, location")

This is the "O" (Opportunities) in the "SLOT" analysis, providing entrepreneurs with information regarding how their business should perform in terms of sales. This goes far beyond the simplistic notion that "location, location, location" is the primary determinant of business success, as has so often been voiced. Location is important, but it's only one of many considerations.

I recall a restaurant (called "Mr. Baked Potato") opening in one of the best locations possible—right next to a busy state university with 43,000 students. The location was truly ideal. The restaurant, however, offered only one product, its owners putting all of their finances into procuring the best possible location. Predictably, it closed a few months after it opened.

The Internet has further undermined the "location" factor, particularly for retailers.

Ability to deal with obstacles and frustrations

These are important business skills, and they will become even more valuable as chaos, complexity, and change increase. Unfortunately, there are few curricula designed to teach these skills.

Our society, which currently overemphasizes self-indulgence and immediate gratification, is cultivating a sense of entitlement. As any successful entrepreneur can tell you, we'd all better learn to adjust our expectations and keep cool heads if we're going to be running businesses.

Leadership/teambuilding

Most people rate their own "people skills" as being quite well developed, but research shows otherwise. Actually, the most effective leaders tend to express more modest views of their social skills than the masses, primarily because they are wary of becoming overconfident.

The most effective leaders tend to be those that consistently put others first and try to do the best for the greatest number. Yes, they tend to be confident and determined, but it's a quiet confidence and determination that is laced with a heavy dose of humility.

This is a combination that is perplexing to most people, because it appears so contradictory. In leadership seminars, it's common to get each participant to think of a real person they regard as a great leader and to write down three or four attributes that would account for the leader's success.

(See "Leadership and Success" on page 34)

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LEADERSHIP AND SUCCESS

(Continued from page 33)

When these are compiled and displayed in front of the group, it always appears as a set of seemingly contradictory tendencies. The point is this. In order to be more effective leaders, we'll all have to become better at being walking contradictions. Our preoccupation with being consistent within ourselves makes this difficult to grasp and implement.

Understanding the sales process

Despite the Internet, the bulk of business done will still require the ability to cultivate and develop long-term relationships with others. Empathy (the ability to sense and respond to the emotional states and needs of those around us) will continue to be an essential ingredient for success.

Regardless of the proliferation of promises regarding technology based shortcuts, and high powered "multilevel marketing" schemes, we're stuck with a reality—business is still about building relationships. This requires genuineness, consideration, caring, and patience. There are no end runs or juiced up tactics for short circuiting the process of "relationship selling."

(See "Leadership and Success" on page 36)

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LEADERSHIP AND SUCCESS

(Continued from page 34)

There is a distinct “buying-selling” process that puts the potential customer’s concerns above those of the seller. Attempts to rush through the process and procure quick closes account for more failures in sales than ever get discussed. The lack of understanding in this area is astounding. Sales is a lot more than the “numbers game” that it is so often reduced to.

Wanted: Skilled entrepreneurs

What I’ve offered is only a small glimpse of the kinds of skills people will need to be developing in themselves, as small businesses increasingly become the key to our economic future. There’s a lot more to the story, and success within that sector is essential for the country. The stakes are high.

It’s going to be crucial that more people develop competencies beyond their areas of specialized technical knowledge. Fortunately, the country has always demonstrated an ability to generate entrepreneurs who are both driven and competent, but we’re going to need even more. The small business failure rate, always disturbingly high, needs to be drastically reduced.

The “heartbeat of America”

The conventional wisdom was once “as General Motors goes, so goes the nation.” A country once dependent upon corporate giants has witnessed a dramatic turnaround— corporate giants that now owe their survival to government bailouts.

The future “heartbeat of America” will be its legions of small businesses led by hearty, individualistic entrepreneurs. For many people, this is a major paradigm shift. The challenge is before us, but the possibilities are exciting. ■

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.

422business.com

Business Advisor

Visit us online to view
valuable supplemental
content – its FREE!



TRICOUNTY AREA CHAMBER OF COMMERCE

2012-2013 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Rod Martin, Owner,
Martin Stone Quarries, Inc.

CHAIRMAN ELECT

Heather Chandler, President,
Sealstrip Corporation

TREASURER

Sharif Omar, CEO, Pottstown
Memorial Medical Center

IMMEDIATE PAST CHAIRMAN

Terese Brittingham, Broker/Owner,
Keller Williams Realty Group

SOLICITOR

Joseph K. Koury,
O'Donnell, Weiss & Mattei, P.C.

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Brad Borneman,

The Body-Borneman Companies

Matt Campbell, Global Advanced Metals

Ross DeSimone,

Corporate Psychological Resource Center

Joe Fava, Clothes to Home Dry Cleaning

Richard Graver, Victory Bank

Evan Hand, National Penn

David Kraybill, Pottstown Area Health &
Wellness Foundation

Steady Moono, Montgomery County
Community College

Rick Lewis, Lewis Environmental, Inc.

Reed Lindley, Pottstown School District

Tom Dougherty, Exelon Corporation

Al Matarazzo, Main Line Financial Advisors

Baran Schultz,

Schultz Technology Solutions, LLC

PRESIDENT'S MESSAGE –

TriCounty Area Chamber of Commerce participates in budget, policy discussion with Gov. Tom Corbett

TriCounty Area Chamber of Commerce, along with representatives of the Pennsylvania Chamber of Business and Industry and other local chamber leaders from across the Commonwealth, attended a breakfast policy discussion with Gov. Tom Corbett on Thursday, July 12 at the Governor's Residence in Harrisburg.

"We were very honored the Corbett Administration reached out to both the state and local chambers to share their vision for moving Pennsylvania forward. The administration is committed to helping the business community drive the economy forward to benefit the entire Commonwealth. TCACC is dedicated to working with our local, state, and federal representatives to push the issues that are of importance to our business community," said Rod Martin, Chairman of the Board, TriCounty Area Chamber of Commerce.

The program was organized by the PA Chamber and the Governor's Office, and welcomed the presidents/executive directors of numerous statewide local chamber partners. The agenda included



From left to right: Rod Martin, Chairman of the Board, TCACC; Eileen Dautrich, President, TCACC; Gov. Tom Corbett

opening remarks by the governor, followed by a discussion on the newly adopted state budget and policy issues of concern to job creators.

"As governor, my top priority is private sector job creation," Gov. Tom Corbett said. "I am committed to creating an economic environment where state government and business can work together to ensure job growth across the commonwealth."

PA Chamber President Gene Barr applauded the governor for his ongoing efforts to make Pennsylvania a state that is more inviting to business growth and

job creation, pointing to a state budget that continues to right-size state government; injects innovation and new efficiencies into the delivery of government services; helps the private sector hire workers and grow; and ensures a greater quality of education for more Pennsylvania students.

Barr also thanked Corbett for taking time to meet personally with Pennsylvania's local chamber of commerce leaders.

"Local chamber officials are on the front lines of economic development and job creation within their respective communities," Barr said. "While we share in the collective mission to improve the Commonwealth's overall business climate, local officials also bring diverse and unique concerns and perspectives to the table. The event was a great opportunity to discuss the progress being made to foster job creation and business growth, as well as share ideas about what is still needed to continue moving Pennsylvania forward."

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, betsy@tricountyareachamber.com

"Our Chamber membership is a significant part of our business plan and we encourage all business in the area to join. Chamber participation allows Members to come together to share ideas, network, and introduce their Business Model to other Members. By sharing ideas we expand our knowledge of how to better run our businesses. Meeting new members and reconnecting with our peers allows us to promote what we do and how it may relate to others. By understanding other members business models we recognize the value and opportunities to work together. Attending member events allow our minds to be open to the latest technologies and innovations. For us at Keller Williams Realty Group, membership provides the perfect platform to explain that we are not salespersons but highly knowledgeable consultants whose main goal is to help others make sound business decisions when it comes to their Real Estate investments. Home ownership is still the American Dream and as Realtors we are honored to be the gatekeepers."

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



COMMITTING TO EACH OTHER'S SUCCESS!

WELCOME NEW MEMBERS!

Look who's joined... The following business has invested in YOUR Chamber.

When purchasing goods and services, please keep this business as well as other TriCounty Area Chamber of Commerce Members in mind while you Always Buy Chamber!

Decorating Den Interiors
109 N. Savanna Dr.
Pottstown, PA 19464
484.624.4787
www.barbara.decoratingden.com

Interior Decorators / Designers
Decorating Den Interiors is an international franchise with over 400 decorators throughout the U.S. and Canada. Decorating Den Interiors specializes in one thing - YOU! It's their ultimate goal to design spaces that reflect your likes - your lifestyle - and they pride themselves on doing everything within YOUR budget.

AUGUST FREE EVENTS: CHAMBER 101

Thursday, August 2, 3:30 PM & Tuesday, August 21, 8 AM
Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown PA, 19464
CHAMBER 101 is a no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. Reservation required.

CHAMBER MEMBER UPDATES

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

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



Members, it's simple.

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

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

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



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

34 YEARS

Boenning & Scattergood, Inc.
Evans, Hauseman & Richard, Inc.
Hollenbach Construction, Inc.
Houck & Gofus Funeral Home, Inc.

Pottstown School District
Schumacher & Benner Funeral Home

25 YEARS

Express Data Systems, Inc.

15 YEARS

Montgomery County Community College

5 YEARS

Maaco of Pottstown
Owen J. Roberts Education Foundation

1 YEAR

Aabbots-Mauger Heating Oil, Fuel & Services Co.
Community Music School

EP Caine & Associates CPA, LLC
The Gallery School of Pottstown, Inc.

PuroClean Disaster Restoration Services
Sunnybrook Ballroom & Restaurant

T.G.I. Fridays

WBZH The Buzz 1370 AM
Winning Concepts

Member Renewals

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

422 Business Center
Avante Apartments
Baird's Catering LLC
Berks Economic Partnership
Boy Scouts of America – Cradle of Liberty Council
Boyertown Supply, Inc.

Chestnut Knoll
John J. Cione and Co.
Comcast
Comfort Inn & Suites
Epps Advertising
Mike Evangelist Roof Leak Detection

Falco and Associates, Inc.
Focus Family Evangelistic Ministries
Jacquet Mid Atlantic, Inc.
JWM Business Services
Karlene's Consulting
Klein Transportation
E.G. Landis Jewelers

Last Call by Neiman Marcus
Manatawny Manor
Marion & Black, LLC
Marshall Geoscience, Inc.
Martin Stone Quarries, Inc.
McCormick Chiropractic
McDonald's – Pottstown

David McSurdy D.M.D. Orthodontists
Mid-Atlantic Power Equipment Sales, LLC
Moms House, Inc. of Greater Philadelphia
Motel 6 at Tri-County Business Campus

National Penn Investors Trust Company
Pottstown Area Police Athletic League

Pottstown Area Seniors' Center
Pottstown Auto Parts, Inc.

Reading Phillies Baseball Club

Reinhart & Co., CPA's
Ron Black Agency
Sanatoga Water Conditioning, Inc.

Schuylkill River National & State Heritage Area
Thompson Masonry Contracting Company

Wells, Hoffman, Holloway & Stauffer, LLP
Wyndham Advisors, LLC

Thomas L. Zeigler, P.E., Inc.

*Are you Celebrating 25, 50, 75 Years? If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success. Contact **Kitty Papp** at 610.326.2900 or kitty@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., Aug. 2
CHAMBER 101
3:30 PM

*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., Aug. 21
CHAMBER 101
8 AM

*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., Aug. 28
BUSINESS CARD EXCHANGE
4:30 – 6:30 PM

Pottstown Regional Public Library,
500 E. High Street,
Pottstown, PA 19464

Enjoy networking and refreshments while gaining insight as to all of the different aspects the library has to offer.

Member's Only; No Charge; Reservations Appreciated

SAVE THE DATES

Tues., Sept. 11
GOLF OUTING

12 Noon: Shotgun Start - Lunch, Golf, and Clambake \$150
4:30 PM: Clambake – Clambake only \$40

Putt for Cash Sponsor: **Exelon Nuclear**; 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

Wed., Sept. 19
POWER NETWORKING LUNCHEON
12 – 1:30 PM

Brookside Country Club, Prospect & Adams Sts.,
Pottstown, PA 19464

Expand your professional relationships, build alliances and share knowledge. NETWORK full speed ahead while rotating from table to table and presenting your elevator speech one-on-one to other members. Bring plenty of business cards.

Limited to 2 Members per Company; Members Only; \$15.00 per Person

Tues., Sept. 25
BUSINESS CARD EXCHANGE
4:30 – 6:30 PM

The Victory Bank, 548 N. Lewis Rd., Limerick, PA 19468

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

Thurs., Sept. 27
WORKSHOP
8 - 10 AM

Chamber's Conference Center, 152 High Street, Suite 360,*
Pottstown, PA 19464

David Yunghans, Regional Development Director, Philadelphia Metro, for **Constant Contact** will facilitate the "Engagement Rules!" workshop. Attend and learn how to generate more repeat business from existing customers and how to get your customers to refer your business to others. Learn how to inform, inspire, and create long-term meaningful connections with engagement marketing.

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.

Tues., Oct. 23
BUSINESS CARD EXCHANGE
4:30 – 6:30 PM

Wyndcroft School, 1395 Wilson St., Pottstown, PA 19464

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

***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 High St. lot or you will be ticketed.

TRICOUNTY AREA
CHAMBER OF COMMERCE

SEPTEMBER
MEMBERSHIP BREAKFAST

Thursday, September 13, 2012
7 to 9 AM

Spring Ford Country Club

48 Country Club Rd.

Royersford, PA 19468

\$25 per Member (if prepaid by 09/12/12)

\$30 per Member (if invoiced)

\$50 per non-member



FEATURED SPEAKER

Dr. Karen Stout, President,
Montgomery County Community College

Go online to
www.tricountyareachamber.com
or call 610.326.2900
to register.
Or—Scan this QR with your
smart phone to register!



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:

BENEFITS

SUMMER IS ALMOST OVER!

**Get Your Tickets to
Summer Attractions
Available at the
Chamber Office!**

If you are planning your end of summer excursions, remember YOUR Chamber offers consignment tickets to many summer attractions including:

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



STAY OPEN



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

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

Visit tricountyareachamber.com for Chamber Events and Community Events

WAYS TO BE VISIBLE TO THE CHAMBER MEMBERSHIP FOR UNDER \$100

Market to the Chamber Membership through Email!

Be highly visible to the Chamber Membership by being included in the Chamber's weekly emails. Create your own ad highlighting a product, service, or event you would like to market to the membership. You can have your ad included in our communication to the entire membership for only \$50.

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

Choose your month while they are still available!

We are currently scheduling email sponsorships for the Chamber's 2012-2013 year! Contact Ashley at ashley@tricountyareachamber.com to find out what months are still available for sponsorship. Sponsorships fill up quickly, so choose your month while there is still time!

**Like us on Facebook and
join our group
on LinkedIn.**



Highlight your business to the Chamber Membership and the Community – reaching them through the Chamber's Mobile App

Half of Americans possess phones and portable devices capable of accessing the mobile web. Capitalize on this influx of technology by sponsoring the TriCounty Area Chamber's Mobile App. This App enables users to find Members in the Chamber's directory, search and register for events, stay up-to-date on community events and news, and search and review the latest Chamber news.

MOBILE APP SPONSORSHIP INCLUDES:

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

The cost of this great opportunity that reaches the Chamber Membership, in addition to the community at large, is only \$50 per month.



For more information on Mobile App Sponsorships contact Jeff Dentler at jeff@tricountyareachamber.com or call 610.326.2900.

Upgrade Your Listing in the Business Directory

Your business already has a listing in our business directory. The business directory allows the community and other Chamber Members to browse Chamber Member businesses and organizations by category. You can upgrade your directory listing for under \$100. Add your logo, a map link, business description, email link, and web link to make your directory listing stand out!

To upgrade your Business Directory Listing or learn about other ways you can market on the Chamber's website contact Jeff Dentler at jeff@tricountyareachamber.com or call 610.326.2900.

Coffee Sponsorship



Various Chamber and community meetings are held monthly in the Chamber's boardroom.

By sponsoring the coffee station, your promotional materials are prominently displayed at the coffee stations. The cost of the coffee station sponsorship is \$50 per month.

- Materials must be dropped off at the Chamber at least one week prior to the month of your sponsorship. Materials usually consist of framed signs, flyers, brochures, business cards, pens, and other promotional items. If you are providing any framed signage, please note that the Chamber boardroom is often closed off into 3 sections for meetings happening simultaneously, so you may want to provide 3 sets of signage (one for each room). Your promotional items will also be displayed in the Chamber lobby. A Chamber staff person will contact you if any materials start to run low.

- Chamber Staff will announce your company as the coffee station sponsor at all meetings, seminars, and other events which might take place in the Chamber's boardroom.

- Coffee and other condiments are provided by the Chamber.

Please confirm available months and submit questions to the Chamber at 610.326.2900 or kitty@tricountyareachamber.com.

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

JULY COFFEE SPONSOR

**Thank you to July's
Coffee Sponsor O'Donnell,
Weiss & Mattei, P.C.**



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.

JUNE WOW LUNCHEON



In June, Chamber Members met at Frederick Living for an afternoon of networking and lunch. Attendees were able to give a short elevator speech regarding their goods and services to the entire group at this event.

Stay tuned for the 2012-2013 WOW program schedule.

BUSINESS CARD EXCHANGE

On June 26th, Chamber Members gathered at the Quality Inn for a Business Card Exchange. Attendees were able to network and enjoy refreshments on the deck.



Thank you to Quality Inn for hosting this event.

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION

GRADUATION

On June 14, 2012, the Leadership Tri-County Class of 2012 participated in their graduation ceremony at Brookside Country Club. The Commencement Exercises included speeches from Terese Brittingham, TCACC Chairman, Eileen Dautrich, TCACC President, and Kitty Papp, Director of the Class of 2012.

Leadership Tri-County is administered through the TriCounty Area Chamber of Commerce Foundation, Inc. Since its inception in 1993, the program has prepared more than 100 community members for leadership positions in the tri-county area with the mission to sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on local boards. This exclusive Tri-County program ran for a ten month period from September through June. The 2012 Leadership class was comprised of eleven individuals who were selected for their potential to expand their involvement in the development of the tri-county area. Each member has made a demonstrated commitment to leadership in both their community and place of employment.

The eleven members of the 2012 Leadership Tri-County program were responsible for completing three group projects for the Borough of Pottstown, the Pottstown School District, and the Salvation Army of Pottstown. See the article regarding the June Membership Breakfast on page 43 for more information on the projects.

Along with those completing the project requirement, the program members got to know each other on a more personal level while participating in the Excellence in Leadership Program at Fellowship Farm in September. Here, they got to be hands on while completing a ropes course that stressed the importance of leadership and teamwork.

Members also gained knowledge about the tri-county area while touring the Berks County Prison and the Pottstown Police Department in October as well as the Pottstown Cluster of Religious Communities and volunteering at the Pottstown Salvation Army in December. Other tours included Lewis Environmental, Inc., Western Montgomery Career and



Leadership Tri-County Class of 2012 Graduation Ceremony

**The Leadership Class of 2012
was sponsored by**



Technology Center, Limerick Generating Station, Martin Stone Quarries, Inc. and the Pottstown Wastewater Treatment Plant.

Sessions were held on the second Thursday of each month throughout the program and many topics were discussed. These included Arts and Culture, Business, Communications, Education, Government, Health and Human Services and Justice.

As part of the participants' professional development, each member of the class built on their leadership abilities and improved skills that are useful when working as part of a team. Members learned to use these skills to take on a greater responsibility in their community. A special thank you to the participants' sponsors, the companies allowing us to tour their facilities, guest speakers, and all supporters of this unique program.

The next Leadership Tri-County Class will take place in 2013. If you are interested in participating, contact Eileen Dautrich at eileen@tricountyareachamber.com.

BACK ROW:

Jeff Kofsky, President, Higher Vision Coaching and Consulting;
Board Placement: Creative Health Services

Carrie Robinson, Account Manager, Schultz Technology Solutions
Board Placement: Pottstown YMCA Advisory Board

Ashley Slaughter, Marketing and Communications Assistant, TriCounty Area Chamber of Commerce
Board Placement: Foundation for Pottstown Education

FRONT ROW:

Kent Smith, Retired from John Middleton, An Altria Company

Anna Brendle, Program Officer – Schools, Recreation & Active Living, Pottstown Area Health and Wellness Foundation
Board Placement: YWCA Governance Committee

Nicole Henderson, Director of Upward Bound Program, Montgomery County Community College
Board Placement: Pottstown School District College Council Committee, NAACP Education Committee - Pending

Valerie Rhoads, Administrative/Community Outreach Assistant, Global Advanced Metals

Rhonda Lee, Principal Purchasing Analyst, John Middleton, An Altria Company
Board Placement: John Middleton Company Grant Making Sponsor – Altria Companies Employee Community Fund

Cindy Young, Senior Manager Quality Assurance, John Middleton, An Altria Company
Board Placement: Foundation for Pottstown Education - Pending

Michelle Catrambone, Assistant Vice President/Branch Manager/ Sales Manager, Fulton Bank
Board Placement: Gallery School of Pottstown, Development Committee Member

Christopher Cooney, (not pictured) Manager Corporate Chemistry, Exelon Nuclear
Board Placement: Salvation Army of Pottstown

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

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

REDWOOD ENTERPRISES

AN INDEPENDENT BUSINESS CONSULTING, TRAINING, AND EXECUTIVE COACHING FIRM

"No matter what business you're talking about, there are some elements that they all have in common. Regardless of their size or what they distribute, each one has got a structure, a strategy, a process by which they deliver their goods or services, and they've all got to sell."

Dr. Kenneth Richardson, CEO of Redwood Enterprises, a local consulting, training, and executive coaching firm, is very quick to point that out. Having worked in a diverse array of fields, including manufacturing, construction, market research, health-care, and higher education, he is keenly attuned to the common threads among businesses that may look very different on the surface.

That's what makes Redwood Enterprises so different from many other consulting and executive coaching firms. Dr. Richardson combines his formal training in the field of behavioral and cognitive science with a more folksy, common-sense perspective acquired during his years working with regular people in the real world.

"Some of the best businesspeople that I've ever met never went to college", he asserts.

So what exactly does Redwood Enterprises offer business owners? In a nutshell, its value proposition stems from Dr. Richardson's commitment to the idea that "success is a choice". Successful businesses stay in touch with things that their less prosperous counterparts lose sight of in the chaos of the daily grind.

•**Strategic planning and goal setting:** "I'm always surprised at the number of businesses that are run without formalized strategic plans or specific goals," he says. "Many of them waste incredible amounts of time and energy 'putting out fires' that could have been averted by better planning".

•**Root cause analysis:** A lot of businesses suffer because of their tendency to treat "symptoms" rather than the real causes of their problems. Late deliveries or conflicts among employees are often signs of deeper issues, like inadequate training or leadership challenges. Through root cause analysis, Redwood Enterprises helps its clients to solve, not just "address" problems.

•**Business to business sales training:** Redwood Enterprises offers a very distinct sales training process based on developing respectful relationships and avoiding high pressure gimmicks that alienate potential buyers. Many salespeople underperform because they try to rush the process.

•**Sound measurement and assessment:** Partnering with Innermetrix, a Florida firm specializing in assessments, Redwood Enterprises enables executives and coworkers to understand their social and cognitive styles through validated measures such as the DISC, Values, and Attribute Indices.

"It's all about service", Dr. Richardson concludes. "We serve our clients so that they in turn can better serve theirs."



Contact Redwood Enterprises for a free consultation at 610.326.3670, or go to www.redwood-enterprises.com.

NEW TRICOUNTY CHAMBER SOLICITOR - JOSEPH K. KOURY

The Chamber is pleased to announce that Joseph K. Koury from O'Donnell, Weiss & Mattei, P.C. will be assuming the role of solicitor for the TriCounty Area Chamber of Commerce's Board of Directors. This change comes after Richard Linderman's decision to retire as solicitor for the Board effective June 30, 2012. Linderman has been solicitor for the TriCounty Area Chamber of Commerce since 1985.

Joseph K. Koury, Co-Chair of OWM Law's Business Law Practice Group, is a business and estate planning lawyer whose clients benefit from his advanced law degree in taxation and his past experience as a member of the Delaware State Bar, which included a two-year clerkship with a respected trial judge. Mr. Koury regularly drafts and reviews business and estate planning agreements and documents for the personal and corporate clients whom he serves, clients



which vary from the mom and pop store down the street to the more sophisticated business enterprise. Mr. Koury's clients benefit from his insights on taxation in their business and estate planning endeavors, enabling those clients to make more-informed decisions. Mr. Koury is active in the communities which OWM Law serves, and he holds leadership positions on the Boards of various local nonprofit organizations. He resides in northern Chester County with his wife and two daughters.

Joe is a graduate of the Leadership TriCounty program of the TriCounty Area Chamber of Commerce Foundation, Inc. and Chamber President, Eileen Dautrich, "is looking forward to having the opportunity to work with Joe to the benefit of the Chamber." She would also like to thank Dick Linderman for his work with the Chamber, his leadership, and the mentor he has been to her.

MEET THE INTERN

Chase Wright is a business major at Kutztown University with a concentration in Finance. His internship started with the TriCounty Area Chamber of Commerce on June 18th of this year after studying abroad for the previous month. Chase's responsibilities include assisting in the areas of Marketing and Communication.

Along with the TCACC internship, he is concurrently enrolled at Reading Area Community College to pick up additional courses, and also works as a part-time Lawn & Garden Sales Associate at the Morgantown Wal-Mart. Chase lives on-campus during the fall and spring semesters at Kutztown University. While there he works for the College of Business as a business technology tutor for other university students. In the past, among other things, Chase has interned for Congressman Jim Gerlach on his campaign team.

Chase plans to gain priceless experience while working with the Chamber. He stated this when asked what he planned to get out of this internship, "While working with the Chamber, I want to gain valuable experience and insight to real world businesses and start to understand the real ups and downs of genuine companies, especially in

this economy. I believe you must experience something first-hand to truly get a grasp of what it is about. These businesses run this country and are vital to our future. I plan to become familiar with the overall wants and needs of other companies. Moreover, I am eager to assist them with the many diverse tasks and services that the Chamber offers its Members."

When asked about the Chamber's impact on local businesses, Chase responded, "On a regular basis the Chamber keeps its Members informed with competent and useful resources. It also sets up a lively environment for key networking opportunities to take place within the membership community."

At 19 years old, Chase has a long future ahead. Upon graduation from Kutztown University, Chase plans to seek a law degree and possibly a Master of Business Administration. Some of his other interests include politics, sports, recreational activities, and traveling.

In closing, Chase said "The Chamber builds an environment for local businesses so their daily routine can be filled with fewer headaches and higher profits, and I am thrilled to assist in that."

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

JUNE MEMBERSHIP BREAKFAST

The TriCounty Area Chamber of Commerce recently hosted a June Membership Breakfast featuring the projects completed for the benefit of local nonprofits by the Leadership Tri-County Class of 2012. The mission of Leadership Tri-County is to sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on nonprofit boards. The class of eleven was split into three groups to complete projects for the Borough of Pottstown, the Pottstown School District, and the Salvation Army of Pottstown.

Anna Brendle, Pottstown Area Health and Wellness Foundation, and Rhonda Lee, Altria Co. – Altria Client Services (on behalf of John Middleton Company), presented their final product for the Borough of Pottstown to attendees. Brendle and Lee began with the mission to create a community guide book for the borough of Pottstown. Through the process, they decided that creating a brochure with the Borough's services and contact information would be useful to residents. They have provided a draft document to the Borough and are waiting for final approval before distributing the document throughout the community.

Michelle Catrambone, Fulton Bank; Nicole Henderson, Montgomery County Community College; Jeff Kofsky, Higher Vision Coaching & Consulting; Ashley Slaughter, TriCounty Area Chamber of Commerce; Kent Smith, Formerly John Middleton Company; and Cindy Young, John Middleton Company, worked with the Pottstown School District to bring to life an idea to increase business involvement in student learning. The group created the Pottstown

Alliance for Student Success in the 21st Century (PASS 21), provided a marketing plan to the district, and began creating marketing tools to increase businesses' and community leaders' awareness of the opportunities that exist to help grow entrepreneurial interest in local students. A brochure was developed and was distributed to breakfast attendees. An easy to use website will also be available for businesses to access and join the program.

Chris Cooney, Exelon Nuclear; Carrie Robinson, Schultz Technology Solutions, LLC; and Valerie Rhoads, Global Advanced Metals, completed a project on behalf of the Salvation Army of Pottstown. The group developed a board member position guide, created a board member indoctrination manual, created an ad for the Route 422 Business Advisor to market and advertise the Pottstown Salvation Army, and worked to recruit new board members for the organization.

Also at the Breakfast, new members were introduced to the Chamber Membership. **The Chamber would like to thank Andreina Erwin from AE Solutions, LLC; Nancy Delara from All Aboard Cruises and Travel; Angie Martin, Sandy Pierce, and Dr. Mario DiNenna from All About Families Counseling LLC; Ed Norris from Max & Erma's; and Lisa Heverly from True To Life Ministries, for attending the Breakfast, and welcome to the Chamber.**

The sponsors for the June Breakfast were: **Best Principled Solutions LLC and Yucha Chiropractic and Wellness.**

The next Membership Breakfast will take place on September 13. See page 39 for additional details.

POTTSTOWN MIDDLE SCHOOL STUDENTS TAKE WALL STREET BY STORM

Based on the results of their competition in the "Stock Market Game," Pottstown Middle School students may someday be the investors and entrepreneurs who corner the stock market. Four teams of students in Mrs. Diane Halpine's gifted class took part in the competition sponsored by "Economics Pennsylvania," which is a part of the Temple University Center for Economic Education.

Competing with 60 teams throughout Pennsylvania, students were to manage a portfolio of stocks with winners being determined by how successful the teams were in increasing the value of their portfolios. Throughout the competition, students had to learn about the stock market, including how to buy and sell stocks, and in the process learned a great deal about how the world's economy works.

Their outstanding efforts resulted in the teams placing first, third, fourth, and seventh in the competition. The teams included the first place team of Kyli McKee and Dylan Brandt, both seventh graders; sixth graders Kiersten Heverly and Nicholas Wilson placed third; while fourth place honors were earned by eighth graders Michael Stilwell, Maxine Bacon, and Jeremy Gadd. Placing seventh were seventh graders Soaad Elbahwati, MaSofia Sosa, and Riordon Turner.

In order to be successful in the competition, students had to develop critical thinking and decision making skills while determining what stocks to purchase and how much to buy. The real life experience the students gained in cooperating with teammates and using research skills to determine good investments are skills that will help prepare them for a successful financial career.

The stocks the students purchased were treated in real time based on the NYSE end of day price. Students were able to see the results of their decisions the next day. They also learned that being successful in the stock market comes with a cost as they found out about paying a percentage to their "broker" to make trades.

Mrs. Halpine expressed her pride in the students' success, "I think the students learned economic and financial concepts that they will use the rest of their lives. Through this game many 21st century working place skills were practiced and involved many school disciplines including math, research, social studies, and financial literacy skills. We were able to learn a great deal while having fun."

Just in case you were wondering about doing some investing in the stock market, some of the big winners for the first place team included Apple, United Health, Direct TV, Microsoft, and Nike.

Submitted By John J. Armato, CAA, Director of Community Relations, 610.323.6274, jarmato@pottstownsd.org

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Cutting the ribbon: Deborah Stimson-Snow; From left to right: Terese Brittingham, Reed Lindley, Rob Curtis-Brown, Lisa Waltz, Marta Kiesling, Bill Kiesling, Steve Reazor



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From left to right: Adele Klein, Janet Flack, Tim Forester, Mario Di Nenna, Sandy Pierce, Betsy Chapman, Peggy Brendlinger

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Finally, A Transportation Bill

On July 6, President Obama signed the Moving Ahead for Progress in the 21st Century (MAP-21) into law. MAP-21 is a two year, \$118 billion federal transportation bill and will fund most transportation infrastructure projects. The bill replaces the previous transportation spending bill, Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) which was signed into law by President Bush in 2005 and expired in 2009; Congress passed a series of extensions of SAFETEA-LU while the current bill was debated.

What can we expect over the next two years? The policy provisions will take effect on October 1, 2012 and expire October 1, 2014; however, the funding is available immediately. The bill increases funding ever so slightly over the previous bill, mostly to adjust for inflation, making \$52 billion per year available nationwide. There has been no change in cost sharing between the federal government and the state, it remains 80 percent federal share, 20 percent state share for projects. Of the \$52 billion, \$40.4 billion will be available for highway improvement projects while \$10.5 billion is made available for transit projects. In addition, there is \$1.9 billion available in the New Starts Program, which funds new transit expansion projects, but also gives transit agencies more flexibility in spending allocations. The amount of money given to each state on an annual basis will remain the same as it has been in 2012, PA will receive \$1.7 billion per year.

MAP-21 does not only fund highway and transit projects, it also directs money into specific programs to address specific issues. National Highway Traffic Safety is a program that investigates highway crashes, and conducts research to develop safer roadways will receive \$670 million in FY 2013 and \$680 in FY 2014. Commercial Safety, which focuses on the safety of our commercial fleet will see \$561 in FY 2012 and \$572 in FY 2014. The Research program funds a competitive grant program at \$400 million, made available through 35 grants to universities nationwide to develop new transportation innovations.

As with any bill, there are winners and losers. In this bill, a big winner is TIFIA, a



Shayne Trimbell,
Project Coordinator,
GVF Transportation



transportation financing program which loans money at low interest rates to government, to provide additional funding for projects. Unlike projects funded through traditional means, projects funded with TIFIA must be repaid, as it is a loan program. TIFIA will now have \$750 million in FY2013 and \$1 billion in FY2014, an almost nine fold increase in funding. Another winner is tolling. The bill will allow new capacity projects (additional lanes) on existing highways to be tolled, however, it comes with a caveat: there must be more free lanes than toll lanes, and only new lanes can be tolled. Also winning in this bill is the Metropolitan Planning Organizations (DVPRC in our region), who will see a 2% increase in funding.

The biggest loss in this bill is the Transportation Enhancements program. Enhancements funded improvements to sidewalks, trails, and the Safe Routes to Schools program through dedicated revenue. The new program, Transportation Alternatives, decreases funding from \$1 billion to \$750 million, bundles all the previous programs into one and now includes new eligible projects like truck stop electrification, HOV lanes, turning lanes, and diesel retrofits. Half the money will be directed to Metropolitan Planning Organizations, the other half to the state department of transportation. All Transportation Alternatives funding will now be a competitive grant program.

Now that a transportation bill has been passed, we can continue to develop infrastructure improvement projects that our region desperately needs. Although it is not the bill many would have liked, it does not lose any progress made. The bill is the shortest period (two years) of any transportation bill in the past twenty years, and it does not change any priorities for our country's infrastructure. This is also the longest time between the expiration of a transportation bill and the signing of its replacement. When MAP-21 expires in 2014, we can only hope that Congress is in a better position to fully address the many infrastructure issues our country is facing.

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

HELPING YOUR CHILD BE MORE RESILIENT

Third 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

Fact or fiction: Because children are young, and don't have the life experiences of adults, they bounce back much more quickly when faced with adversity. Answer? It's more fiction than fact, as many children today are exposed to traumatic circumstances at a younger age. Abuse, bullying, body image, poverty, peer pressure – often childhood feels like a bit of a mine field!

The lives of our children are just as fast-paced as our own, so it's important to watch for three signs that they may be struggling to establish their sense of well-

being. First, does your child seem stuck, unable to move forward due to stressful situations? Second, are they unwilling or unable to explain what they're feeling? And third, are they unusually emotional?

The key in helping children navigate their ever-evolving environments is to ensure that they have at least one mentor in their lives to whom they can turn to when needed. If a child hasn't established someone who can offer them a safe harbor when faced with adversity, their resiliency can be quickly affected.

RESILIENCY CHECKLIST

Resilient Kids Are:	Non-Resilient Kids Are:
Able to ask for help and support	Anxious and less likely to ask for advice
Happy and able to laugh	Angry and more pessimistic
Persistent with a don't-give-up attitude	Easily frustrated with a reaction trigger akin to a volcano
Self-aware of their strengths and weaknesses	Emotionless or overly emotional, from one extreme to another
Generally positive in their outlook	Know-it-alls who rarely take responsibility for their behavior
Empathetic and see themselves as part of a greater whole	Unengaged or not interested in anything
Willing to take initiative and some risks	Often isolated or withdrawn

TEACHABLE MOMENTS. The ability to cope with varying levels of stress is a skill we must all embrace. Can you teach your children to be more resilient? Absolutely! In fact it's one of the best lessons you can impart as they grow into adulthood. As their model, a few tips to keep in mind:

LISTEN TO THEM. Too often we desire to jump in and "fix" problems. We tell them how to feel, rather than embrace how they actually feel.

AVOID TELEGRAPHING NEGATIVE MESSAGES. Remember, they're picking up cues from you on how to react themselves.

ALLOW THEM TO FAIL. Making mistakes and learning from them is part of life. Children who are resilient know that they're safe, secure and ultimately that it's okay to make mistakes.

ENCOURAGE THEM TO BECOME PROBLEM SOLVERS. Rather than telling children how to solve problems, aid them in learning to make their own smart choices.

What may seem like simple tactics will actually go a long way in making a profound impact on our children, our community and ourselves.

Continue the dialogue by reading all articles in this series. Part one defines what resiliency means and why it is important; while part two offers tips to improve your own reactions to the situations we encounter every day. 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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Betsy Chapman New Chamber Sales Associate



After a long career with Lotus Development/IBM, Betsy Chapman left in 1995 to start her own business, "The Open Door" in Douglassville. As a member of the TriCounty Area Chamber of Commerce she saw first hand the benefits of Chamber membership, and is happy to help pass those benefits on to other businesses in her role as Sales Associate. After selling her business in 2008, Betsy spent time volunteering with a number of organizations in the Tri-County area, as well as continuing to teach at Ursinus College, where she has been a Lecturer, teaching Chinese Martial Arts in the Exercise and Sports Science Department since 1999. In addition Betsy continues a successful career as a harpist, and is looking forward to playing in the UK as part of the upcoming "Cultural Olympiad" during the Olympics in August.

Betsy graduated (many years ago) from Ohio Wesleyan University with a degree in Communications/Broadcasting. She continued studies toward her MBA at Fairleigh Dickinson and Villanova Universities. She traveled and lived all over the world during her long career in Information Technologies, and speaks several foreign languages. Betsy graduated from Leadership Tri-County in 1998, and attained her CCM (Certified Clinical Musician) certification in 2008. She currently provides harp therapy at both Pottstown Memorial Medical Center and for Caring Hospice.

If Betsy had any spare time she would spend it with her husband John, and their cat Kate in their Boyertown home.

ANDY PARAVIS FORMALLY RECEIVES EXCELLENCE IN EDUCATION AND GOVERNMENT

At a July Meeting of the North Coventry Township Supervisors, Andy Paravis formally received the Excellence in Education and Government Award; the original announcement took place at the Chamber's Annual Dinner in April. The Chamber revealed at the Annual Dinner that the award will be renamed and presented as the Andrew J. Paravis Excellence in Education and Government Award. Andy has been a member of the TriCounty Chamber Board since July of 2008 and prior to and during his Board service he has been an active member of the TriCounty Area Chamber of Commerce Regional Planning Committee.



Pictured left to right – Allison (Andy's daughter), Andy Paravis, Sue (Andy's wife), Eileen Dautrich

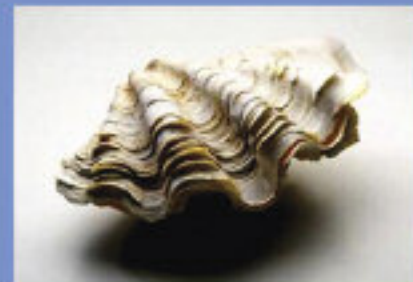
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Randomness In Towns



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

Fortune and fame are fleeting, as are the successes of downtown programs as they experience random events that shape their destiny. It happens all of the time. It starts with human factor of the people involved with the downtown program, and ends with the faceless corporate raider that closed the biggest downtown store.

Stuff Happens! It does not matter how good you are at revitalizing a community. There are a plethora of things that can happen to derail your efforts. The random events that happen are not part of a grand scheme or a killer marketing plan, but just 'stuff' that happens.

I have seen places where things are working well and the leader of the downtown program has personal an issue. In many cases, this issue renders that person ineffectual and programmatic delays occur when some work gets pushed back from month to month. If it is the leader's role to deal with the issue, sooner or later the delaying behavior catches up with the rest of the organization. It may take the form of a lost request from a funding source, or receipts needed for an audit.

A regional chain's decision to close a location can be enormously devastating. In the past, towns have had to deal with losing J.C. Penny and Sears and developing a plan for the re-use of the space, that is now oversized for the downtown. When a store goes out of business in the downtown, it does not always mean that there are problems with the store.

Random stuff can happen when owners pass away and leave the businesses, or a building, to a relative or offspring. The new owner may want to liquidate the building and the business because of a general lack of interest or another avocation that does not allow time to run the operations of a retail store. As a result, you may get a great store to come in and even be better than the first store. The building also could sit vacant for years and years and stand to the symbol of decay of the downtown.

Managing a downtown, when these kinds of issues are a given, is always challenging, because you must be open to change and new ideas. There are towns like Lock Haven, where nothing much happened and it was easy to predict what was going to happen in the next few years... pretty much the same thing that went on for the last few years. Those downtowns are far and few between.

Things stayed the same for some of my early years in DuBois. A downtown DuBois funeral director, Cork Mohny, told me, that about five years or so before I got to DuBois, a mobster bought the great building across the street from his funeral Home. The mobster went to jail and one of the nicest buildings in the town needed to be torn down because no one took care of the building while the mobster was in jail.

A part of Cork's description of the mobster's entourage stays with me until today... as he said... "Barry, and he was with a woman who was obviously not from here."

It could even be a casual volunteer that gets things going topsy-turvy, someone who speaks up at a meeting or public gathering and has concern or praise for a project or an issue. Trying to be inclusive, many times this volunteer will be asked to take a position on a committee and accept a key assignment. When you never see or hear from that person again, many times too much time has elapsed to complete the task. A key element of your program fails and your course of progression has changed forever.

To make things worse... it is all random. The topsy-turvy volunteer could have easily stayed home and washed their hair that night... the mobster

(See "Downtown Marketing And Development" on page 49)

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BUSINESS PROFILE

WEIK INVESTMENT SERVICES, INC.

Weik Investment Services, Inc. is an independent registered investment advisory firm based in Wyomissing, PA. It is celebrating its 25th anniversary this year. The company was started from scratch by Thomas W. Weik, President and Chief Investment Officer, who received invaluable assistance from a friend, Richard R. Gasser. Dean Messinger serves as Secretary-Treasurer and Laura Novak is the Chief Compliance Officer. The firm offers personalized portfolio management services to corporations, qualified retirement plans, foundations, endowments, trusts, estates, individuals with a wide variety of investment objectives, and IRAs.

Weik Investment has distinguished itself in the region through its established "value" approach. Weik became acquainted with Warren Buffett, Chairman and CEO of Berkshire Hathaway, in the 1970s and readily acknowledges his influence on the firm's philosophy. Weik, a nationally prominent tournament bridge player, has on past occasions played bridge with Buffett, Berkshire Hathaway Vice Chairman Charles Munger, and their friends in person and online.

Weik describes the approach at Weik Investment as focused on risk as well as return: "We believe too many investors attempt to achieve relative safety through extremely broad diversification, while they should be more focused on the risk/reward characteristics of each individual investment. We believe diversification is important, but adding securities that may themselves entail unacceptable risk is "diworsification." We are bottom up investors that pursue the attractive

compound returns that good businesses can generate over the long term. The quality of the issuer and the price paid are key elements of our approach to safety. We believe Benjamin Graham's concept of "margin of safety" is one of the all-time great contributions to the practice of security analysis. The idea is to purchase securities at a discount to their intrinsic value."

Although the firm has consistently adhered to its philosophy over its 25 years, it tailors the game plan for each portfolio dependent upon the investment objectives of the client. The objectives are derived through review of client circumstances and interaction between the advisory firm representative and the client. The resulting game plan is readily understandable. Portfolio holdings are reviewed frequently by the members of the investment team in response to ongoing developments. Clients receive regular reporting that includes the time-weighted return of their portfolio over various time periods with appropriate comparisons. Portfolios subject to taxation are managed for after-tax return.

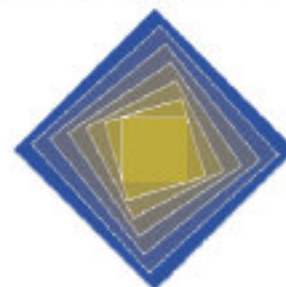
Weik Investment recognizes that its success over the past 25 years would never have been possible were it not for the support of its many clients and friends. The company and its people are very pleased to support many area community organizations.

Interested parties may contact Kristina Prislín-Schaeffer, Portfolio Administrator, at 610.376.2240 to request a no-obligation review with an investment team member. The company is experienced in assisting retirees with IRA rollovers and investment guidance. ■

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 47)

could have been tipped off that there was a trap and the great building with the cast iron front would have remained and Cork could have checked out the blonde woman with the heavy makeup for years to come.

For a downtown manager to be successful, they need to stay flexible and never accept anything as being "for sure" until it happens. I call it advantage programming. A manager needs to take advantage of anything that comes his or her way if they think that it will help the downtown. One needs to be prepared to make lemonade from the lemons when something goes sour in the town. An immediate response to a preliminary course of action always helps. One must be agile in their thinking and creative in the approach to enable success.

It is important to recognize the goal of the organization when the manager is trying to buffer the randomness that is life. It is important that one does not react for the sake of reacting, and that there is a group decision making process through which things can be sorted out. Then again, when that process takes place, you are subject to

the randomness of that group. There are times when there are people with inborn prejudices against something, may be more vocal and sway the group from the remedy most likely to work based upon some faulty logic.

When faulty logic happens, the only thing I demand is that we do not use a wives' tale or some axiom for making a decision. "Pigs get fat and hogs get slaughtered," "assumptions make an ass of u and me." I hate when people say stuff like that as a way to influence decisions. Make a little comedy... get everyone to laugh along... and really how do you respond to something like that? *Voila*, you are headed down a road because of a pig's ability to digest grain. It is sad but randomly... stuff happens.

The heartbreak of this is that many people put time and effort into doing something and for politeness, for political correctness, programs should not go off track. The community cannot stop someone from dying and letting their estate go to hell in a hand basket. The only thing they can do is not create another emergency to deal with the first emergency. ■

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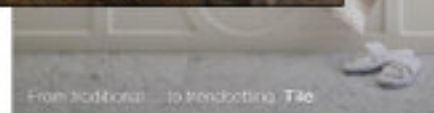
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HOW LONG WILL IT TAKE TO GET WORKERS' COMPENSATION BENEFITS?



LEGAL PERSPECTIVES

By Daniel E. McCabe, Wolf, Baldwin, and Associates, P.C.

At nearly every consultation about Workers' Compensation benefits, clients ask how long will it take to get benefits if my claim is denied? If the injured worker is seeing an attorney it's usually because something has gone wrong and he or she does not know what to do, or how long the claim going to take. This article will address some of the timelines that one can expect if he or she is involved in the Pennsylvania workers' compensation system.

When someone gets injured at work, the employer's insurance company has 21 days to either accept or deny the claim as a compensable injury. Thus, after someone is injured, there may be a three-week period before the person is aware of whether the employer's insurance company has decided to accept liability for the claim. This assumes that the insurance company will choose to follow the 21-day rule under the *Worker's Compensation Act*. Often, if the injured worker is not represented by an attorney (which would typically be the case immediately following an injury), the insurance company will begin to pay for medical bills and will neither officially accept nor deny the claim at all. The hope in this situation is that the injured worker simply goes to the doctor

a few times, gets all better, and is never heard from again regarding the injury. In some situations the same injury may crop up again some six months later, and, since the insurance company never accepted or denied the claim, it may take the position that it is not responsible for any wage loss benefits or medical treatment. Thus, it is important for people injured at work to inquire as to whether their injuries have been accepted or denied. If the injury is accepted and the claim is "picked up," the injured worker can expect to receive benefits with a few weeks. But what happens if the insurance company officially denies the claim? The injured worker usually will ask "what is taking so long and how long is this going to take?"

(See "Legal Perspectives" on page 53)



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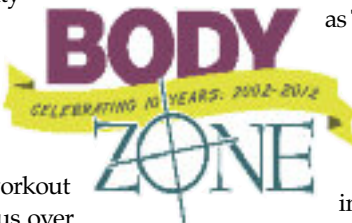
resurfaced synthetic grass fields, and a basketball/volleyball court. Our fields host league play, clinics and tournaments in soccer, lacrosse, flag football, field hockey and baseball, as well as Tot play and sports instruction. The Body Zone ice is in constant use for public skating, speed and figure skating, and practices, competition, instruction and tournaments for youth, adult, high school, college and professional ice hockey players and teams.

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LEGAL PERSPECTIVES

(Continued from page 51)

This is usually the point where the injured worker seeks legal counsel. If the injured worker has what appears to be a compensable claim, the attorney would normally file a Claim Petition with the Pennsylvania Bureau of Workers' Compensation. The claim would request medical benefits and wage loss benefits due to the fact that the person was injured work and can no longer perform his or her job. How long does a typical Pennsylvania workers' comp claim take to litigate? A fully-litigated claim petition normally takes somewhere between eight to 12 months before a workers' compensation judge renders a decision. This length of time can obviously create a significant hardship on an injured worker who otherwise may have no funds coming in at all. The silver lining is that if the claim is successful the *Workers' Compensation Act* allows for statutory interest of 10 percent per year to be paid on all past-due compensation.

A workers' compensation case is a trial spread out over many months. The timeline of a litigated workers' compen-

sation claim can be summarized as follows. The Claim Petition is filed with the Bureau. The case is then assigned to a workers' compensation judge within approximately two to three weeks from the filing of the petition. Then, depending on the judge's caseload, a hearing will normally be scheduled a few weeks after that. However, if the assigned judge is particularly busy, that hearing may be scheduled up to six weeks from the filing of the initial claim. In some cases, the assigned judge will use the first hearing a preliminary hearing to gather information; however most judges in southeastern Pennsylvania will expect the claimant to testify at the first hearing. Following the first hearing the claimant is given 90 days to present medical evidence. This usually consists of the deposition of the treating physician. Within 45 days of the first hearing the insurance company is supposed to schedule a medical examination of the claimant with its own medical expert (often referred to as an "independent medical exam" or "IME").

(See "Legal Perspectives" on page 55)

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Winners will be chosen by the online world through a round of voting. During this year's MetamorphoSIGN contest, three makeovers will be awarded to organizations in three different categories:

- One makeover of up to \$10,000 will be awarded to a traditional brick and mortar business.
- One makeover of up to \$5,000 will be awarded to a non-profit organization 501(c)(3).
- One makeover of up to \$5,000 will be awarded to a vehicle-based business.

"Our hope is that communities will get involved by voting for their local businesses and organizations that are in need of a makeover," said Wellen.

Businesses and organizations interested in being considered for the makeovers can go to www.metamorphosign.com to submit their entry, which requires a 250-word write-up about why they need a transformation, as well as a "before" photo. The makeover entry submission period runs through August 10. Entries will be voted on during a two-week period from August 20 to August 31; the entry in each category that receives the most votes will be the winner and will be announced on September 20.

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LEGAL PERSPECTIVES

(Continued from page 53)

If the IME physician agrees that the claimant suffered an injury, frequently the case will be over and the insurance company will have little choice but to accept the claim. On the other hand, if the IME doctor does not believe that the injury is work-related, the insurance carrier will have 90 days to present fact witnesses from the employer and the doctor by deposition. So, at this point, the system has taken four to six weeks for a first hearing, then another 180 days to gather and present all witnesses and evidence. Then, depending on the judge and the complexity of the case, the judge will set a briefing schedule to allow each party's attorney to have a chance to offer their respective legal arguments to the judge in writing, which usually takes another 30 to 60 days. These legal briefs are anything but brief; they can range from 10 to 40 pages long or more, and take a considerable amount of time for the lawyers to prepare. Then, when all the evidence and the briefs have been submitted, the judge might take up to 90 days from the receipt of the last brief to issue a deci-

sion. One can see that this process could easily take over a year before any decision related to the injured worker's claim is made by workers compensation judge.

If the insurance company has decided to deny the injured worker's claim, that means that no medical benefits related to the injury and no wage loss benefits will be paid while the parties litigate the case and await the judge's decision. That means that the injured worker could be without any type of pay during the entire process. Needless to say, the economic damage that may do to the injured worker may very well cause that person to simply go back to work while still injured, or seek another job. And you can bet your bottom dollar that the insurance companies are well aware of this fact. However, there are a few other options for injured workers if their claims are litigated.

If the injured worker is only disabled from performing his or her pre-injury job, but not disabled from *any and all* types of work, that person may apply

(See "Legal Perspectives" on page 57)

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LEGAL PERSPECTIVES

(Continued from page 55)

for unemployment benefits. If the worker's claim for workers' compensation benefits is ultimately found to be compensable by the judge, the workers' compensation insurance carrier would simply be entitled to a credit for any unemployment benefits the person received, net of taxes, during the litigation of the claim. The unemployment benefits are treated like workers' compensation benefits paid in advance. However, if the injured worker is disabled from any and all types of work, he or she would not be eligible for unemployment benefits, because in order to be eligible for unemployment benefits, the injured person available to enter the workforce to perform some type of work, albeit sedentary or light-duty. So, what other options are there for the injured worker to weather the 8 to 12 month storm?

If the employer has a short-term disability policy in place, or if the employee took it upon himself to purchase his own short-term disability plan, then short-term disability benefits (which

may later turn into long-term disability benefits, depending on the policy) may be paid while the workers' compensation claim is litigated. Then, if the claim is to be found compensable by the judge, much like the unemployment benefits discussed above, the insurance company would be entitled to a credit for the net short-term disability benefits received by the claimant which were paid for by the employer. Thus, if the employer pays for 75 percent of the short-term disability insurance premiums, and the employee pays the other 25 percent, the insurance company would only be entitled to a credit of 75 percent of the net short-term disability benefits received by the injured worker, after taxes.

If none of the above options are available to the injured worker, he or she could apply for welfare benefits. However these benefits are often not even close to enough to keep that person afloat during this extremely difficult financial time.

(See "Legal Perspectives" on page 58)

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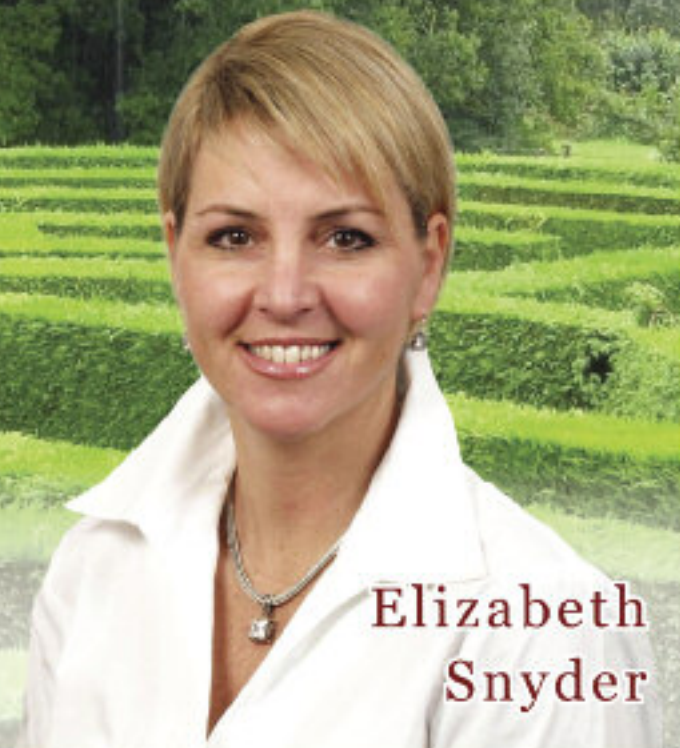
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LEGAL PERSPECTIVES

(Continued from page 57)

The one saving grace through all of this for the injured worker is that if the initial claim is accepted, all of the same timelines apply to the insurance company's ability to stop those benefits. Thus, if the claim is awarded after a year of litigation, the injured worker will be paid for the entire year of wage loss benefits, plus statutory interest of 10 percent per year. If the judge finds that the disability continues, the claimant then begins to receive a weekly check. If the insurance company later obtains evidence that the injured worker has recovered from the injury, or wants to modify the claimant's benefits based on a job offer or other proof of the claimant's ability to earn wages despite the injury, the insurance company must follow the same long system to try to terminate or modify those benefits.

By its lengthy nature, the Pennsylvania workers' compensation system weeds out the marginal claims of people who are not truly injured. Few workers are able to financially sur-

vive the litigation process easily without having had substantial savings already built up or a spouse who is able to singly support the household. Only people who are truly injured and cannot return to the workforce right away, the people who are forced into the system by necessity, are the people for whom the judges must make decisions.

It is readily apparent that workers' compensation litigation in Pennsylvania is lengthy and complex. It is not a matter to be undertaken lightly, with so much at stake. Injured workers should always consult competent counsel, as early as possible in the claim, to make sure that all of their rights are fully protected. ■

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmccabe@wolfbaldwin.com.

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