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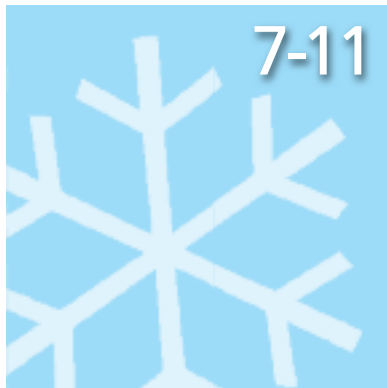
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In This Issue | NOVEMBER 2012



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*The East Coast's largest shopping center is offering its shoppers more options than ever before...
Just in time for the Holidays.*



A variety of gift giving options, dining, and services to help make your holiday unique and special.

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22-26

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Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334

Editor & Publisher – Bill Haley

Advertising Manager – Patti Seigel

Advertising Representative – David Green

Advertising Representative – Allison Lunn

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KING OF PRUSSIA MALL



Just in time for the busy holiday season, King of Prussia Mall is offering its shoppers more options than ever before. In 2012, the East Coast's largest shopping center welcomed more than ten new retailers, adding to its already impressive 400 plus retail and dining options, and completed a redevelopment of the former Wanamaker's corridor, now a two-story, 100,000 square foot shopping space.

The new retailers at King of Prussia comprise a range of the most sought-after names in retail including: Athleta; Arhaus; Aveda Experience Center; Burton; C. Wonder; Longchamp; Marmot; Omega; Spanx; TAG Heuer; Tommy Bahama; and Unikid.

Complementing this new retail roster, several King of Prussia favorites have expanded within the Plaza. Forever 21, which opened in early October in the redeveloped space, built a 38,000 square-foot store, and the Apple store, slated to open in late 2012, will expand to almost 10,000 square feet. Both spaces serve as the largest for either tenant in the region. Another King of Prussia staple, H&M, has moved to a bi-level space adjacent to the mall's Rite Aid entrance, more than doubling its previous footprint.

"At King of Prussia Mall we're dedicated to meeting the needs of shoppers of every age and taste," said King of Prussia Mall General Manager, Bob Hart. "We're thrilled to be able to offer customers such a range of dynamic new retail shopping experiences just in time for the busy holiday season."

To help navigate the busy holiday season (and all the new retailer options), King of Prussia Mall will be offering several holiday conveniences to make for an enjoyable and stress-free experience. The mall will once again offer its courtesy holiday shuttle to help transport shoppers looking to cover more ground in less time. A mobile application and daily Facebook and Twitter posts will provide up-to-date information on the hottest gift ideas and sales. Customers may also download daily retail deals from the King of Prussia Mall website. Two Guest Service centers offer the King of Prussia Mall American Express Gift Card, as well as Ticketmaster services and gift card options from other area retailers and restaurants.

Finding the holiday spirit at King of Prussia Mall will not be difficult, as the mall will host several festive events throughout the holiday season.

On December 3 and 10, pet lovers are invited to bring their furry friends to Pet Photo Night with



Santa, 6:00-8:00 PM at the Bloomingdales Court. Breakfast with Santa takes place on December 8 with proceeds going to The Children's Hospital of Philadelphia. And on December 12, King of Prussia Mall will host its annual Men's Shopping Night, where men can get great gift ideas for everybody on their list, enjoy cocktails and treats, bid on auction items from the Flyers and KOP retailers and restaurants, and meet Preston and Steve of WMMR. 🍷

To learn more about new retailers, holiday promotions, events and news at King of Prussia Mall please visit:

WWW.KINGOFPRUSSIAMALL.COM

**or follow the mall on its social media channels:
Facebook.com/KingofPrussiaMall or Twitter.com/KoP_Mall.**



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ROUTE 422 HOLIDAY GIFT AND SERVICES GUIDE

BUZZ AROUND THE BLOCK

This month's Buzz Around the Block focuses on a wide variety of great gift, dining, and service providers to help make your holiday party planning, shopping and preparations unique and special this year. From jewelry, clothing, and fine art, to antiques, unusual gifts, delicious food and specialty services, this year's guide offers something for everyone on your gift list.

Warrick Jewelers

Warrick Jewelers, located at 251 E. High Street in downtown Pottstown, offers you unique and artful jewelry, diamonds, pearls, boutique clothing and purses. We believe that jewelry is something special, and should reflect the uniqueness of the person who wears it. When you purchase jewelry from Warrick Jewelers you will be wearing a work of art. When shopping for jewelry you should be able to have a wonderful and exciting experience that will create a memory with a purchase that can be passed to generations to come.

Warrick Jewelers offers you diamonds and designer gemstones in all shapes, sizes and prices. We offer a complete watch and jewelry repair shop, along with our custom designed jewelry and pearl stringing.

Warrick Jewelers not only takes care of all your personal fine jewelry needs, we also take care of you the customer. Our

staff is highly educated in the fine jewelry business and we earnestly want you to have a pleasurable shopping experience whether you're a first time purchaser or a returning customer.

Warrick Jewelers offers the following exquisite lines: Alwand Vahan; Cheri Dori; Frederic Sage; Galatea; H. Weiss Co.; Jye's International; Kattan; Leddel International; Leslie's; Ostbye & Anderson; Quality Gold; and Simon Golub.

Stop by and visit our show room any time to take a peek at our specials and view our beautiful collections. You will be glad you did! For more information, please call 610.323.4493 and visit www.warrickjewelerspottstown.com.

Weitzenkorn's

Weitzenkorn's men's store, located at 145 E. High Street, Pottstown, PA is a forth generation family owned business opened in 1864. We continue to carry on the proud tra-

dition of distinctive men's wear for all sized men and all occasions.

In addition to our fine lines of clothing we also offer expert tailoring. We are truly a full-line men's store — carrying hats to shoes and jeans to tuxedos. Also offering formalwear for rental and sale.

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

For Big and Tall clothing, we have two convenient locations; Pottstown and Exton. You will find the same high quality and service along with the largest selection of sizes in the area. For more information, please call 610.323.8810 and visit www.weitzenkornsmenswear.com.
HOURS: Monday 9:30 - 7:00; Tuesday, Wednesday and Thursday 9:30 - 5:30; Friday 9:30 - 9:00; Saturday 9:30 - 5:30.

(See "Buzz Around the Block" on page 8)



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BUZZ AROUND THE BLOCK

(Continued from page 7)

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Christmas Decorations & Evergreen Trees, Custom Centerpieces — grave swags — Poinsettias, Holiday Flowers, Wreaths, Home & Garden Items. Hours: Thursday – Saturday 10-5; Sun. 12 – 4. 1503 Ridge Rd. Pottstown, Pa. 19465. 610.469.3200. We are located one mile west of the corner of Route 100 and Route 23, at the intersection of Route 23 & Coventryville Road. For additional information, please visit www.reedsrecycle.com.

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"We give you the look you want while working within your budget," said Bob Hilbert, who founded the company in 1972. "We're always working to come up with a package that works for our customers' needs."

Bob Hilbert Sportswear offers accessories including caps, scarves and bags. All are designed to work as a sharp business promotional tool. Bob Hilbert Sportswear offers a gigantic and growing line of promotional products. From conventional pens and calendars to more unique options, Bob Hilbert can get it!

"Whether you need something for the office or a trade show, we can go to work for you," Hilbert said. Bob Hilbert's team of customer service representatives and full-service art department are available to assemble a package today.

Regardless of the size of a school, group or fundraiser, they can satisfy customers on every budget.

Contact Bob Hilbert Sportswear by phone at 610.367.6186, e-mail info@bob-hilbert.com or visit www.bobhilbert.com. Bob Hilbert Sportswear is located at 695 Englesville Road Boyertown, PA 19512.

Christian Science Reading Room

Try the Christian Science Reading Room at 109-1/2 East High Street in Pottstown if you would enjoy seeing books and periodicals, and music CDs that will lift your spirits. We have been told that it is a real "oasis." The shop was moved here from King and Charlotte Streets. Hours are Monday, Wednesday, and Thursday from 12 Noon to 4 p.m. (We will be closed Thanksgiving Week, but would open by appointment — please call 267.644.8045). The number at the Reading Room is 610.323.7388.

The weekly International Magazine, *THE CHRISTIAN SCIENCE MONITOR*, is available here. The *Daily Christian Science Monitor* which replaced the paper edition, is available online and at the Reading Room when it is open. Gently used Monitors are in the self-serve box on the sidewalk in front of the shop.

Many **BIBLES** and *Science and Health with Key to the Scriptures*, the healing book by Mary Baker Eddy, are available to borrow or buy. Make it your destination or come in spontaneously from the street. You will find a place for study and prayer or find answers to your questions about God and Christ Jesus.

The Christian Science Reading Room is under the auspices of First Church of Christ, Scientist, 1200 Main Street, Phoenixville, which now has a website.

Village Peddler — Come in and Check Us Out!

Village Peddler is now under new ownership and located at 3809 Penn Avenue, Sinking Spring, PA! The shop came under our creative and loving control of Bob and Genie Barlow on June 8, 2012, after they

bought the business name from the previous owner. Bob and Genie kept the name of "Village Peddler" because it's the perfect name for the type of shop they wanted to create, and because they do, in fact, peddle anything and everything!

Village Peddler offers a wonderful mix of antique and vintage furniture, collectibles, primitives and a little country decor, creating an eclectic blend of home furnishings all set in a relaxed, friendly place to shop. You are welcome to be the Barlow's guest and bring your family and friends.

With a cup of complimentary coffee in hand, you may casually browse through their ten rooms of the old farmhouse to find items to make your house into a comfy home. Walk around the outside of the farmhouse on the wrap-around porch and along the stone walkway to find even more wonderful items creatively displayed to entice and inspire you in your own home decor.

Village Peddler is open Wednesdays 10-6, Thursdays 10-7, Fridays 10-6, Saturdays 10-5, and Sundays 10-4. Call 610.670.5176 and visit www.villagepeddler.org for additional information.

The Party ReduX Showcase

Holiday Planning? Save the date now! Now is the time to plan those holiday parties and other social gatherings. So get out your calendars and pick the dates for the small or large events or simpler meet ups you'll host. Whether for those business clients you want to entertain or family members send a semi-formal invitation or quick e-mail save-the-date alert today. In today's hyper-paced environment, people are more challenged than ever to deliver on customer engagements or family plans. It has never been clearer that in order for your event to succeed, you must be prepared to give them advanced notice so as to participate.

Party Planning? Renting Is Common Sense Idea!

When it comes time to party, remember The Party ReduX Showcase brand brings together know-how, and know-who. Our Best Party Stars can be your party planners. They'll put together the team of caterers, and other event professionals with our sales and rentals of party décor and accessories. Together, in one space,

(See "Buzz Around the Block" on page 10)

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Buzz Around The Block

(Continued from page 9)

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For additional information, please call 610.495.1730 and visit www.limerickcarwash.com.

Pottstown Farmers Market

Looking for fresh, local, delicious food? Pottstown Farmers Market, located at 300 E. High Street (High and Charlotte Streets) in downtown Pottstown, is now family owned and operated. We are committed to selling products of the highest quality, at rea-

sonable prices. We focus on local farm food and products.

Freeland Market is your neighborhood meat shop. We stress customer service, and feature fresh cuts of meat and poultry. What sets us apart is the care we give to our handmade products, including up to 16 varieties of sausages each week. We also feature smoked sausages, Bacon, scrapple, and charcuterie items such as pâtés, terrines and other specialties. Everything is crafted with quality in mind with family-friendly prices.

J & H Produce offers a variety of locally grown fruits and vegetables, as well as quality citrus, bananas, and other specialty produce. Also available are Fresh homemade pies, cookies and other popular baked goods. Last but not least, milk J & H now carries Trickle Springs dairy products, both organic and pasture fed.

At Mosteller's Seafood, fresh fish and seafood is our specialty. Come in and try some of our fresh gulf shrimp or tasty Atlantic salmon filets. Hungry? Order one of our famous crab cakes, paired with our delicious coleslaw or a heaping bowl of our homemade New England clam chowder. We also sell a variety of frozen seafood items to cook at home.

Wegman's Deli and Catering has been family owned and operated for over 75 years. We are a full service, off-premise catering company serving the Allentown, Lancaster, Pottstown, Reading and suburban Philadelphia communities. Wegman's Catering is committed to providing its clients with the best food, service and related components that set the standard for successful events.

For additional information on Pottstown Farmers Market, please visit www.pottstownfarmersmarket.com, or contact Elise LeBoutillier at 610.326.0900; email: elise@pottstownfarmersmarket.com.

The Brick House 2012 Holiday Season

It is that time again for holiday events and parties; therefore, The Brick House can offer your party great drink specials or buffet-style specials. Our fixed price menu options and holiday bar discounts are great for those on a budget. Call today 610.906.3527 or email: Inbox@PottstownBrickHouse.com to inquire or reserve your next event!

We are open throughout the holiday season Christmas Eve and Christmas day. Don't forget to purchase our

rechargeable gift cards and apparel for your employees, family, or friends available in any dollar amount. Check us out online www.PottstownBrickHouse.com for our updated calendar of events, new TV commercial, or to sign up for our weekly mailer to receive coupons/specials/discounts. We look forward to hosting your next office party, special event, or corporate gathering!

New Catering Partnership at Franklin Commons in Phoenixville PA

Franklin Commons owners Dave and Marian Moskowitz are pleased to announce their new catering partnership with award-winning Drexelbrook Catering of Drexel Hill, PA and Innovative Catering Concepts, Philadelphia, PA. The Franklin Commons is a mixed use educational, corporate and recreational facility located in a former Mill and Manufacturing site just off Bridge Street in Phoenixville.

Part of the space at Franklin Commons has been dedicated to hosting special events. These areas include a lively Art Gallery, The Courtyard for outdoor ceremonies and cocktail parties, Campus Walk also outdoor, but covered and Franklin Hall which serves as a backdrop for all types of events. The Bistro, featuring daily cuisine from Innovative Catering Concepts is open five days a week from 7:30am to 7:00pm.

Drexelbrook, a local and nationally recognized catering company based in Drexel Hill, PA, assumed control of daily

catering operations in March of 2012. The goals of the new partnership include renovation of outdoor space completed in June 2012, infusing a higher service level and of course providing exceptional cuisine. To date Drexelbrook has successfully executed several weddings, mitzvahs, proms, corporate meetings and social events of all types.

"Franklin Commons is a good fit to establish a presence in Chester and Montgomery Counties" says Domenick Savino, CPCE, CEO of Drexelbrook Catering. The space is perfect for those clients seeking a different type of event experience. The rooms can be customized with lighting, furniture and special effects. There are very few locations in Chester County that offer such flexible space for pre-event, dinner and post-event space and Franklin Commons offers it all. "We hope to attract clients that appreciate a unique atmosphere, seasonal cuisine and professional service" says Savino. To provide many price points, Drexelbrook partnered with Innovative Catering Concepts to run the day-to-day operations of the Bistro. They offer a great daily menu and daily additions as well as provide food service for some of the schools located within the building.

The Franklin Commons offers complimentary on-site parking and Wi-Fi along with flexible event space. Meeting planners love our conference room and the ability to host larger events in Franklin Hall. For more information please visit our website at www.franklincommonsevents.com or call us at 610.983.4640 or e-mail fc@drexelbrookcatering.com. 📧

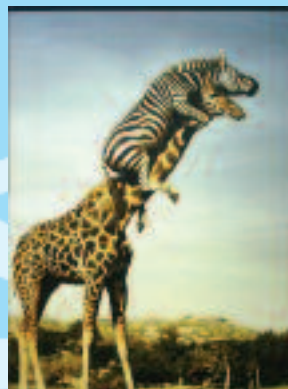
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Maximize Your Web Site's VISIBILITY and VALUE

"You do your best business on Main Street," so the old saying goes. But for 21st Century small businesses, "Main Street" is the so-called Information Highway of the Internet.

While a Web site is now considered a must for most any kind of small businesses—whether it's just a "billboard" or a full e-commerce site—just having an Internet presence is not enough. You must continually monitor and reevaluate its looks, function, and utility to make sure its meeting the needs of your business and—more importantly—those of your customers.

If your Web site was created several years ago, for example, it could be time for a makeover. What seemed sophisticated back then might now look simplistic and even unprofessional compared with other, more effective sites.

In this age of limited attention spans, it's also essential that your Web site catch and keep visitors' interest. Try adding interactive features such as surveys, guest books, auto responders, downloadable documents and an e-newsletter. Your current Web host may offer some of these capabilities. And why not take orders online with a simple shopping cart feature, if you don't already? Resources include: PrestoCart.com, MyCart.net, PayButton.com and EarthStores.com.

Animated art, professionally designed buttons, bars and banners can help supercharge your site. You can acquire them quickly and inexpensively with software and online delivery from providers such as

NetStudio.com and ScreamDesign.com. You can add interesting and timely content to your site as well. Consider hiring a freelance writer to produce original news, feature and how-to articles for your site that are related to your business. Putting fresh content up monthly could cost as little as a few hundred dollars.

The Web offers tremendous potential for researching your markets and competitors. A few top resources—some free, others fee based—include: Business.com for general business research, KnowX.com for public records research and Hoovers.com for company profiles and contact information.

Even if you have the best Web site in your industry, nobody will find it unless it listed with the major Internet search engines. SearchEngineWatch.com offers a wealth of information about raising your search engine profile via search engine submissions, as well searching tips, search engine reviews and ratings, and other resources.

To learn more about technology issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call the Pottstown SCORE office at 610.327.2673 for more information, or visit on the web at www.pottstownscore.org. 

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* The CPA Technology Advisor (September, 2007)



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PA SMALL BUSINESS INITIATIVES

Treasury Announces \$95.1 Million Increase in Small Business Lending at PA Banks Receiving Capital Through the Small Business Lending Fund

The U.S. Department of the Treasury recently released a report showing that Pennsylvania banks receiving capital through the Small Business Lending Fund (SBLF) continue to increase their small business lending, in total by \$379.1 million over their baselines.

The SBLF, established as part of the *Small Business Jobs Act* signed into law in 2010, encourages community banks to increase their lending to small businesses, helping those companies expand their operations and create new jobs. Treasury invested more than \$4.0 billion in 332 institutions through the SBLF. Collectively, these institutions operate in over 3,000 locations across 48 states.

This Use of Funds report comes shortly after the first anniversary of the Small Business Lending Fund. To date, institutions participating in the program have increased lending to small businesses by \$6.7 billion over the baseline and by \$1.5 billion over the prior quarter.

"Today's report is further indication that the Administration's Small Business Lending Fund is continuing to help create an environ-

ment in which entrepreneurial small businesses can succeed and excel," said Deputy Secretary of the Treasury Neal Wolin. "Banks in the SBLF program continue to show large increases in the lending available for small businesses to grow, create jobs, and support families in communities across the country."

Small businesses play a critical role in the U.S. economy and are central to growth and job creation. Small businesses employ roughly one-half of all Americans and account for about 60 percent of gross job creation. In the aftermath of the recession and credit crisis, small business owners faced disproportionate challenges, including difficulty in gaining access to capital.

The SBLF helps small businesses meet this challenge by providing capital to community banks that hold under \$10 billion in assets. The dividend rate a community bank pays on SBLF funding is reduced as that bank increases its lending to small businesses — providing a strong incentive for new lending to small businesses so they can expand and create jobs.

(See "PA Small Business Initiatives" on page 17)

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

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Good for Our Community

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

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



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Penn Liberty Bank, a premier local community bank with ten locations in Chester and Montgomery Counties, has named their high tech, cash management suite of products and services, CashWise™.

CashWise™ offers the latest banking technology services such as secure online cash management services, cost wise credit and debit card payment services with next day availability, remote deposit capture options, mobile banking including applications for both iPhone and Android, plus other products and services that provide ultimate convenience for business clients.

Penn Liberty Bank has always offered the latest technology available and will continue to upgrade CashWise™ products and services as new technology emerges. "Many businesses believe they need to bank with the larger, regional banks to get high tech cash management services. We want everyone to know that Penn Liberty has that level of services plus the personal touch of a community bank," said David

Griest, founder and Chief Information Officer at Penn Liberty Bank.

"We are committed to insuring that our clients have the ability to bank wherever and whenever they need. Penn Liberty Bank distinguishes itself by offering industry leading, customized cash management technology along with the high touch personalized service that can only be found at a community bank," said Pat Ward, Chairman and CEO of Penn Liberty Bank.

For more information about CashWise™ call 888.795.7366 or email us at CashWise@pennlibertybank.com.

ABOUT PENN LIBERTY BANK Penn Liberty Bank offers ten conveniently located branches and is a community bank focused on providing personal, high touch service. Combining state of the art technology with highly talented, customer service oriented employees and a full suite of consumer and business products and services has resulted in the Bank's growth to over \$540 million in assets. To learn more about Penn Liberty Bank please visit www.pennlibertybank.com.

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PA SMALL BUSINESS INITIATIVES

(Continued from page 15)

To view this report, including a detailed list of the change in lending at banks receiving SBLF capital, please click here.

The SBLF is one part of a comprehensive agenda to help small businesses access the capital they need to invest and hire. Treasury also administers the State Small Business Credit Initiative (SSBCI), which allocates \$1.5 billion to state programs designed to leverage private financing to spur \$15 billion in new lending to small businesses and small manufacturers.

For more information, please visit www.sba.gov. 📄

Governor Corbett Ceremonially Signs Small Business Regulatory Reform Act, Tours Manufacturing Facility

Governor Tom Corbett recently signed legislation that will protect small businesses from unnecessary red tape and costly mandates. Sponsored by Rep. Tina Pickett (R-Bradford), House Bill 1349, *The Small Business Regulatory Reform Act*, amends the *Regulatory Review Act* to require state agencies to consider the impact of any proposed regulations on small businesses.

"This bill reduces the red tape our small businesses must go through to grow and be successful," Corbett said. "Less money spent on bureaucracy means more job creation and economic investment."

The Small Business Regulatory Reform Act requires state agencies to identify the types of small businesses that would be impacted as well as the potential administrative costs of proposed regulations. If a proposed regulation is determined to have an adverse impact on small businesses, the Independent Regulatory Review Commission must provide a less intrusive or

costly alternative that still achieves the intended statutory purpose.

"Requiring agencies to seek input from small business will result in regulations that better balance public welfare with economic growth," Corbett said. "By reducing unnecessary regulatory hurdles and costly mandates, businesses will have the ability to operate efficiently, maintain and potentially grow their business and workforce, and stay competitive."

The act allows small business the opportunity to be involved in the regulatory process, providing a better partnership between government and small business in the effort to create jobs for Pennsylvania working families.

"Thanks in large part to Governor Corbett's efforts the regulatory environment in Pennsylvania is steadily improving," said National Federation of Independent Businesses State Director Kevin Shivers. "It's hard to believe that small businesses in Pennsylvania, which provide more jobs than any other sector, had virtually no voice in the processes of drafting regulations by which they are so deeply affected. Because of this law, small businesses now have a seat at the table."

Corbett, joined by Pickett, Shivers and representatives of several business organizations who advocated for the legislation, ceremonially signed the law at the PA Precision Cast Parts, Inc. in Lebanon after touring the facility. PA Precision Cast Parts, Inc. is a recognized industry leader, employing over 175 Pennsylvanians and converting raw materials into quality cast components since 1983.

To read the full text of the legislation, visit the General Assembly's website at www.legis.state.pa.us. Corbett originally signed the bill on June 29. For more information on Governor Corbett's commitment to job creation, visit www.governor.pa.gov. 📄

(See "PA Small Business Initiatives" on page 19)

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CMS is a non-profit organization where music education is at the core of its programming. With its recently expanded and renovated facility to include 18 teaching studios and a 200-seat performance hall, students can find instruction on nearly every instrument and voice. Regardless of age or prior musical experience, CMS offers music instruction programs to meet individual needs. In addition to private lessons, programs of instruction include Milestones in Music for young children, instrumental ensembles, a variety of music enrichment classes as well as Suzuki based instruction and summer camp programs.

The *A Little Night Music Concert Series* at Community Music School brings extraordinary musical artists into our

community and pairs each performance with an exhibition of some of the region's most talented visual artists. As is the custom of *A Little Night Music*, the evening begins with an opening reception for the visual artist at 7:00 PM followed by a concert performance at 8:00 PM. The combination of music and art provides an enjoyable evening to keep you coming back for more!

This season opened with a performance by an incredibly talented violin, flute and cello trio called Sonic Escape. Next on the series is the Chestnut Brass Company, a Grammy award winning brass quintet. Through a new collaboration with The Academy of Vocal Arts, CMS is pleased to present some of the world's most promising opera stars of the future. Last, but certainly not least, the season will close with a solo piano recital by CMS faculty artist Milena Urban.

For further information about music programs of instruction or concert series, please contact CMS at 610.489.3676 or visit www.cmsmusic.org.



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PA SMALL BUSINESS INITIATIVES

(Continued from page 17)

U.S. Commercial Service Signs Strategic Partnership MOU with Small Business Development Centers

The U.S. Commercial Service's Export Assistance Centers and the Pennsylvania Small Business Development Centers (SBDC) signed a Memorandum of Understanding (MOU) recently to increase awareness in the Pennsylvania business community. The MOU is geared towards educating small- and medium-sized businesses about exporting and the many tools and resources the organizations provide to help them succeed in the international marketplace.

"We're pleased to welcome Pennsylvania SBDCs as a partner in our efforts to strengthen the Pennsylvania economy and support local jobs through expanding U.S. exports," said under secretary of commerce for international trade Francisco Sánchez. "With more than 95 percent of potential customers living outside U.S. borders, it's imperative that American companies of all sizes consider the benefits of selling their products abroad."

"Small businesses across Pennsylvania will be able to benefit from the international business expertise afforded by this new partnership with the U.S. Commercial Service," said Pennsylvania SBDC state director Christian Conroy. "The 18 SBDCs in Pennsylvania are available to assist business owners and entrepreneurs take advantage of exporting opportunities available to grow or sustain their business."

(See "PA Small Business Initiatives" on page 21)

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NEW PRODUCT OFFERING *American Crane expands its offerings to include AL-Vac Vacuum Tube Lifters and Manipulators.*

American Crane & Equipment Corporation, a manufacturer of overhead electric cranes and hoists, has recently added AL-Vac Vacuum Tube Lifters and Manipulators to its list of distributed products.

AL-Vac Vacuum Lifters and Manipulators are utilized in many industries to lift objects weighing a few pounds to several tons. Their smooth action makes them easy to operate, increasing efficiency and reducing the labor costs associated with production, lead, and delivery time. In addition, a wide variety of accessories and end effectors are available for each unique application, ensuring the safety of the operator and load. Using vacuum power can considerably reduce the number of injuries suffered on the job.

American Crane & Equipment Corporation is located in Douglassville,

Pennsylvania approximately 45 miles west of Philadelphia. This overhead lifting company is known for tackling unique "critical lift" applications and specializes in engineered products for aerospace, commercial nuclear, DOE nuclear, and automated systems industries. American Crane sells spare parts, manufactures standard and custom equipment, and also performs on-site equipment inspections, repairs, retrofits, and maintenance.

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PA SMALL BUSINESS INITIATIVES

(Continued from page 19)

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BUSINESS PROFILE

DR. CARA REITNAUER, NORTH END VISION CENTER

Dr. Cara Reitnauer graduated locally from Governor Mifflin High School and attended Pennsylvania State University until 2006, graduating with a Bachelors of Science degree. She received her doctorate of optometry in 2010 at the Pennsylvania College of Optometry, now Salus University.

Throughout her professional training in North Carolina, Maryland, and Pennsylvania, she has gained extensive experience with primary care optometry, specialty contact lens fitting and the diagnosis and management of ocular disease. She has worked closely with local retinal and corneal specialists, as well as provided quality care to our nation's veterans at two Veterans' Medical Centers.

Throughout her externships, Dr. Reitnauer has been exposed to the



highest level of diagnostic technology available for managing many ocular conditions. Along with these accomplishments, she has also organized vision screenings in the Philadelphia community through the International Lions Club, as well as attended a mission trip serving thousands in Haiti.

She joined North End Vision Center at 1401 East High Street in September 2010, and has enjoyed giving comprehensive eye examinations in Pottstown ever since. It has been very rewarding for Dr. Reitnauer, and she enjoys every interaction with each patient who walks through the door. She welcomes patients of all ages and the office is wheelchair accessible. She accepts most vision and medical insurance plans. If you would like to set up your appointment with Dr. Reitnauer, please call 610.323.4225. 🗑️

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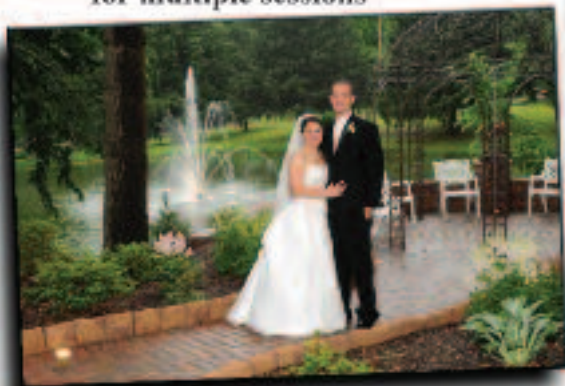
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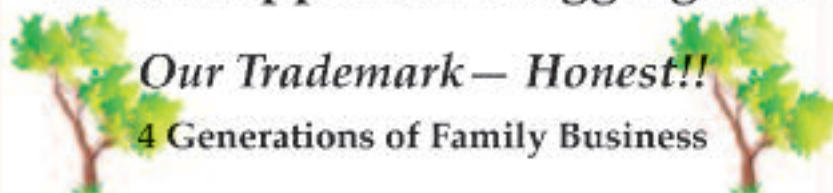
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Improving Your Sales Skills: Six Principles to Keep in Mind

"People don't buy for logical reasons. They buy for emotional reasons." – ZIG ZIGLAR



LEADERSHIP AND SUCCESS

By Kenneth D. Richardson PhD, CEO, Redwood Enterprises

This article is about sales, but its focus is on principles, not tactics. There is a difference, and it's important. Tactics are scripted ruses that are intended to increase sales but usually don't. In contrast, principles are timeless and unchanging truisms regarding how people perceive, respond, and relate to one another. Successful sales professionals value principles — amateurs depend upon tactics.

Influence: Science and Practice

One of my favorite business related books is *Influence: Science and Practice*, by psychologist Dr. Robert B. Cialdini. Cialdini spent several decades studying sales, persuasion, bargaining, and negotiation by virtually every method known to social scientists. His work has been lauded by people in the business world such as Tom Peters and Warren Buffett.

Cialdini's research unearthed a distinct pattern in the domain of persuasion. He noticed that when people are influenced in significant ways—to buy big ticket items, to take risks, or to change their opinions on issues—one or more variations on six

basic principles of persuasion is almost invariably involved. These principles are identifiable and can be quite powerful in terms of their effects on our decision making and behavior.

Principles are very different from tactics

I'll describe the six principles momentarily, but first a note on how principles differ from tactics and why the difference is important.

Tactics are concocted by people strictly for the purpose of getting others to do or to believe what they want them to. Tactics may be well or poorly conceived, and they

(See "Leadership and Success" on page 29)



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(ZC1012) 1200 East High Street, Office Building, Pottstown- Suites from 200-1500SF. \$12.50/SF includes all utilities.

(ZC1033) North Main Street, North End, Pottstown- 1,650SF retail/office space, plenty of offstreet parking. \$8-10/SF

(ZC1070) 180 Porter Road, Pottstown- Professional office building situated in the MMEI vicinity of PAMC. Handicapped accessible, elevator, ample parking and various size suites from 300-1,500SF. Competitive rates and flexible terms. Call for more details!

(ZC1080) Lerman Street, West Pottstown- 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, elec. & 1/2 water invoice.

(ZC1112) 835 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 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) Mainstary Road, Boyertown- 1,200SF retail/office space w/ powder room. Possible storage space behind offices/retail area. \$800/Month + heat & electric. Call for details.

(ZC1119) 302 State Street, Hamburg- Rent entire building or 1 of 2 portions. Front portion 3,000SF on 2 levels featuring new carpeting, gas hot air heat, window A/C, \$1,000/Month. Rear portion 1,700SF on 2 levels, gas hot air heat w/ central air, w/ new carpeting. \$500/Month.

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

(ZC1122) 190 Mezer Road, Pottstown- 1,500SF space for showroom office. Beauty Salon, various possibilities. New heating system, central air, powder room, ample parking in front of building. Convenient location with good visibility. Ready to move into. \$1,000/Month includes trash, water & sewer, snow removal. Lessor will pay yearly heater cleaning and repairs on heater/central air.

(ZC1125) 285 E. Main Street, New Holland- 20,000SF (M/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 9,200SF now available for lease at \$9.00/SF M/M + 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 only considered. Will sell for 1.2 million.

(ZC1126) 144 Holly Road, Othertown- Boyertown area, approximately 5,000SF of office space with loading dock. (5) private offices, large open area, convenient location to Route 100. \$3,000/SF

(ZC1129) 2905 East High Street, Sanatoga, Lower Pottsgrove- COMM. 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, Downmansville- 4,360SF Prof. Office Bldg. Ideal for medical or legal offices. Many other possible uses. Bldg. is completely updated w/ modern amenities including lunch room, 6 private offices, conference room & 5 other work stations. Overhead 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. Hamover St., Pottstown (2nd floor space)- featuring 30x30 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 clear. Possible uses include HVAC business, etc. \$650/mo + electric, heat & trash. Lessor pays water & sewer.

(ZC1132) Route 100 & Farmington Avenue, Pottstown- Brand NEW Office Building situated off Rt. 100 between Pottstown & Boyertown. 4,800SF available in 2 story office building. Owner will fit out space to suit. Call for details on rates and availability.

(ZC1133) 1033 South Hamover Street, North Coventry- Approximately 2,800SF zoned Village commercial. Could be used as office, retail or commercial space. \$2,350/Month M/M.

(ZC1134) 371 Circle of Progress, Pottstown Airport Campus- 4200SF warehouse, 2000SF attached garage area and 800+/- office space. Can be leased together or separately. Loading docks and drive in overhead doors. Call for rates.

(ZC1135) 2103 E. High St., Pottstown- Medical office bldg. situated with great exposure on High Street in Lower Pottsgrove. 4350SF to be leased. Offstreet parking lot. Call for terms and rates.

(ZC1136) 365 Circle of Progress Drive, Pottstown- 1770+/- SF of Pottstown Airport Campus office space for lease. Many possible uses. Call for details. \$1,195/Month + utilities.

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LEADERSHIP AND SUCCESS

(Continued from page 27)

may or may not produce the results desired by those that employ them.

In sharp contrast, the principles I'll be describing are not tools to be deployed as weapons of influence. They are truisms that represent some intrinsic aspects of human nature.

As such, if properly understood they can enhance our knowledge of the social world in which we live and help us to make better choices about how to conduct ourselves. A knowledge of principles may suggest tactics, but that is another matter.

Six principles of persuasion

Let me reiterate that Cialdini, the author of *Influence: Science and Practice*, derived these principles from several decades of diligent research regarding sales, advertising, bargaining, and even con games. He interviewed salespeople, police interrogators, trial lawyers, political campaign managers, and a host of other professionals whose success depends upon effective persuasion.

In addition, he reviewed countless scientific studies of persuasion, as well as conducting scores of his own. In his findings he identified six themes, each of which represents a principle that drives human choices and actions related to buying and selling. I've summarized them below as rules.

Rule #1. Liking:

Affability breeds affluence

Virtually all highly successful sales people understand the value of being a likeable person. They have the "gift of gab," they are pleasant to interact with, and they know how to make other people feel at ease. They also know when to shut their mouths and listen. They let others speak and avoid dominating conversations. In effect, they know how to be pleasant to deal with.

(See "Leadership and Success" on page 30)

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#912-Pottstown

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#915-Route 100

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LEADERSHIP AND SUCCESS

(Continued from page 29)

Take the famous case of Detroit car salesman Joe Girard, whose success earned him recognition in *The Guinness Book of World Records*. Considered a modern marvel, Joe's sales averaged over five vehicles every working day. His annual income was typically between one and two hundred thousand dollars, not exactly what most people would call "chump change."

When interviewed, Joe attributed his success to two things— (1) his love for people, and (2) their liking for him. This was not boasting. Joe's customers agreed that they felt that his expressed concerns for them were quite real, and that they genuinely liked and respected him.

Unlike Joe, a lot of salespeople "just don't get it." Many are insensitive, pushy, arrogant, or simply "give us the creeps." I'm always amazed at the lack of "social intelligence" on the part of those who exude self-centeredness, and I wonder what it must be costing them in terms of lost sales.

Rule #2. Reciprocity: What goes around, comes around

The Bible commands that we be generous because it's a manifestation of righteousness. But there are also tangible benefits to being generous toward others. Anthropologists tell us that every society that has ever been stud-

ied has a rule for reciprocation—for returning acts of kindness with kindness.

Research on reciprocity also shows that it does wield considerable power in our interchanges, and if applied sensibly, it can often help to enhance sales in certain situations. Good sales professionals know how to convey favors to others in ways that seem quite natural and are not blatantly manipulative.

The reciprocity rule is often abused by poorly prepared salespeople, whose awkward attempts to procure business by trying to appear helpful do little more than insult people's intelligence. This outcome can be avoided by applying a healthy dose of social sensitivity coupled with a measure of common sense.

Rule #3. Social proof: When in Rome, what do most folks do?

The behavior of others is an incredibly powerful source of influence over individual choices and actions. Evidence that a product, service, or establishment has a broad and highly satisfied customer base is an invaluable vehicle for enhancing sales.

For individual sales people, the principle of social proof suggests a number of means of enhancing the likelihood of prospective clients buying from them. Testimonials, or

(See "Leadership and Success" on page 33)



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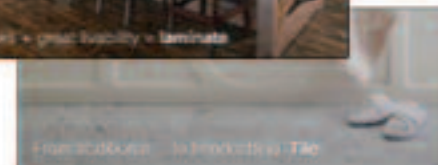


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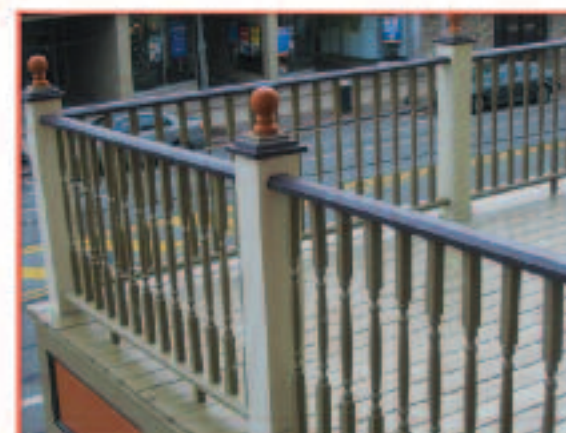
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LEADERSHIP AND SUCCESS

(Continued from page 30)

written comments from satisfied customers, are very effective. Even more powerful are "introductions" (formerly called "referrals"), or direct personal recommendations to prospective customers. Don't be squeamish in asking for these— if your current customers are really satisfied, they won't mind doing you a favor.

Rule #4. Authority: Create and command respect

We Americans are champions of equality, but we also respond quite favorably to anything that suggests superior knowledge or status. Such things can be as formal as titles, insignias, and certifications, or as informal as a projected air of cool confidence and a professional manner.

Often this principle works all too well, as it is frequently exploited by con artists. The files of law enforcement agencies contain countless cases of individuals who were able to extract huge sums of money from trusting victims by posing as "experts" who specialize in spreading wealth or as representatives of causes and organizations that are either not legitimate or nonexistent.

Those who are genuine representatives of legitimate sales organizations however, should take every opportunity to speak

confidently and brandish as many appropriate symbols of their authority as they possibly can. Take your cue from the con artists— just don't become one of them.

Rule #5. Consistency as a motivating factor

People tend to be incredibly true to prior commitments and declarations, assuming that their enthusiasm for them is genuine. We're driven in part by needs to be consistent, and this very often determines our decisions of what to buy and from whom.

Effective sales professionals succeed not by inducing people to change their preferences, but by offering them opportunities to be consistent with what they already value. Their success in sales comes from an ability to enable their prospects to look or feel more like the person that they aspire to be. Concerns with identity and image are very powerful motivators of behavior.

Rule #6. Scarcity: Supply relative to demand

Profiteers make incredible amounts of money on goods that are perceived to be unique, in short supply, or available for only limited amounts of time. Virtually

(See "Leadership and Success" on page 34)



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The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2012 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS—It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.

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LEADERSHIP AND SUCCESS

(Continued from page 33)

every sales training program under the sun includes a component that emphasizes the importance of creating a "sense of urgency" in the minds of prospective buyers. Good salespeople don't want their prospects missing opportunities.

Research on buying behavior shows that the perception of scarcity in regard to a desired item is a powerful influence indeed, often leading to hasty decisions and a willingness to pay higher prices. Auctions, for example, never cease to amaze me in their ability to inflate the prices of available items simply by invoking competition among prospective buyers.

Persuasion as an integral part of human life

In case you can't tell yet, I highly recommend *Influence: Science and Practice* as a worthwhile read. A look at persuasion and sales in terms of underlying and unchanging principles instead of as an array of disconnected tactics is the rather unique contribution of one but researcher.

But in presenting his own novel take on persuasion, Cialdini offers a perspective that is useful to both "persuasion practitioners"

(See "Leadership and Success" on page 36)



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LEADERSHIP AND SUCCESS

(Continued from page 34)

and those “not in the business.” Why? Because the more all of us think logically about what drives our decisions and those of others, the fewer errors we’ll have to look back on and regret. The more times we can avoid having to say or think “I blew it”, the happier we’ll be.

For those who make their livelihood by selling, this article is just a little food for thought. For those who don’t, it may serve as a “heads up.” It’s worth being aware that quirky, less-than-rational forces determine many of the important choices that people make. To those not in sales I offer the Latin idiom “caveat emptor”— “let the buyer beware.” To all, happy buying and selling. 🍷

Dr. Richardson is the founder of Redwood Enterprises, a business consulting, training, and executive coaching firm that specializes in helping business owners make sure that what they do every day reflects their strategic plans. He is available for speaking engagements on business related topics. Visit his company’s website at www.redwood-enterprises.com, or contact Redwood Enterprises by phone at 610.326.3670.



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PRESIDENT'S MESSAGE –



October 2012 was recognized by the Commonwealth of Pennsylvania as "Local Chamber of Commerce Month." As the TriCounty Area Chamber of Commerce continues to develop and implement its new set of strategic goals, Governor Corbett's message to the business community echoes the Chamber's sentiment in the development of our organizations' strategic goals.

GREETINGS:

It is my pleasure to join with the Pennsylvania Chamber of Business and Industry to support October 2012 as "Local Chamber of Commerce Month."

Pennsylvania remains firm in its commitment to form partnerships that draw upon the best business, labor, education and government have to offer. Our local chambers of commerce play a critical role in fulfilling this goal, and are essential to the Commonwealth's continued economic growth and advancement. Local chambers of commerce throughout Pennsylvania represent thousands of businesses and their members work with dedication and pride to promote business, community and the well-being of all citizens of the Commonwealth. I commend all those who strive to advance the commercial, financial, industrial and civic interests of our state.

As Governor, and on behalf of all Pennsylvanians, I am honored to support October 2012 as "Local Chamber of Commerce Month" in Pennsylvania. I express my gratitude and appreciation for the many contributions that the local chambers of commerce have made to the Commonwealth.

Tom Corbett
Governor
October 2012

In order to continue to play a critical role in both our local economic growth and advancement the Chamber has recently developed strategic goals around Building Community, Creating Connections and Supporting Commerce.

Building Community

As the Chamber works to continue to build community in the tri-county area, we will work to evaluate and enhance the demographics of our membership and leverage membership diversity to create strategic partnerships and identify how we can continue to grow the reputation of the Chamber as a trusted community resource.

Creating Connections

Creating connections will be one of the most important goals the Chamber accomplishes. Creating community and supporting commerce hinge on this goal. To increase connections in the area the Chamber will continue to build itself as the premier organization for connecting people, business organizations, government, and strategic partners by enhancing and strengthening opportunities for Members to interact with each other in smaller more defined groups.

Supporting Commerce

The Chamber already has a variety of opportunities for its Members to work to grow their business. We provide a number of marketing opportunities for Chamber Members to take advantage of. But, our work is never done and we want to continue to establish Chamber Membership as a solution to growing a business. Stay on the lookout for not only more but enhanced and strengthened opportunities to do business together and with the community.

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

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Family owned craft brewery established in 1995. In 2012 Sly Fox opened its new 30,000 square foot state of the art brewery in Pottstown allowing for significantly more production. The brewery also has a "Tastin' Room" open Wednesday-Sunday.

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Referred by George Wausnock

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

NOVEMBER FREE EVENTS: CHAMBER 101

Thursday, November 1, 3:30PM & Tuesday, November 20, 8AM

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

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

MEMBERSHIP REFERRAL INCENTIVE

Refer a business & they join, you receive a

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Referred a new member? Call 610.326.2900 or visit us

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(ACCORDING TO TCACC RECORDS)

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Waste Management of PA

25 YEARS

Penn Airways

23 YEARS

Borough of Boyertown

21 YEARS

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Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success. Contact **Kitty Papp** at 610.326.2900 or kitty@tricountyareachamber.com

Member Renewals

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

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James M. Capinski and Associates

Carousel at Pottstown

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EP Caine & Associates CPA, LLC

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Andrew J. Monastra, P.C.

Montgomery County Community College

National Alliance on Mental Illness – Montgomery County

Orlando Law Offices, P.C.

Pennsylvania American Water

PermaBond, LLC

Philadelphia Mortgage Advisors

Pottstown Area Health & Wellness Foundation

PuroClean Disaster Restoration Services

Rutter Roofing

UFinancial Group

United Way of Greater Philadelphia & Southeastern Pennsylvania

Universal Machine Co.

Visiting Nurse Association of Pottstown & Vicinity

WBZH The Buzz 1370 AM

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TRICOUNTY AREA
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BE SEEN. BE HEARD. BELONG.

CALENDAR OF EVENTS



TRICOUNTY AREA CHAMBER OF COMMERCE

EVENTS

Thurs., Nov. 1

3:30 PM

CHAMBER 101
Chamber Conference Room, 152 E. High Street, 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., Nov. 13

11:30 AM – 1:30 PM

CHICK-FIL-A LUNCH & LEARN SERIES: SESSION 2
Chamber Conference Room, 152 E. High Street, Suite 360, Pottstown, PA 19464*

 The second of a five month series of workshops to provide leadership training and personal growth based on the topics discussed by Tim Tebow and Urban Meyer during the 2012 Chick-fil-A Leadercast will be led by Jeff Kofsky, Higher Vision Coaching & Consulting, focused on **Realizing That Leadership Is Influence and Bringing A Leader's Life Into Balance.**
\$45 per Workshop

Sponsored By: John Middleton, an Altria Company

Tues., Nov. 20

8 AM

CHAMBER 101
Chamber Conference Room, 152 E. High Street, 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., Nov. 27

8 – 10 AM

SEMINAR: "CUSTOMER SERVICE"
Chamber Conference Room, 152 E. High Street, Suite 360, Pottstown, PA 19464*

Heather Chandler, President, Sealstrip Corporation and Don Federico, Manager, Last Call by Neiman Marcus will present on "Customer Service" from both the manufacturing and retail aspects. Don't slip behind the competition. Know what is being offered by others and be ahead of the curve by asking what you can do to add value to your customer's experience with you.

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

NETWORKING

Thurs., Nov. 8

7 – 9 AM

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

David Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation, and Sharif Omar, CEO, Pottstown Memorial Medical Center, will present on the health of our tri-county area community.

\$25 per Member (if prepaid by 11/07/12); \$30 per Member (if invoiced); \$50 per non-member

Sponsored By: Jeffery Jackson Enterprises, Inc.; Pottstown Area Seniors' Center; The Salvation Army of Pottstown

Tues., Nov. 13

4:30 – 6:30 PM

BUSINESS CARD EXCHANGE
FASTSIGNS, 180 Shoemaker Rd., Unit B, Pottstown, PA 19464

Enjoy refreshments and networking with fellow Chamber Members.

Members Only; No Charge; Reservations Appreciated

Sponsored By: FASTSIGNS

Wed., Nov. 14

7:30 AM

MADE IN TRI-COUNTY AREA TOUR
John Middleton, an Altria Company, 475 N. Lewis Rd., Limerick, PA 19468

Enjoy a continental breakfast and tour of the facility in this 2nd in a series of "Made in the Tri-County Area" tours, hosted by John Middleton Co., a multi-million dollar company with locations in Limerick and King of Prussia.

Members Only; \$10 per Member

SAVE THE DATES

Tues., Dec. 4

11:30 AM – 1:30 PM

WOW LUNCHEON
Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468

 Dr. Laurie Betts of the Pottstown Area Health and Wellness Foundation will discuss what happens in our brains when we exercise... improved attention and information processing, storage and retrieval – and so many more benefits! Her discussion will be based on the book *Spark: The Revolutionary New Science of Exercise and the Brain* written by John J. Ratey, M.D.

Members Only; \$28 per Member (if prepaid); \$36 per Member (if invoiced)
Tues., Dec. 11

5 – 6:30 PM

ANNUAL HOLIDAY MIXER
Chamber Conference Room, 152 E. High Street, Suite 360, Pottstown, PA 19464*

Save the date!

Members Only; No Charge; Reservations Appreciated
Tues., Jan. 8

11:30 AM – 1:30 PM

CHICK-FIL-A LUNCH & LEARN SERIES: SESSION 3
Chamber Conference Room, 152 E. High Street, Suite 360, Pottstown, PA 19464*

 The third of a five month series of workshops to provide leadership training and personal growth based on the topics discussed by Marcus Buckingham and Soledad O'Brien during the 2012 Chick-fil-A Leadercast will be led by Ken Richardson, Redwood Enterprises, focused on **Realizing a Leader's Strengths and Creating Leadership Balances**
\$45 per Workshop

Sponsored By: John Middleton, an Altria Company

Wed., Jan. 16

4:30 PM

6 – 8 PM

BOYERTOWN AREA PROGRESS DINNER
La Massaria at Bella Vista Golf Course, 2901 Fagleyville Rd., Gilbertsville, PA 19525
Social Hour
Dinner

Highlighting business and community in the Greater Boyertown Area.

***PARKING:** There is **NO** visitor parking available at the Security Trust Building, 152 High St. Parking is available on High St. for up to 3 hours at no charge or in the Freight Station Municipal lot, across the railroad tracks for \$.10 per hour (enter off of Hanover St.). You must have a permit to park in the 152 lot or you will be ticketed.

Call Kitty Papp, Special Events Director, for more information or to sponsor an event.
610.326.2900



BOYERTOWN AREA PROGRESS DINNER

SAVE THE DATE
Wednesday, January 16, 2013

4:30 PM Social Hour

6 - 8 PM Dinner

La Massaria at Bella Vista Golf Course

2901 Fagleyville Road, Gilbertsville, PA



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

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The Chamber's **RESUME SERVICE** allows job seekers to submit their resume to the Chamber, where it will be summarized in a listing that will be included right here in the *Route 422 Business Advisor*. This same information will be shared at our Chamber Membership Breakfast (held every other month). Chamber Member companies may then request copies of resumes that are of interest.

This month's resumes include – Waitress; Marketing; Business Administration

You can **POST** your company's **JOB OPENINGS** on our website **FREE** for 30 days. Chamber Members just need to provide the details for the job posting and who the job seekers should contact and send those details to Jeff at jeff@tricityareachamber.com. It's that easy!

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Referral Reward

You refer a business to us, they join, you receive a \$50 Referral Reward. It's that simple! The \$50 can be designated toward many Chamber programs and events, including your dues. Go to <http://www.tricityareachamber.com/refer-a-business/> to refer a business now!

Promote Your Business To The Chamber Membership

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

Contact Ashley Slaughter at 610.326.2900 or ashley@tricityareachamber.com for more information.

Thank you to the Chamber's recent Email Sponsors:

OWM
LAW

September Email Sponsor -
O'Donnell, Weiss & Mattei, P.C.



August Email Sponsor -
Jeffery Jackson Enterprises, Inc.



October Email Sponsor -
Pottstown Regional Public Library

Promote Your Business Using This Chamber Member Benefit



The Chamber is offering its Members **EXCLUSIVE PRICING** on Constant Contact services. Constant Contact brings you a great way to connect and engage with your customers and since we are partnered with them, all of our Members can get 25% off of their accounts!

Their tools include: **Email Marketing, Social Campaigns, Event Marketing, and Online Survey.**

If you prepay for six months you receive a 20% discount; if you prepay for a year you save 25%. There's never been a better time to try Constant Contact and we use them for all of our online marketing!

If you haven't opened an account yet, you can start with a free 60-day trial to test out their products. New users go to <https://www.constantcontact.com/promo/chamber/signup.jsp> to receive your discount.

Already using Constant Contact? If you are already paying for Constant Contact or would like to upgrade your trial to a paid account, please send an email to chamberprogram@constantcontact.com with your user name and let them know you are our member.

Coffee Sponsor

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.

Thank you to the September



and October Coffee Sponsor Fulton Bank.

Contact Kitty Papp at 610.326.2900 or kitty@tricityareachamber.com for more information.

Let The Chamber Help You This Holiday Season!



CONSIGNMENT TICKETS

Get great deals on movie tickets and other fun activities!

Time to stock up for the holidays! Don't forget about this great Member Benefit when thinking about what to do with your family this holiday season. Also – makes a great stocking stuffer!

Movie Tavern: 10 Tickets for \$79.50; Gate Price 10 Tickets for \$95

Carmike: 10 Tickets for \$75; Gate Price 10 Tickets for \$100

Regal: 10 Tickets for \$69; Gate Price 10 Tickets for \$115

Adventure Aquarium: Adult \$19.50; Gate Price \$23.95; Child (2-12) \$15.50; Gate Price \$17.95

National Aquarium: Adult (12-59) \$25.50; Gate Price \$29.95; Child (3-11) \$20; Gate Price \$20.95; Senior (60+) \$24.50; Gate Price \$26.95; Military \$22

Philadelphia Zoo: Adult \$14.00; Gate Price \$18; Child (2-11) \$14; Gate Price \$15

Please Touch Museum: General Admission \$13.50; Gate Price \$16; Centennial Grown-Up Tours \$13.50; Gate Price \$16

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

COUPONS

You can offer special holiday coupons for Chamber Members to use!

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

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

For more information about the coupons, contact Jeff Dentler at 610.326.2900 or jeff@tricityareachamber.com.

COMMUNITY CALENDAR

Post your grand opening, fundraising, or other event to our Community Calendar. Simply go to the Community Calendar page and click on Submit Your Community Event. After you fill in the details, submit the event, and it is approved by Chamber staff, your event will appear on the calendar.

Also, use the Community Calendar this holiday season to find out what events are happening in our area!

ALWAYS BUY CHAMBER THIS HOLIDAY SEASON!

TriCounty Area Chamber of Commerce has a business directory on its website to help you find what you are looking for. This holiday season make sure you remember your ABC's – ALWAYS BUY CHAMBER. There is a full list of over 500 local businesses to meet all your personal and business needs when planning for the holidays this year! Visit the business directory at tricityareachamber.com or scan this QR code with your smartphone for the Chamber's Mobile App and support our local businesses and community.



NEWSMAGAZINE INSERT SPONSOR

Promote your holiday goods and services in the Chamber's Newsmagazine!

Sponsorship of the Chamber's newsmagazine, *The Route 422 Business Advisor*, allows Chamber Members to Be Seen and insert a promotional flyer about their business into Member mailings.



Thank you to September's Newsmagazine Insert Sponsor Limerick Golf.

PRESS RELEASES

Have information about what your business has in store for the holidays? Send us a press release and we will add it to our website!

We will post your submitted press releases to the Member News section of tricityareachamber.com. Please send press releases as attachments (in Word or PDF format) to jeff@tricityareachamber.com. Please note we are unable to accept press releases that are in the body of the email due to formatting issues.



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WOW - WOMEN OF THE WORKFORCE

WOW EVENTS ARE HELD AT A CHAMBER MEMBER VENUE AND FEATURE A SPEAKER OF INTEREST TO WOMEN IN BUSINESS, PROVIDING A GREAT NETWORKING OPPORTUNITY FOR ALL MEMBERS.



From left to right: Ellen Nelson, Arts Dept. Chair, The Hill School; Cathy Skitko, Director of Communications, The Hill School; Amy Lehman, wife of The Hill School's new Headmaster, Zach Lehman; Pat McLaughlin, Founder & President, Coventry Corners, Megan Bauer, Vice President, Coventry Corners



OCTOBER WOW LUNCHEON

The October WOW Luncheon was held on October 10, 2012 at Brookside Country Club. The Chamber's **Women of the Workforce Group** and the **YWCA Tri-County Area's Women Excel Group** partnered together for this special event. WOW attendees were able to hear **Ellen Nelson** give a brief outline of the "her-story" of The Women of The Hill. She provided insight into the ways in which the women associated with The Hill School have continued to support one another and those in the greater Pottstown community. Also, **Amy Lehman**, wife of the Hill School's new Headmaster, shared some of her experiences working with community organizations. **Pat McLaughlin**, owner of Coventry Corners, who was the first ever WOW guest speaker in March of 1998, shared her story of success as Coventry Corners celebrates its 30th Anniversary.

Sponsored By: **Best Principled Solutions LLC** and **Coventry Corners**

*The next WOW Luncheon will be on **Tuesday, December 4th** from **11:30 AM to 1:30 PM** at **Copperfield Inn at Lakeside**, 594 W. Ridge Pike, Limerick, PA 19468. To register go to tricountyareachamber.com or call 610.326.5158.*

PA CONFERENCE FOR WOMEN

The TriCounty Area Chamber of Commerce was a supporting organization of the 2012 PA Conference for Women. Chamber Member Jennifer Scotese from Express Data Systems, Inc. attended the Small Business Boot Camp that was part of the larger conference. Here is what she has to say about her experience:

"I attended the Small Business Boot Camp in the morning. The message from the panel of women at the Muscle Marketing Workshop was both inspirational and motivational. Each one's business was very different, but they each shared something you could take away and apply to your own business. Aside from the message that perseverance pays off, one of the best things I got out of the day were their tips on the importance of utilizing social media, especially when you have little to no marketing budget!

Go to paconferenceforwomen.org or search for their facebook page for a recap of the event.

Sponsor a WOW Email:

Have products or services that the WOW audience may be interested in? Use our monthly WOW email to let other Women of the Workforce know about what you have to offer.

For more information on this email sponsorship opportunity, contact Ashley at ashley@tricountyareachamber.com or 610.326.2900.

BUSINESS CARD EXCHANGE

On September 25th, Chamber Members gathered at The Victory Bank for a Business Card Exchange. Attendees were able to network, enjoy refreshments, all while having the benefit of being entertained by a pianist.



From left to right: Ray Maillet, Metro Bank; Barbara McInnis-Hayman, Decorating Den Interiors; Marta Kiesling, Steel River Playhouse



ABOVE: From left to right: Holly Kennedy, Pottstown Area Police Athletic League; Michael Fox, AAMCO of Pottstown; a representative from The Victory Bank

RIGHT: From left to right: Richard Graver, The Victory Bank; Beth Hiriak, Pottstown Memorial Medical Center



From left to right: Saul Rivkin, The Victory Bank; Jessica Burger, UFinancial Group

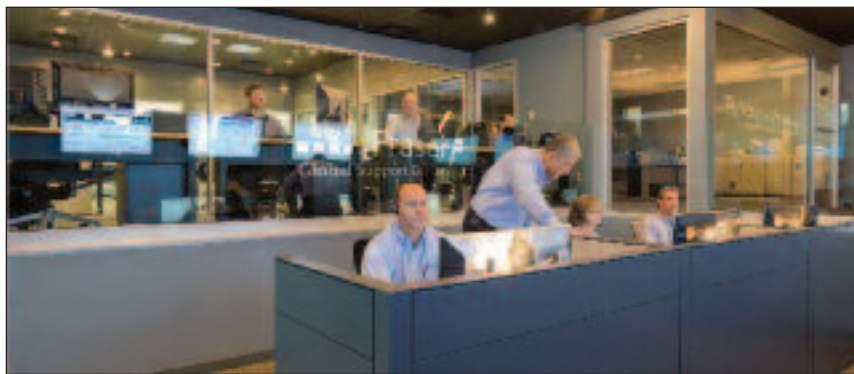
See more photos on the Chamber's Facebook Page!

Thank you to **The Victory Bank** for sponsoring and hosting this event.

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BUSINESS OF THE MONTH

Business of the Month is chosen at random through a business card drawing at Chamber events, or by participating in other Chamber programs, such as surveys. November's Business of the Month was chosen from a business card drawing at the Membership Anniversary Luncheon.



Fraser Advanced Information Systems

Since its inception in April 1971, Fraser Advanced Information Systems has led the way in office automation and technology solutions, positioning itself today as one of eastern Pennsylvania's largest information management companies.

They offer "More Choices and Better Solutions" with advanced technology designed to improve your information workflow. From complete IT services, to reprographic products and application integration, Fraser will help you streamline your information workflow with superior solutions. They can automate your workplace with digital copiers, color copiers, fax machines, scanners, laser printers, workflow/content management software, digital signature applications and intelligent forms. Their emerging technology partners include some of the most recognized names in the industry...Sharp, Canon, Microsoft, Hewlett-Packard and Microsoft.

At Fraser, they have built a company to meet all your information management needs. They combine outstanding customer service with state-of-the-art technology to deliver efficient, affordable, and reliable solutions. They remain committed to providing you with "More Choices and Better Solutions."

Fraser's growth, moreover, has been driven by their outstanding service department and service guarantees. Any one of their thousands of satisfied customers will tell you that they have built their reputation on service after sale, providing quick, reliable response from their

five regional offices. Their 'Best Practices' service is achieved through ongoing training within our Certified Sharp and Canon Training Center, which enables their skilled technicians to remain at the forefront of technology and innovation. Since 1986, their unyielding dedication to excellence has been recognized by Sharp Electronics with the prestigious Hykuman Kai Award and in recent years by Canon with the Golden Eagle Award.

In 2010, they launched their Global Support Center; Fraser's Global Support Center is a new facility that optimizes Fraser's ability to manage a company's entire network and devices associated with it. With a full-time Global Support Center staff dedicated to monitoring their clients, they provide superior service and technical support that reduces downtime and offers significant return on investment. Fraser utilizes the latest technological advancements to our customers' advantage by using cloud computing – which is the process of providing and accessing information over the internet, aka the cloud – Fraser will continue to utilize their team's skills, resources, and technology to provide their clients and customers with the best products and service in the office technology industry.

Chick-fil-A LEADERCAST®

Lunch & Learn

From off the screen of the 2012 Chick-fil-A Leadercast, we are putting into action a five month series of workshops to provide leadership training and help guide you in your personal growth to become better leaders in all industries.

Scan this QR Code with your smart phone or mobile device and register on the Chamber's mobile app!



Or go to www.tricountyareachamber.com, call 610.226.1100, or email kitty@tricountyareachamber.com to register.

Session 1:
Tuesday, October 9, 2012
Crafting & Following a Personal Leadership Growth Plan
(John W. P. Edgar, CEO of Principled Solutions LLC)

Session 2:
Tuesday, November 13, 2012
Discovering that Leadership is Influence
(Tim DeWitt)
Developing a Leader's Life into Balance
(Mark Meyer)
Session Led By: Art Krieger, Higher Values Consulting & Coaching

Session 3:
Tuesday, January 8, 2013
Understanding a Leader's Strengths
(Marcus Buckingham)
Creating Leadership Balances
(Soledad O'Brien)
Session Led By: Ken Richardson, Redwood Enterprises

Session 4:
Tuesday, February 12, 2013
Critical Leadership Decision Making
(Andy Stanley)
Developing a Leader's Choices
(Sheena Iyengar)
Session Led By: Ross DeSimone, Corporate Psychological Resource Center

Session 5:
Tuesday, March 12, 2013
Constructing Your Team and Building a Leader's Legacy
(Angela Ahrendts & Patrick Lencioni)
Session Led By: Kayte Connelly, Best Principled Solutions



TRICOUNTY AREA CHAMBER OF COMMERCE

TIME OF WORKSHOPS:
11:30 AM – 1:30 PM

LOCATION: Chamber Conference Room
COST: \$45 Per Workshop

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Attendees engaged in conversation at the Power Networking Luncheon.

POWER NETWORKING LUNCHEON

On September 19th, Chamber Members gathered at Brookside Country Club for a Power Networking Luncheon. Attendees were able to present their "elevator speech" one-on-one to other Members at this event. Power Networking Luncheons are designed to help Members expand their professional relationships, build alliances, and share knowledge with one another. If you missed this September event, stay tuned for details of the next Power Networking Luncheon happening in 2013!

"I always enjoy the format and appreciate the opportunity to have one to one time with each person in attendance in order to learn more about their business and tell them more about mine."

— TERESA KEARNEY,
EXPRESS DATA SYSTEMS, INC.

The next Power Networking Luncheon will take place on Thursday, January 31, 2013.

TriCounty Area Chamber of Commerce's 2012 HOLIDAY MIXER



Tuesday, December 11, 2012

5 to 6:30 PM

@ the Chamber Office

This event is for Members only and is free of charge. To register, scan this QR code with your smart phone, call 610.326.5158, or go to tricountyareachamber.com.



RIBBON CUTTINGS



Pottstown School District Tennis Courts

750 North Washington Street, Pottstown, PA 1946



Wolf, Baldwin, & Associates

800 East High Street, Pottstown, PA 19464

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Thank You For Your Contributions

TCACC Thanks Voluntary Contributors

Voluntary contributors invest in the Chamber monetarily above their membership fee enabling the Chamber to offer additional services and benefits to all our members. The TriCounty Area Chamber of Commerce would like to thank the following Members for their voluntary contribution:

422 Business Center
A & L Handles, a division
of Pratt-Read Tools, LLC
AAA East Penn
Abetterfinancialplan.com, LLC
ACLAMO Family Centers
Andrew J. Monastra, P.C.
Avante Apartments
B & S Self Storage
Baird's Catering LLC
The Basile Corporation
Boyertown Area Community
Wellness Council
Boyertown Supply, Inc.
Buchert Ridge Community, Inc.
Carousel at Pottstown
Catagnus Funeral Home
CEI - Douglassville, Inc.
Chestnut Knoll
Cody Systems
Collegeville Financial Group, LLC
Colorworks Graphic Services, Inc.
Community Music School
Complete Family Eyecare, Ltd.
Coventry Corners
Creative Health Services, Inc.
Delaware County
Solid Waste Authority
Economy League of
Greater Philadelphia
Edwards Business Systems
Embody's Sunoco Service Center
Emmanuel Evangelical
Lutheran Church

Epps Advertising
Falco and Associates, Inc.
FastPro Restoration
Fellowship Farm
First Baptist Church
Focus Family
Evangelistic Ministries
Frederick Living
French & Pickering Creeks
Conservation Trust
Gary's Carpet & Flooring Depot
Genworth Financial
Gilbertsville Area Community
Ambulance Service
Graber Letterin' Sign Co.
H & H Systems, Inc.
Hallman Retirement
Neighborhoods
Hedwig House, Inc.
Herbein + Company, Inc.
Hickory Valley Golf Club
Hopewell Furnace
National Historic Site
Houck & Gofus
Funeral Home, Inc.
Interstate Waste Services
James M. Capinski
and Associates
Jeffery Jackson Enterprises, Inc.
John J. Cione and Co.
JWM Business Services
Kelly Real Estate, Inc.
KenCrest EmployNet
Keystone Villa at Douglassville
Klein Transportation
Last Call by Neiman Marcus

Limerick Golf Club
Main Line Financial Advisors, LLC
Manatawny Creek Winery, Inc.
Manatawny Manor
Marion & Black, LLC
Martin Stone Quarries, Inc.
Marvin J. Cohen, D.M.D.
McCormick Chiropractic
McDonald's - Pottstown
Meridian Bank
Michael G. Marwick, D.D.S.
Michael L. Cross & Co., Ltd.
Mid-Atlantic
Power Equipment Sales, LLC
Mike Evangelist
Roof Leak Detection
Moms House, Inc. of
Greater Philadelphia
Montgomery County
Community College
Montgomery County
Economic Development Corp.
Motel 6 at
Tri-County Business Campus
National Penn
Investors Trust Company
New Hanover
United Methodist Church
Norco Fire Company
Occupational Health - CarePlex
Oletowne Jewelers
Orlando Law Offices, P.C.
PA Industrial Equipment, Inc.
Patriot Environmental
Management, LLC
Penn E&R, Inc.
Penn Foundation, Inc.
Pennsylvania American Water
PeopleShare, Inc.
The Perkiomen School
Physician's Care Surgical Hospital
Pottstown Area Health &
Wellness Foundation
Pottstown Area
Police Athletic League
Pottstown Area
Rapid Transit, Inc. (PART)

Pottstown Auto Parts, Inc.
Pottstown Industrial Complex
Pottstown School District
Precision Polymer Products, Inc.
PuroClean Disaster
Restoration Services
Reading Phillies Baseball Club
Reinhart & Co., CPA's
Rhoads Limousine Service, Inc.
Richard A. Zuber Realty
Ridge Support Technologies
RiverCrest Golf Club & Preserve
RMS Management Co., Inc.
Sawchuk's Garage, Inc.
Schumacher & Benner
Funeral Home
Schuylkill Valley
Regional Dance Company
Solar by Weller
Specht Realty, Inc.
Sports Enterprise, Inc.
Spring Ford Country Club
St. Aloysius School
St. Pedro & Associates, Inc.
The Sunnybrook Foundation
Superior Tube Company
Thomas L. Zeigler, P.E., Inc.
Tom Kelly Photographer
Tornetta Realty Corp.
Tri County Area
Federal Credit Union
The Twin Turrets Inn
Universal Machine Co.
The Victory Bank
VideoRay LLC
Visiting Angels
Walnut Woods
Waste Management of PA
Wells, Hoffman,
Holloway & Stauffer, LLP
West-Mont
Christian Academy, Inc.
Winning Concepts
Wolf, Baldwin & Associates, PC
World Travel, Inc.
Wyndcroft School

Thank You Chamber Ambassadors

The Ambassador Program assists in maintaining open lines of communication between the TriCounty Area Chamber of Commerce Board of Directors and its Members. The Mission of the Program is to stimulate membership through both attraction and retention using volunteers to engage, connect and inform members.

The purpose of the Ambassador program is to assemble a knowledgeable, passionate and proactive group of Chamber Members, which will recruit directly from its sphere of influence and enhance our members' and guests' experiences at events.

If you are interested in finding out more about becoming an ambassador, contact Eileen at 610.326.2900 or email her at eileen@tricountyareachamber.com.

Thank you to our current Chamber Ambassadors:

John Armato,
Pottstown School District
Katrina Belcher, Susquehanna Bank
Peggy Brendlinger, Tri County Area
Federal Credit Union
Janet Flack, Keller Williams
Tim Forester, The Hill School
Jackie Gofus,
Janney Montgomery Scott
Adele Klein, Klein Transportation
Robert Rettinger, First Niagara
Betsy Chapman, TCACC

Business Equipment Recycling Day

Monday, October 15th, over 30 Chamber Member businesses took part in the Annual Business Equipment Recycling Day presented by the TriCounty Area Chamber of Commerce. According to Rick Lewis of Lewis Environmental, Inc., 22 pallets of e-waste were collected. The e-waste consisted of monitors, printers, CPU's, keyboards, and laptops. With the support of Chamber Member businesses, equipment and electronics were recycled as part of a Member Benefit program provided to TriCounty Area Chamber Members and was free of charge to Members.

Thank you to the following companies that assisted the Chamber and also sponsored the 2012 event:

Jay Bown of Pottstown Industrial Complex, once again provided the site location for the event; Beacon Container Corporation provided the boxes for the items; Lewis Environmental provided the truck that transported the items collected to UNICOR Electronics Recycling Solutions in Lewisburg for disposal; Exelon Generation for being a sponsor of the event; Mayer Pollock provided the forklift and volunteers.

Also, thank you to the volunteers from the following companies who helped with this event:

Patty Barthel, Waste Management of PA
Leanne Birkmire, Exelon
Rick Lewis, Dennis Kern, & Jim Shollar,
Lewis Environmental, Inc.
Darryl Borrelli, Manko, Gold,
Katcher & Fox, LLP

WORKSHOP: "ENGAGEMENT RULES"

David Yunghans, Regional Development Director, Constant Contact, facilitated the "Engagement Rules!" workshop at the Chamber on September 27th. Attendees learned how to generate more repeat business from existing customers and how to get your customers to refer your business to others. They learned how to inform, inspire, and create long-term meaningful connections with engagement marketing.

If you are interested in using Constant Contact for your business or are already using it, the Chamber is now offering an exclusive Chamber Member discount! See page 40 for more information.

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FOUNDATION APPROVED BY EDUCATIONAL IMPROVEMENT TAX CREDIT PROGRAM

The TriCounty Area Chamber of Commerce Foundation, Inc. has been approved by the Commonwealth of Pennsylvania to receive monies from businesses under Act 4 of 2001, which amended the Public School Code to authorize tax credits for businesses that make contributions to educational improvement organizations. Designated as an EIO by the Pennsylvania Department of Community and Economic Development, the TCACC Foundation, Inc. funds vocational career development programs for students in grades Kindergarten through 12th grade in Chamber Member public school districts. These programs are designed and implemented by area educators and approved by the Foundation's Advisory Board.

Businesses may contribute to the Foundation's EIO program by providing career information, training, resources, and/or monetary donations. Under PA public school code, businesses who donate funds to an EIO are eligible to receive 75 to 90 percent PA state tax credits on contributions up to \$300,000. For more information about tax credits, visit www.newpa.com/eitc.



Clear, efficient state permitting process will aid business growth

By Lesley Smith

On July 24, 2012, Gov. Tom Corbett issued an Executive Order requiring the Department of Environmental Protection to assess how best to make timely permit decisions; provide clear expectations for applicants in order to improve the quality of applications; establish performance measures for review staff; and develop, improve and encourage electronic permitting tools.

The business community applauds the Permit Decision Guarantee initiative – sometimes referred to as “Project Syllabus” – and its goal of removing unnecessary obstacles and red tape from the state's environmental permitting process. Having state regulatory agencies that work as partners with, not as adversaries to, job creators is critical to economic growth.

Pennsylvania Chamber member companies have long cited the state's burdensome and often time-consuming permitting process as a major hurdle to their operations, particularly critical building and expansion projects that involve sign-off from more than one state agency in order to proceed. Project Syllabus will look at ways to ensure an effective system that provides appropriate protections for health and safety and other considerations in a manner that doesn't jeopardize business growth and investment, which are critical to the state's economy.

The Executive Order signed by the governor establishes two draft policies intended to streamline and expedite the Department of Environmental Protection's review of permit applications: the Policy for Implementing the Department of Environmental Protection Permit Review Process and Permit Decision Guarantee, and the Policy for Permit Coordination.

The draft policies are the result of 18 months of work by DEP to review all existing permitting procedures. When implemented, Project Syllabus will provide a “certain and predictable” review timeframe for applicants who submit complete, technically adequate applications, and coordinate the review of projects that are subject to multiple DEP permits and approvals from other agencies. The initiative is also designed to improve communications between the regulated community and state officials, as well as agency to agency communication – something job creators have long cited as a problem area that further complicates what can already be a confusing process.

The PA Chamber is working with its broad statewide membership base to provide input to the department on various aspects of the two policies prior to the Oct. 1 deadline for comment. The PA Chamber will also entertain DEP officials at its upcoming DEP Quarterly meeting, where a discussion of this initiative will top the agenda. One issue the business community plans to discuss with DEP prior to implementation of the Permit Decision Guarantee is concern that some of the proposed time frames are still unrealistically long. However, the business community welcomes the initiative's overall goal of achieving greater consistency, clarity and efficiency among Department of Environmental Protection regions and governmental programs. Environmental protection and efficient regulation can co-exist, and these policies are a step in the right direction.

Businesses that are frequently subject to the state environmental permitting process are encouraged to weigh in on the proposed policies during the remaining public comment period.

Lesley Smith is Director of Communications for the PA Chamber of Business and Industry.

GVF Bike to Work Challenge Final Results



Shayne Trimbell,
Project Coordinator,
GVF Transportation



The fourth annual Bike to Work Challenge, made possible by the GVF TMA Foundation, ended on September 14, and the final results are now available.

A total of 142 participants from 23 companies biked 37,697 miles over 20 weeks. This equates to: **2,336 commutes; \$20,733; 1,745 gallons of fuel saved; 33,853 pounds of CO2 emissions saved**

Participants from GSK in Upper Merion biked the most miles at 7,695, while the Department of Environmental Protection logged in the most commutes at 448.

Of all the participating companies, GSK employee Beat Jucker was the rider with the most miles at 1,556. Fellow GSK employee Cory Potomis logged in a total of 91 commutes, the highest of any participant.

“The Bike to Work Challenge means much more to me than a competition, and about how many miles I can log on my bike. It is about having the opportunity to remove my car from the road, avoiding the traffic and general commuting stress. It is about breathing fresh air, improving my physical fitness, and maintaining health. There is nothing better than leaving the stress of work behind and jumping on the Schuylkill River bike path for a refreshing late afternoon ride,” said Mr. Jucker.

For logging the most miles, Mr. Jucker will receive a bike tune up from Tailwind Bicycles and Mr. Potomis will receive a bike tune up from Pedaller Bike Shop.

“It's a great feeling to participate in the Bike to Work Challenge. GSK's Franklin Plaza location in Center City Philadelphia is very bike-friendly and only a few miles away from my residence. Some rides have been soaking wet, and others have been stiflingly hot, but it's always worth it to ride to work,” Mr. Potomis said.

To put the results in perspective, the average rider in the 2012 Bike to Work Challenge: rode more miles than the entire 250 miles of Greater Philadelphia's bike trail network, rode the equivalent of a trip to Albany, NY, and on the hottest day recorded during the challenge, July 18 at 98 degrees, 24 riders recorded 440 miles.

**This year's
Challenge was
sponsored by:**

**Bikesport
Cadence Cycling
GVF
Pedaller Bike Shop
Tailwind Bicycles
Wegmans**

The
TriCounty
Area
Chamber of
Commerce's
own
Jeff Dentler
took part in this challenge!



GVF's Bike to Work Challenge is a 20 week-long program, starting in April and ending in September, which encourages employees to commute to work by bike. The ultimate goal is to see the environmental impact by keeping vehicles off the roadways while maintaining a healthy lifestyle. Participants track the number of miles and days biked per week.

For more information on the program,
visit www.gvfbiketowork.com.

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

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GOLF OUTING & CLAMBAKE Continued...

In addition to the Chamber's 32nd Annual Golf Outing held at Hickory Valley Golf Course, the Chamber decided to bring back the Clambake dinner! The Clambake is designed to provide a greater networking opportunity for all. It includes those who participated in the Golf Outing plus Chamber Members who want to take advantage of networking during the dinner portion of the day, but are not necessarily golfers.

As part of this year's Golf Outing and in honor of the date 9/11, Chamber Members were asked to nominate local heroes who were invited to participate in the Golf Outing compliments of Hickory Valley Golf Club. These heroes were people who go above and beyond to better our community and they were recognized at the clambake.

"The event was a wonderful networking opportunity! It was great to connect with old contacts and new! Looking forward to the 2013 Clambake!"

- JENNIFER MARTIN, PEOPLESARE

"We really enjoyed the outing; the course was in good shape at Hickory Valley. The lunch and dinner from Moyer's was good. We liked the timing, to spend all day golfing, have dinner there and yet get home early."

- JO ANNE FORMAN, SEALSTRIP CORPORATION

"Could not have asked for a better day for the outing. The course was in great shape and I think the golfers had a great time! Great job by you and your staff."

ROD MARTIN, MARTIN STONE QUARRIES, INC.



Pictured Heroes:

State Representative **Marcy Toepel** presented a Certificate of Recognition to each of these nominated individuals at the Clambake portion of the Golf Outing:

1) Frank Strunk, National Penn – Nominated by Leslie Unger & Shelly Stockmal

Strunk is President of the Pottstown Vietnam Veterans Chapter and a member of the Pottstown Rotary. He has dedicated much of his life to his country and has been instrumental in helping to make Pottstown a better place.

2) Gary Pace, Pottstown Cluster of Religious Communities – Nominated by Barbara Wilhelmy

Pace is the PCRC's lead volunteer chaplain. He is an example of someone who goes above and beyond for the needs of the organization and the people in the community.

3) Charlie Dickinson – Nominated by Sylvia Landis, SCORE

Dickinson volunteers his time to plant and water the local hanging flower plants in downtown Pottstown taking responsibility for the beautification of the downtown and adding to the quality of life and the enjoyment of both residents and visitors.



The Clambake was sponsored by
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Students were able to gather valuable information at the 25th Annual College Fair on October 4th. Over 80 colleges, universities, and schools of higher education exhibited at this event, helping students to make higher education choices for their futures.

"Our juniors and seniors have been coming to the Tri County College Fair for the past several years and finding the opportunity to be well worth their time. Not a huge fair like Philadelphia where students can't get close to admission reps, this more intimate setting allows for real conversations between the reps and our students. Even though it does not have every college a student is interested in (no college fair does); it does manage to have the local colleges and their favorites. It is not solely populated with four year colleges but has several technical and less than four year schools present. It has something for just about everyone. We look forward to coming again next year." — Upper Perkiomen H.S.



"Our school always looks forward to the Chamber's College Fair! Every year our students make important, sometimes life-changing, contacts. A big thank you to the Chamber for their efforts in sponsoring this annual event!" — West-Mont Christian Academy

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PASS THROUGH ORGANIZATIONS AS A METHOD OF SECURING DEVELOPMENT



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

In the past couple of months, I have had the opportunity to chat with many communities, as I have attempted to secure clients. I have spoken to communities small and large and many face the same problems — lack of institutional understanding of the development process.

One item that is very important to a community is the ability to act as a pass through agency to provide a grant to a developer. The communities that understand this process are light years ahead of the other communities. Although everyone is created equal, in the case of economic development, it is almost like an "Animal Farm" scenario where some are "more equal" than others.

One or two people who do not understand the process can have a detrimental affect on the eventual outcome. Members who "do not believe in grants," or who "hate developers," or development in general— all can create roadblocks to success.

A grant is going to be given to a community whether or not it is given to your community. There is a certain amount of dollars allotted in the Commonwealth budget and most times, it is all given out. These dollars are a recapture of tax dollars that local citizens pay to the state. Sometimes the money is used for public improvements and sometimes it can be passed through to private entities (developers).

Here are some examples on how a community can act as a pass through and help a developer. In all cases, it took a good explanation to the council to help them understand their role in the process. Good people make good decisions when they are provided with good information.

In Downingtown, when I was the Keystone Opportunity Zone (KOZ) Coordinator, I put many of the downtown properties in the KOZ (Keystone Opportunity Zone) including the Minquas Fire House. There was the thought that some day the firehouse building would be inadequate for the fire company, and it would be prudent to have an incentive plan to market the building. Years went by, and while I was working in Phoenixville, I got a call from my friend who was the fire chief who asked if I could help find a tenant for the building.

I was able to find them an Irish Pub that I had worked with in Phoenixville as a potential buyer. Days and days of negotiation brought forth a letter of intent, an appraisal and finally an agreement of sale. The final agreement was

(See "Downtown Marketing And Development" on page 48)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 47)

worked out in July of 2008. After the real estate collapse of September 2008 the market would not support a mortgage at the agreed upon price of \$1.2 million.

I was able to work with the Borough to get a grant to provide a loan of \$500,000 to enable the project to happen. To accomplish this, the borough had to act as a pass-through for the money and act as the lender for to the Irish Pub. This took a little bit of education and negotiation but it happened and the project is moving forward.

The Fire Company got their money and the Borough got the kind of development that they wanted. It was a win/win situation.

In Phoenixville, the long-standing project of the Phoenixville Steel Foundry was so expensive to accomplish that public sector financing was needed to help the developer. Similar to what happened in Downingtown, I was able to write the cost down by \$500,000. Again, it was brought to council and they were given the correct information and moved forward.

In all fairness to the Phoenixville Council, this was just something that they were replicating from the \$250,000 grant that we obtained for the Colonial Theatre. That was the same kind of grant, but it was from a different pot of money. Therefore, they were familiar with the process. It was a different cast of char-

acters, but the commitment to the betterment of the borough was there. The council, like the council in Downingtown, did not know much about doing something like being a lender, but they wanted to succeed and they wanted economic development to succeed.

Another example, not quite the same, is the development of the O'Brien Machinery/Main Street Village development in Downingtown. I packaged in a \$1 million grant to do the remediation. That was a pass through by the borough. The Chester County Economic Development Corp. took title to the property as a custodian and then flipped it back to the developer at the end of the remediation. Again, a borough council wanted to help a developer any way that was possible.

I have been to some places where I had people on local council who were not as receptive to the grant process; let alone lending money to a developer. Gap financing is tricky, and it is important to secure it when you can.

Borough councils need to be aware of the incentives and how to apply them. They do not have to be the originator of the idea, but they must understand what is being asked of them, weigh the risk, and act accordingly. ■

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

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Stress Reduction Strategies for Caregivers



INSIDE LOOK: EXTENDED CARE

Provided by Bonnie Heath, CLTC, Extended Care Specialist

From the time we are children, we're taught that it is better to give than to receive. If you're a caregiver, you are performing a selfless, loving, and noble service. But, it can sometimes be a difficult and stressful job. It's important to remember that by caring for yourself you will undoubtedly provide better care for your loved one.

Consider the following strategies for self-care and stress reduction:

- Gain support through a community support group or online via a caregiver support group or forum. If you are really struggling with stress, one-on-one counseling with a mental health professional may be more appropriate.
- Exercise daily and strive to maintain a healthy diet.
- Reserve quiet time for meditation and relaxation.
- Obtain regular respite to recharge physically and emotionally. If needed, contact the National Respite Coalition to secure quality respite services. Call 1.800.677.1116 or visit www.archrespite.org.
- Whenever possible, rotate responsibilities with another family member or friend.

- Stay active and involved with hobbies. Do something daily just for the fun of it!

- Maintain friendships and other social connections. Studies have shown that socially isolated individuals are at greater risk for health problems. So, talk with others about your experiences. It can lower your blood pressure and increase your immune system's ability to fight disease.

- Keep up with your own healthcare and preventive screenings.

Besides improving your quality of life and keeping stress in check, adopting these strategies may help allow you to continue to provide optimal care for your loved one. While it may be better to give than to receive, think how much greater your gift of caring will be if you care for yourself first. ☺

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Zuber Realty's Gary Pace Named Volunteer of the Year by Pottstown Cluster of Religious Communities

Zuber Realty agent Gary Pace accepted congratulations from State Representative Marcy Toepel recently for being named Volunteer of the Year for his work as chaplain and maintenance for the Pottstown Cluster of Religious Communities Outreach Center.

TriCounty Area Chamber of Commerce called Pace to tell him they were looking for heroes to honor at the golf outing on September 11, 2012, when announcing the award.

Pace's volunteer activities included serving as Senior Chaplain for the Cluster and promoting the Cluster's religious foundation in the community. Pace retired after seven years as minister of the Brethren Church in Boyertown, which included serving among 40 assemblies worldwide.

To enhance the Cluster's spiritual identity, Pace helped with their website, posted on Facebook, and created ads for the waiting room television about the Cluster. Pace also served the Cluster by implementing a floor care program in house. Each week a team of volunteers polish the 3,000 square feet of floors and save the organization hundreds of dollars monthly. Serving as part of the custodial staff came



Gary Pace

naturally for Pace who owned Yohn's Grocery Store and regularly polished the floors in his store.

Pace previously received a Volunteer of the Year award (2005) from the Pottstown VNA's hospice program for his work as music therapist and minister. He officiated at funeral services and also sang and played the guitar in the homes and at the funerals of clients who requested his involvement.

Pace joined Zuber Realty in January 2012, based on the reputation Zuber Realty held in his church community. Pace loves working with people, making people happy—whether, as he says, it's making a good hoagie or selling a house. Serving the community is an important part of the Zuber Realty tradition making Pace, a Volunteer of the Year for several organizations, a perfect fit for Zuber Realty.

Zuber Realty, a locally-owned and operated organization, includes agents dedicated to community service, a management style which offers training, professional development and support for all agents, freedom from a fee-based arrangement, the flexibility offered through a trained and experienced office support staff, and opportunities to utilize assorted creative marketing services.



State Representative Marcy Toepel presented a Certificate of Recognition to Gary Pace at the Clambake portion of the TriCounty Area Chamber of Commerce Golf Outing.

More than just a real estate company, Zuber Realty offers real estate specialties including seller and buyer brokerage for both residential and commercial real estate, property management, appraisal services, title services, and a full line of insurance services.

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The Life Blood of Local Government



LEGAL PERSPECTIVES

By Charles D. Garner, Jr., Esq., Wolf, Baldwin & Associates, P.C.

Pennsylvania relies heavily on its local municipal governments to provide services to its residents. Unlike its neighboring states, which utilize counties as their basic level of government, Pennsylvania governs primarily through Boroughs and Townships. In the greater Tri-County area, there are dozens of municipal government units, whether they be First or Second Class Townships or Boroughs. In all municipalities, the governing bodies are nominally compensated and serve their communities, essentially, as volunteers.

Municipal governments operate through the authority provided by State Law. The State Borough Code, the First Class Township Code, and the Second Class Township Code are the enabling statutes under which municipalities can operate.

Boroughs are governed by Councilors and a Mayor. Boroughs are traditionally smaller in terms of geography and population than Townships. Boroughs are usually older communities and more urban in nature and generally fully developed. According to the Borough Code (which was recently updated this past year for the first time in nearly 50 years), Councilors are elected to four-year terms. Most Boroughs have seven elected Councilors, although more are permitted. Councilors can be elected by all voters in the Borough (known as At-Large seats) or specifically by voters in wards or precincts. Precincts and Wards are most common in larger Boroughs, where differing areas within the communi-

ty may be faced with different issues and challenges. While the Borough Council runs the Borough, generally, the Mayor's function is to supervise and oversee the police department.

First Class Townships are governed by a five-person governing body known as the Board of Commissioners, who serve four-year terms. First Class Townships are more prevalent in developed areas and are usually more suburban than rural. Unlike a Borough, there is no Mayor, although there are many similarities between the First Class Township Code and the Borough Code.

Second Class Townships operate under the requirements of the Second Class Township Code. The governing body may consist of either three or five elected supervisors. Originally, many Second Class Townships were undeveloped or rural in character. Many were initially governed by

(See "Legal Perspectives" on page 53)

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BUSINESS PROFILE

Dolan Construction Inc.

Dolan Construction Inc., based in Reading, PA, has recently completed work on a 20,000 Sq. Ft. gothic style church for Blessed Teresa of Calcutta Roman Catholic Church in Limerick. "This is definitely one of the most unique projects on which our firm has had the pleasure to work," said Patrick Dolan, President of Dolan Construction Inc.

The church is built in traditional architecture form, different from modern styles seen in recent years. Incorporated into the architecture are elements acquired from other churches, some of which have closed to form this new parish, and some that have historic significance in the area but were no longer viable parishes.

The church has hand crafted stained glass windows created in the 19th century in Munich, Germany. There are mosaics, bronze and marble statuary, and reclaimed decorative wood ele-

ments such as organ surrounds and reconciliation rooms. Two of the most interesting elements are a marble reredos and alter reclaimed from St. Boniface church in Philadelphia. The reredos is a high, marble alter with incorporated marble statues, which stands 37 feet tall.

Father Brandt is the pastor of Blessed Teresa Parish and has provided tremendous drive and enthusiasm in creating a truly special place of worship for the parish community. For Dolan Construction Inc. it is a unique opportunity to showcase their fine craftsmen. Keith Arnold, project manager for Dolan Construction has said, "This is a once in a lifetime project, and we are thrilled to have led the construction efforts. We know this building will be special for this community and serve them well."

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LEGAL PERSPECTIVES

(Continued from page 51)

a three-member Board of Supervisors. As the Townships would grow and develop, it was not uncommon for the Board to expand to five members. Today, Second Class Townships can be very diverse, with certain portions of the Townships being developed areas, which would have Main Streets and Business Districts, as well as suburban residentially developed areas, along with agricultural or undeveloped portions of the municipality.

Regardless of the type of municipality, each operates under similar rules and with many common advisory boards or other necessary Boards and Commissions. Each municipality has a Planning Commission, which is an advisory group, appointed by the elected officials to review and comment on Subdivision and Land Development Plans. Each municipality that has its own Zoning Ordinance and has a Zoning Hearing Board. The Zoning Hearing Board is a judicial body appointed by the governing body to consider variance requests, special exceptions, and other zoning appeals. The elected officials may also create autonomous boards known as "Authorities," as permitted by the Municipal Authorities Act. Although Authorities have differing purposes, pri-

marily Authorities can be created to finance and/or operate utilities such as water or sewer facilities.

As a result of these numerous governmental units, there is a great demand for civic-minded persons to fill the positions on all of these Boards and Commissions that are needed to properly run a municipality. As with the elected officials, most of these Board members receive little or no compensation for the hours of service time needed to attend meetings or home time needed to prepare themselves for regular meetings of the Board or various Committee meetings.

As residents of Boroughs and Townships we owe a debt of gratitude to those who volunteer their time to local government for a job that many consider to be truly thankless. 📌

Charles D. Garner, Jr., Esquire recently joined the law firm of Wolf, Baldwin & Associates, P.C., which maintains offices in Pottstown, Reading, and West Chester. He has significant experience in municipal representation, zoning, and land use matters. He and the firm have other diverse experience including small business representation, municipal employment negotiation and litigation, contracts and civil litigation, and estate planning and administration. Mr. Garner can be reached at 610.323.7436 or by e-mail to cgarner@wolfbaldwin.com.

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PREMIER URGENT CARE

For six years Premier Urgent Care has made their presence known on the 422 corridor by offering "quality medical care without the wait." Premier has locations on the 422 corridor in Douglassville, Limerick and Oaks serving patients with urgent medical needs as well as acute or immediate family practice problems. Premier also offers occupational health services for employers. Since opening their doors six years ago with their first site located in Douglassville, Premier has now expanded to eight facilities and has treated over 250,000 patients.

Premier Urgent Care was developed by a group of board-certified physicians who have provided years of medical services in the ER. Having worked in some of the country's busiest emergency departments, Premier's physician-founders were able to diagnose the problem from the inside. With emergency room visits often lasting three and four hours, and with diminished access to primary care in general, it became clear that a viable alternative was needed—Premier Urgent Care is that alternative.

At Premier we've cut the time of the average emergency room experience by nearly 75 percent! Our patients are seen by an experienced physician and/or physician assistant in about 15 minutes, and then treated and released in about an hour. Gone now are the days when a common cold would be ignored and a cut hastily bandaged all in an attempt to avoid a visit to the emergency room. At Premier, we remove the wait from the equation, offering our patients the convenience and luxury of immediate medical care right when they need it.

The future of urgent care... Premier has expanded to a network of eight operational centers, with a rapid expansion throughout the Greater Philadelphia area. Currently in Pennsylvania and New Jersey, Premier looks forward to reaching increasing numbers of people with its promise to "provide efficient, high quality medical care in a compassionate, convenient, and affordable manner."

For additional information, please call 484.778.8008, and visit www.premierimc.com. 📄



PREMIER
URGENT CARE

"Quality Fast Medical Care Without The Wait"



- Typically NO Wait Time — Avoid lengthy wait times in the emergency room and be seen within 15 minutes
- Quality Medical Treatment — Staffed with a team of caring emergency room trained providers
- State of the Art Facilities — All of Premier's 7 locations have full diagnostic lab capabilities as well as X-Ray and EKG on site
- Occupational Health — Committed to working with employers and employees for a fast return to work

Open 9am-9pm
7 days a week 365 days a year
No Appointment Needed
Major Insurances accepted —
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Located in Oaks, Limerick,
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BUSINESS PROFILE

CHECK-UP HEATING & AIR CONDITIONING

Born into the HVAC industry, Eli Melendez, Owner of Check-Up Heating & Air Conditioning is the 2nd generation in his family to provide quality service to customers through education, honesty and integrity. Coming from humble beginnings, Eli was taught early on by his father that through hard work, you can achieve your dreams. With 20 years of experience and a lot of sweat, Eli has been able to grow his own business and set the bar for contractors all over the industry!

"I personally guarantee that Check-Up will give you the best service with integrity and honesty so that you can feel you are making the right choices for your home," said Eli.

From routine service and maintenance to emergency repairs, expert installation and replacement, let Check-Up be the company you turn to! With two generations of experience to draw upon, Check-Up has perfected heating, ventilating and air conditioning (HVAC) installations. We work with you to make your house a clean, comfortable environment for you and your family.



Eli Melendez

Furnaces, hot water boilers, heat pumps, thermostats... we fix them all. Our heating technicians are experts in all home heating systems. And, we sell and install a wide range of high-efficiency heating systems that will save you energy and money.

We also service and repair all makes and models of air conditioners. And if you want to replace your old air conditioner, we sell and install reliable air conditioning systems that can maximize your energy savings and comfort.

To learn more about our heating and air conditioning services, call us today at 267.329.9070 or visit us at www.checkuphvac.com.



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