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22-26



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EXELON'S LIMERICK GENERATING STATION

Producing clean, safe and reliable electricity for the region

The U.S. Department of Energy Projects that U.S. electricity demand will rise 24% by 2035. That means our nation will need hundreds of new power plants to provide electricity for our homes and to support continued economic growth. Nuclear energy is a clean, safe, affordable way to meet future energy demands in the U.S.

At Limerick Generating Station, safety has and always will be the most important aspect of operations. Every year, Exelon invests millions in plant equipment and operator training to make a safe and well-run facility even safer. This investment in infrastructure, along with a total site output of 2,345 megawatts—enough to power two million homes—plays a large role in the economic viability of the tri-county region and significant contribution to the nation's nuclear generation portfolio. And, Limerick Generating Station emits virtually no greenhouse gases, helping reduce the regions carbon footprint.

A Viable Local Resource

Limerick Generating Station is a valuable resource to the surrounding community, providing economic, environmental and electric reliability benefits. During the recent Unit 2 refueling outage, more than 13,000 activities - including state-of-the-art equipment upgrades, safety inspections, and replacement of one third of the reactor's fuel - were completed.

"We prepare thousands of activities well in advance of a refueling outage," said Tom Dougherty, Limerick Site Vice President. "All are designed ensure Limerick's ability to provide safe, reliable, carbon-free electricity throughout a Unit's two-year operating cycle."

This spring, 2,000 supplemental workers joined Limerick employees to assist with the refuel outage. The supplemental nuclear workers will spend approximately \$2 million in the community.

"Our business sees a positive boost from Limerick's refueling outages," said John Cutillo, owner of Cutillo's Restaurant in Sanatoga. "The local business community benefits from the additional workers who need local accommodations and purchase goods, services and meals throughout the region." "The safe and reliable operation of Limerick Generating Station is our top priority. Refueling outages are critical to assuring safe, long-term operations and play an important role in the local economy."

A Good Neighbor

Limerick aims to be a good neighbor and is very active in the local community. Limerick's 850 employees, most of who live in the region, volunteer in the community. They participate in such activities as donating winter coats to local school districts, selling lemonade in the community to raise money for Alex's Lemonade Stand Foundation, and hosting an annual golf tournament.

The station's annual payroll is \$75 million, providing many well-paying jobs to local residents. Limerick's employees

In 2012, employees and the station contributed approximately \$400,000 to the United Way, local community organizations, schools and emergency first responders.

"Limerick employees take our station's goal of being a good neighbor to heart," said David Lewis, Limerick Plant Manager. "Through volunteerism and fundraising, they help improve the lives of many in our community. They also visit local classrooms and host students in our main control simulator to teach them more about how electricity is made and offer students information about careers in the nuclear industry."

"Those of us at Limerick look forward to community events where we get to come out and meet our neighbors," added Lewis.

A Strong Commitment to the Environment

Limerick is located on more than 600 acres and committed to preserving the environment in which it operates. Last year, the Wildlife Habitat Council recognized Limerick Generating Station's commitment to environmental stewardship by awarding the site the Wildlife at Work re-Certification. The certification, originally received in 2011, recognizes commendable wildlife habitat management and environmental education programs at individual corporate sites. This distinction was awarded to Limerick Generating Station for its commitment toward establishing long-term wildlife habitat enhancements that provide undisturbed habitats with food, water, cover and space for animal species living on Limerick's land.

Some of the projects to protect animal species and promote environmental awareness at Limerick Generating Station include:

- The construction of more than 20 bird boxes and bat houses
- Development of an inventory of all plant and animal species identified on site
- Installation of silt fencing to deter several species of toads, including the Bullfrog and Pickerel Frog, from entering high pedestrian and traffic areas during the breeding season
- Employee education on how to treat injured wildlife both onsite and at home

(See "Cover Story" on page 6)



Limerick's environmental committee works to provide long-term wildlife habitat enhancements that provide undisturbed habitats with food, water, cover and space for animal species living on Limerick's 600 acres of land.



As part of its Wildlife at Work Certification, Limerick Generating Station installed more than 20 bird boxes and bat houses. Pictured here are employees installing a bird box.



Limerick Generating Station partnered with Keller Williams Real Estate in Limerick last fall for the annual Keller Williams Golf tournament to benefit Alex's Lemonade Stand. The event raised \$22,000 for Alex's Lemonade Stand Foundation.



Limerick Generating Station safely and reliably produces enough power to provide electricity to 2 million homes in the region.



Limerick Generating Station safely and reliably produces enough power to provide electricity to 2 million homes in the region.

Interested in learning more about the plant?
Limerick Generating Station will be
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COVER STORY

(Continued from page 4)

In 2003, Limerick implemented a water supply demonstration project to show the benefits of lessening the withdrawal of water from the Delaware River for the plant's cooling water needs and using various other sources when environmental permits limit the use of the Schuylkill River.

Working with the Delaware River Basin Commission (DRBC), Limerick engineers and environmental experts developed a comprehensive plan to demonstrate that augmenting the river flow of the Schuylkill River during low river flow periods would not adversely affect the Schuylkill River watershed. The project has allowed Limerick to pump water from the Wadesville mine and Still Creek reservoir when the temperature or flow limits of the Schuylkill River require more water to be in the river for supplying the plant's cooling water. Based on monitoring data, the increased flows in the upper basin appear to be having a positive impact on the river.

Exelon has also partnered with the Schuylkill River Heritage Area to create the Schuylkill River Restoration Fund. The program supports projects that

enhance the quality of water in the Schuylkill River and its tributaries. The Schuylkill River Heritage Area oversees the fund distributing money annually to non-profit organizations.

Exelon's annual contribution to the fund is based on the amount of water that is not required to be pumped from the Delaware River to support Limerick's cooling water needs as part of the station's water supply demonstration project. Exelon has contributed \$1.6 million to the fund since 2005.

Producing Energy for the Future

In 2011 Exelon submitted a license renewal application to the U.S. Nuclear Regulatory Commission (NRC) so that Limerick can continue to produce clean, safe and reliable energy for southeastern Pennsylvania homes and businesses well into the future.

Limerick's license renewal application is one of the strongest in the country and remains on-track, testament to the station's history of safe and environmentally-conscious operations. 🗑️

Want to hear more about Limerick Generating Station? Join the station's email list at LimerickGeneratingStation@exeloncorp.com.

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THE TOP 5 WAYS TO KEEP YOUR COMPANY BLOG CONTENT FRESH AND INTERESTING

**Gaining Clients with Content Marketing /
Drive Traffic to Your Website and
Nurture Your Online Leads**



MARKETING & SOCIAL MEDIA

By Shannon Coghlan Reiss

Most small- and mid-sized business owners realize that adding dynamic, interesting content to their website will help them rank higher in internet search results, build a strong reputation for their brand, and set them apart as an expert in their field.

When starting a blog, we all have the best intentions to write regularly, feed our blog posts to social media networks continuously, and keep the content fresh. But we all know too well that the daily grind of running a business fills our time, and our blogs lag embarrassingly behind. Eventually, we stop writing all together, leaving a blog page with a last post from six months ago (or longer), and that has the exact opposite effect as the one we originally intended.

Having said that, blogging is really important. Generating fresh content drives traffic to your website and creates clout for your brand. It makes you an industry expert and helps you attract qualified leads. So how do we overcome the writer's block so often associated with keeping an up-to-date blog? Here are five proven tips to keep your marketing content current and important:

1. Answer questions that your customers commonly ask, or that your customers should be asking. Position it

as a Q&A column. For instance, a financial services company's blog post might look like this:

Q: What rate of return do I have to earn on my investments to be able to retire at my current standard of living and have my money last through my life expectancy?

A: <Insert a 3 – 4 paragraph answer here, and end the post with information on how to contact a representative at your company to further evaluate a potential client's individual needs>

2. Tell a story. Social media gurus call this "emotional marketing." Your clients want to like you. Relate to them by giving an honest account of a client you have helped. For instance, if you operate a medical equipment rental service, share a story about the shut-in you recently helped by working with her insurance company to find a qualified home health care assistant.

(See "Marketing & Social Media" on page 9)

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ILLEGALS RECEIVING WORKERS' COMPENSATION — IS THAT LEGAL?



LEGAL PERSPECTIVES

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

Our national political conversations are flooded with talk of immigration reform. The fact is that many undocumented aliens are working here with us every day. These people are no more immune to work injuries than citizens or legal resident aliens. What rights does an illegal worker have when he or she suffers a work injury in Pennsylvania?

The law in this area has been adapting and changing over time. In 2002, the Pennsylvania Supreme Court in *Reinforced Earth Company v. Workers' Compensation Appeal Board (Astudillo)*, 570 Pa. 464, 810 A.2d 99, held that a claimant's status as an undocumented alien worker does not preclude him from receiving total disability benefits under the *Workers' Compensation Act*.

Normally, a workers' compensation carrier or employer seeking to suspend a claimant's wage loss benefits in Pennsylvania must show demonstrate: (1) evidence of a change in medical condition and (2) evidence that there is an available job the claimant is capable of performing that would pay wages equal to or greater than his pre-injury wage, or show job availability through a labor market survey. Most recently, our Commonwealth Court in *Ortiz v. Workers' Compensation Appeal Board (Rodriguez)* issued another pronouncement on the benefits available to

illegal aliens. In *Ortiz*, the Commonwealth Court found that to suspend the weekly wage benefits of an unauthorized alien, an employer need only demonstrate that a claimant's medical condition has improved enough to work at some job, even one with restrictions. The employer need not show job availability, because the irrebuttable presumption is that the illegal alien cannot work anywhere (even if he finds another job and is actually working at lesser wages), and thus the wage loss is due to his status as an illegal rather than the effects of the work injury.

One might wonder why an illegal alien is entitled to any wage loss benefits at all. Firstly, the Pennsylvania Workers' Compensation Act itself does not distinguish between legal and illegal workers. Employees are defined as including "[a]ll natural persons who perform services for another for a valuable consideration, exclusive of persons whose employment is

(See "Legal Perspectives" on page 10)

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MARKETING & SOCIAL MEDIA

(Continued from page 7)

Or if you own a landscaping business, tell me why you bring treats for your favorite clients' pets. These narratives give your business a personality, and they're generally easy to write about.

3. Stalk your competition's blog. It's not as evil as it sounds. Gather a list of five to 10 company blogs that you can follow, and get ideas based on the topics they're writing about. Never plagiarize, and do give proper credits and references as appropriate. Reading your competitions' blog sites will undoubtedly help you generate content to write about, as well.

4. Follow the news and share your opinion. Subscribe to news feeds on topics that are relevant to your business and to your prospective customers. Then share your opinion on recent legislation, news stories, and upcoming events. If you're a chiropractor, perhaps you'll write about a new health study just released or new dietary requirements announced by the FDA. Always review your message before hitting the "Publish" button to be sure it doesn't rub someone the wrong way. But it's OK to show your human side by displaying an open-minded opinion to current events.

5. Write a How-To How-To's and numbered lists are always popular blog posts that score big points with social media. They are the most shared types of content on places like Facebook and Twitter. They also demonstrate your expertise in relevant topics.

Keeping your blog up to date can sometimes feel like a daunting task, but it's a proven method for driving more traffic to your website, generating exposure for your business on social networks, and setting you apart as an industry expert. To keep your creativity flowing, try a change of scenery from time to time. Coffee shops, libraries, and coworking spaces are always good places to get away from your regular office distractions. You may also consider hiring a freelance writer or creative communications agency to do some of the work for you, as well. After all, you do have a business to manage! 

Shannon Coghlan Reiss is the Founder of Skylight Coworking and the Owner of Malvern Social Communications in Phoenixville. She is a content marketing and social media expert who helps small and medium businesses strategize their web presence and online lead nurturing techniques. To contact Shannon, visit www.themalvernsocialclub.com or call 484.802.2638.

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LEGAL PERSPECTIVES

(Continued from page 8)

casual in character and not in the regular course of the business of the employer..." 77 P.S. § 22. All injured workers in PA, for instance, are entitled to reasonable and necessary medical treatment, which is causally related to their injuries. One reason why total disability wage loss benefits are available to injured illegal aliens is that disallowing any disability compensation to an unauthorized worker might cause employers to actively seek out and hire illegal workers so as not to have to pay them workers' compensation benefits if they are injured.

Interestingly, the courts have sanctioned the suspension of partial disability benefits from illegal aliens even when they have in fact returned to the workforce and are earning less than their pre-injury wages due to the effects of the work injury. Where a documented worker would be entitled to a partial disability benefit in that circumstance, an undocumented worker is not.

Some readers will bristle at the idea of providing any kind of workers' compensation benefits to illegal aliens. But

remember that workers' compensation laws provide an exclusive remedy to injured workers, and workers' comp is a shield against personal injury lawsuits targeting the employer. Without workers' compensation coverage, an undocumented worker might be able to sue the employer for negligence instead of being restricted to the remedies of the *Workers' Compensation Act*.

Pennsylvania Workers' Compensation is a specialized area of practice, and is filled with unexpected twists and turns. Employers are typically provided lawyers by their insurance companies who only practice workers' compensation law. Injured workers, legal or illegal, should always consult experienced workers' compensation claimant's attorneys when they have had a work injury. ☐

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, and West Chester. He is the firm's managing attorney, and focuses his practice on workers' compensation law and family law. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lzwolf@wolfbaldwin.com.

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APPLICANT BACKGROUND CHECKS



By Joseph J. Hirsch, The Accu-Facts Company

In today's business environment, identity theft, false claims from employees, workplace violence, workers compensation fraud, theft or theft of services, drug use or distribution, and other types of occupational fraud and abuse, are issues with greater workplace significance than ever before.

Security, Benefits, and Human Resource professionals must consider pre-employment screening as the initial and essential standard, the first step, in every hiring decision. From an objective standpoint, businesses that fail to screen, or those that inadequately screen job candidates, will expose themselves to the potential pitfalls noted above, and have the potential for a litany of other legal problems. The hiring risks are real, so take as many steps as necessary to prevent them today, **BEFORE** you hire someone.

Background checks confirm Identity and truthfulness of the candidate's information! It is simply a process of conducting those vital background screening tasks and gathering applicant information relevant to your pre-employment, employment and Vendor screening program. A series of proactive screening tasks should be conducted on all your applicants, current employees for promotion, and third party vendors entering your workplace. Some checks are mandatory by statute, while certain tasks are relevant to certain types of jobs, or are based on industry standards.

The same hiring risks apply every time. It means Management must be vigilant in verifying, corroborating and substantiat-

ing the personal information on each person, to protect your firm. An effective strategy also provides a precise audit trail for FCRA compliance and to substantiate industry standards, in your operations, as noted herein.

The entire screening process is predicated on an "Applicant Release Form", signed and completed by the individual or person under consideration for a vendor relationship, for example. This is our authorization to work for you, under FCRA guidelines too.

With an effective and consistent background screening process in place, you are establishing (or re-establishing) as fact the truthfulness of the person, the validity of the information provided to your firm, and the real identity of the person standing before you. Your industry sector, the type of job being offered, the sensitivity of your job position, and related compliance issues are all relevant factors, to your program.

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FOCUS ON READING AND WYOMISSING

BUZZ AROUND THE BLOCK

This "Buzz" column highlights a variety of businesses serving the Reading regional marketplace.

For more information on these quality businesses, please call the phone numbers listed and visit the websites provided.

LYNX Computer Technologies, Inc. — Intelligent Technology Solutions

Partner. Collaborator. Teammate. Words which are repeatedly used by our customers to describe LYNX Computer Technologies, Inc.

LYNX has been providing full service information technology for primarily small to mid-sized companies since 1994. Our extensive experience and superior support make us a natural partner for any company or organization.

The LYNX team believes that technology should work for you. We are committed to helping your business become more successful. Before proposing any solutions, we ensure a clear and comprehensive understanding of your immediate and long term business goals, the specifics of your existing technology environment, and the challenges of your current platform.

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The key to LYNX Computer Technologies' long-term success is two-fold: our never-ending commitment to customer service and our exceptional staff. Our employees truly care about their work, the customer, and LYNX. We are very proud of our highly certified & educated staff. The majority of our technical engineers have over 14 years of experience in the IT industry. This combination of dedication and knowledge provides you with a great technology partner!

Located in Wyomissing, we service a range of businesses including law firms, healthcare, education, manufacturing, engineering, and insurance in the surrounding five county area. Call us today at 610.678.8131 to find out what LYNX can do for you! For additional information, please visit www.lynxnet.com.

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

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Richard Zuber, Brian Gilbert,
Craig Kriebel, Barbara Wagner
and Ken Stryer

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Listings For SALE

FOR SALE- (202083) DOUGLASS TOWNSHIP, BERKS COUNTY- (3.4)- ACRE LOT IN INDUSTRIAL PARK WITH APPROVED LAND DEVELOPMENT PLAN TO CONSTRUCT UP TO 27,000SF OF FLEX SPACE. OWNER WILL ALSO CONSIDER CONSTRUCTING THE BUILDING IF A TENANT IS SECURED. CALL FOR DETAILS. **\$475,000**

FOR SALE- (202114) 301 S. RAILROAD STREET, MYERSTOWN- FORMER PERSONAL CARE FACILITY. 15 BRs IN MAIN BLD. 3RD FL. FEATURES 1BR OWNERS APT. 1BR UNIT AT REAR OF PROPERTY. POSSIBLE APARTMENT CONVERSION AND OWNER FINANCING. LARGE 7,346SF PROPERTY ON CORNER LOT IN QUIET NEIGHBORHOOD. **Reduced \$188,000**

FOR SALE- (202122) 124 NORTH CHESTNUT STREET, BOYERTOWN- 3,825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **Reduced \$199,900**

FOR SALE- (202124) 115 HIGH STREET, POTTSTOWN- DOWNTOWN RESTAURANT WITH SOLID FINANCIAL RECORDS. SALE PRICE INCLUDES FURNISHINGS AND SOME EQUIPMENT, AS WELL AS BUSINESS NAME. SELLERS WILL CONSIDER SOME OWNER FINANCING AS WELL AS HELPING TO TRAIN NEW OWNER. CALL FOR DETAILS ON FINANCIALS, FURNISHINGS AND EQUIPMENT LIST. **\$174,900**

FOR SALE- (202132) 3975 SCHUYLKILL ROAD, SPRING CITY- EAST VINCENT TOWNSHIP COMMERCIAL PROPERTY, HIGHWAY EXPOSURE. FEATURES INCLUDE PUBLIC SEWER, ONSITE WELL, GAS HOT WATER, ONSITE GAS, 200AMP ELECTRIC SERVICE. **\$680,000**

FOR SALE- (202134) 1500 S. HANOVER ST., POTTSTOWN- COMMERCIAL BUILDINGS, ALL OF THE BUSINESS EQUIPMENT AND PRODUCTS ARE EXCLUDED FROM THE SALE OF PROPERTY. **\$2,000,000**

FOR SALE- (202137) 856 POTTSTOWN PIKE, CHESTER SPRINGS- 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 100. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. **\$2,500,000**

FOR SALE- (202140) 1530 S. HANOVER STREET, POTTSTOWN- THIS PROPERTY HAS A SMALL HOUSE WHICH IS CURRENTLY LEASED. THE LAND IS PRESENTLY USED AS A DRIVING RANGE USING ABOUT 10 ACRES. THE BALANCE OF THE LAND IS FARM FIELDS. THE PRESENT ZONING IS R1 SINGLE FAMILY RESIDENTIAL. UNDER THE ZONING IT ALLOWS FOR NURSING HOMES. PUBLIC SEWER IS AVAILABLE. **\$2,000,000**

FOR SALE- (202144) 1803 E. HIGH STREET, POTTSTOWN- BEAUTIFUL SINGLE STONE BUILDING COMPRISED OF 3 RENTAL UNITS AND A GARAGE. 1ST FLOOR OFFICE, 2ND FLOOR BOASTS A 2BR APT AND 3RD FLOOR IS A 1BR APT. ALL UNITS & GARAGE ARE LEASED. CALL FOR INFORMATION ON INCOME & EXPENSES. **Reduced \$209,900**

FOR SALE- (202146) 1001 N. HANOVER ST., POTTSTOWN- NEWER 8 UNIT APARTMENT BUILDING. ALL UNITS ARE 2BR AND FULLY LEASED. 8 RANGES and 8 DISHWASHERS INCLUDED IN PRICE. CALL FOR INCOME & EXPENSES. **Reduced \$595,000**

FOR SALE- (202151) POTTSTOWN AUTO BODY/AUTO REPAIR SHOP- 3,000SF, 5 BAYS, PAINT BOOTH, 4 OVERHEAD DOORS. BUILDING IS IN GOOD CONDITION WITH REAR FENCED AREA FOR STORAGE. READY FOR YOUR BUSINESS. **\$158,000**

FOR SALE- (202152) 320 N. CHARLOTTE ST., POTTSTOWN- (5) UNIT W/ GREAT TENANTS AND FULLY OCCUPIED. GOOD CASH FLOW! & ALL RENTS ARE WAY BELOW MARKET VALUE. EACH TENANT PAYS THEIR OWN HEAT & HOT WATER. SOME NEW REPLACEMENT WINDOWS. CALL FOR DETAILS **Reduced \$104,900**

FOR SALE- (202153) 13929 KUTZTOWN RD, ALBETWOOD- FORMER KIRBYVILLE HOTEL, STRUCTURALLY SOUND BUILDING ON 1 ACRE WITH 50 CAR PAVED PARKING LOT ON BUSY ROUTE 222. INTERIOR NEEDS COMPLETE RENOVATION. **DRASTIC PRICE REDUCTION TO \$249,000**
SELLER WILL CONSIDER ANY REASONABLE OFFER

FOR SALE- (202154) BERKS COUNTY 42.8 ACRES- Rt. 100 & MONTGOMERY AVE., NEW BERLINVILLE. MANY POSSIBILITIES. LOCATED ON MAIN HIGHWAY. CALL FOR DETAILS. **\$1,600,000**

FOR SALE- (202155) BERKS COUNTY 27.43 ACRES- MONTGOMERY AVENUE & ROUTE 100, NEW BERLINVILLE. POTENTIAL DEVELOPMENT. PREVIOUS PLANS AVAILABLE. CALL FOR DETAILS. **\$1,990,000**

FOR SALE- (202157) 256-260 BEN FRANKLIN HIGHWAY- BIRDSBORO- COMMERCIAL PROP. ON 2.8 ACRES OF LAND. LARGE COLONIAL HOUSE PREVIOUSLY UTILIZED AS BEAUTY SALON. LG BANK BARN FINISHED ON UPPER AND LOWER LEVELS. OVER 30 PARKING SPACES AVAILABLE. HEAVILY TRAVELED MAIN ARTERY. ATTRACTIVE OWNER FINANCING **\$325,889**

FOR SALE- (202158) 380 W. RIDGE PIKE, LINERICK- LINERICK AREA, 5 PLEX INC. COMMERCIAL STORE FRONT W/4 APARTMENT UNITS ON 1 ACRE LOT, 2 CAR GARAGE. POSSIBLE ENTRANCE ON 2 MAJOR ROADS. **\$444,900**

FOR SALE- (202162) BERKS COUNTY APPROVED 18 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

FOR SALE- (202164) 4 ASH ST., W. POTTSGROVE- .95 ACRE COMMERCIAL VACANT LOT SITUATED CONVENIENTLY ON ROUTE 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. **\$124,900**

FOR SALE- (202165) 117-119 N. FRANKLIN STREET, POTTSTOWN- GREAT OPPORTUNITY TO OWN AN INCOME PRODUCING MULTI-UNIT PROPERTY. 2 ATTACHED BUILDINGS WITH ONE COMMON BASEMENT. EACH BUILDING HAS ITS OWN TAX ID# AND SEPARATE UTILITIES. BUILDING #117 HAS THREE (3) BEDROOM UNITS AND BUILDING 119 HAS TWO (2) BEDROOM UNITS. CALL FOR DETAILS. PRICE INCLUDES PARCEL ID# 16-00-10423-004. **\$179,500**

FOR SALE- (202167) 1288 Reading Rd., Bowmansville - 4,300SF OFFICE BUILDING- 9 PRIVATE OFFICES AND 5 WORK STATIONS ON LARGE MACADAM PARKING LOT IN LANCASTER COUNTY. CLOSE TO TURNPIKE, READING AND NEW HOLLAND. NINT CONDITION! USES INCLUDE MEDICAL, LEGAL, INSURANCE OR RETAIL. **\$365,000**

FOR SALE- (202171) 342 S. STREET, POTTSTOWN- INVESTMENT PROP. CONTAINING 2 BUILDINGS. FIRST BLDG. CONSISTS OF 3 APARTMENTS W/ 1-2BR, 1-2BR AND AN EFFICIENCY. SECOND BLDG. CONSISTS OF 2BR APARTMENT, STORE FRONT AND 3 GARAGES. TENANTS PAY THEIR OWN HEAT, ELECTRIC AND TRASH. RENTS ARE BELOW CURRENT MARKET VALUE AND COULD BE RAISED. **\$150,000**

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FOR SALE- (202172) 58 S. ADAMS ST., POTTSTOWN- BORO OF POTTSTOWN COMMERCIAL BUILDING WITH A LARGE SHOWROOM AND PLenty OF STORAGE SITUATED RIGHT OFF HIGH ST. IN EAST POTTSTOWN. OFFSTREET PARKING IS AVAILABLE. CURRENTLY ZONED TTN. PRICED TO SELL @ **\$80,000**

FOR SALE- (202176) 371 CIRCLE OF PROGRESS, POTTSTOWN- SITUATED IN THE POTTSTOWN AIRPORT CAMPUS. 15,000SF OFFICE/WAREHOUSE BUILDING ON 5+ACRES. EXPANSION TO CURRENT BUILDING IS POSSIBLE. DRIVE IN OVERHEAD DOORS AS WELL AS LOADING DOCKS. OFFICE SPACE, GARAGE SPACE AS WELL AS WAREHOUSE SPACE. MANY POSSIBLE USES IN THIS WELL CONSTRUCTED BUILDING. CALL FOR DETAILS. **\$950,000**

FOR SALE- (202177) 2105 EAST HIGH STREET, POTTSTOWN MEDICAL OFFICE BUILDING- SITUATED WITH GREAT EXPOSURE ON HIGH ST. IN LOWER POTTSGROVE TWP. 4,380SF OF MEDICAL USE ON TWO FLOORS. FULL BASEMENT FOR STORAGE FOR EASY ACCESS AND OFFSTREET PARKING LOT. HANDICAP ACCESSIBLE. WELL MAINTAINED AND READY FOR YOUR CLIENTS. **\$500,000**

SOLD- (202160) 931 COMPASS ROAD, HONEY BROOK

SOLD- (202161) 931 COMPASS ROAD, HONEY BROOK

SOLD- (202148) 302 STATE STREET, HAMBURG

PENDING- (202185) 213-215 PINE FORGE ROAD, PF-

PENDING- (202159) BERKS COUNTY 9.78 ACRES-

FOR SALE- (202178) 928 E. LINCOLN AVENUE, MYERSTOWN- 15 ROOM IMMACULATE MOTEL ON 3.3 ACRES. INCLUDES SEPARATE HOUSE/OFFICE IN MOVE-IN CONDITION. **\$685,000**

FOR SALE- (202179) 58 N. FRANKLIN STREET, POTTSTOWN- GARAGE AND AUTO REPAIR BUSINESS. THIS BUSINESS HAS BEEN ESTABLISHED ALREADY & VERY SUCCESSFUL. THE PRICE INCLUDES BUILDING & BUSINESS. THIS GARAGE HAS BEEN UPDATED & MAINTAINED WITH NEW OFFICE, TILE FLOORS, NEW WINDOW & DOOR, REFRESHLY PAINTED & CLEAN. NEW ALUMINUM FENCING SURROUNDING THE ENTIRE PARKING LOT. LOT HOLDS UP TO 50 CARS. 2 LARGE BAYS WITH LIFTS. **\$275,000**

FOR SALE- (202182) N. YORK STREET, POTTSTOWN- MACADAM PARKING LOT ON CORNER FOR 5 CARS NEAR BUSINESS DISTRICT. NO UTILITIES ON SITE. **\$12,500**

FOR SALE- (202183) 2081 POTTSTOWN PIKE- POTTSTOWN- RENOVATED BARN ON ROUTE 100 TO BOOST HIGH TRAFFIC! TURN-KEY SHOWROOM. OWN YOUR OWN BUSINESS. WORKSHOP plus (1) APARTMENT RENTAL ON SECOND FLOOR. **\$285,000**

FOR SALE- (202184) 4.26 ACRES ZONED COMMERCIAL- FULL SERVICE GARAGE, MOTOR HOME CONSIGNMENT DEALERSHIP PLUS 4 RESIDENTIAL RENTAL UNITS. **\$900,000**

FOR SALE- (202186) EXCELLENT CONDITION (5) UNIT APARTMENT BUILDING IN POTTSTOWN- ADDITIONAL INCOME FROM 2 CAR GARAGE. RECENTLY REPAINTED (INTERIOR & EXTERIOR), NEWER HEATER & CARPET, WITH MANY MORE UPDATES. RENTS ARE BELOW MARKET RENTALS. GREAT POTENTIAL. **\$130,900**

FOR SALE- (202187) POTTSTOWN (8) UNIT COMMERCIAL INVESTMENT PROPERTY- (2) COMMERCIAL RETAIL SPACES, (4) APARTMENTS, (1) GARAGE AREA, and (1) LARGE STONE AREA. GROSS ANNUAL INCOME CURRENTLY EXCEEDS \$52,000/YR. CALL FOR DETAILED INCOME AND EXPENSES. **\$219,900**

FOR SALE- (202188) 112 ACRES OF PRIME DEVELOPMENT LAND- 1/8 MILE FROM I-78, NEW BETHEL PARK AND NEW PET SWART & DOLLAR GENERAL DISTRIBUTION WAREHOUSES. **\$4,500,000**

FOR SALE- (202189) LOWER POTTSGROVE INVESTMENT PROPERTY- (4) RENTAL UNITS SITUATED ON 2 PARCELS BEING SOLD TOGETHER. DETACHED 3 CAR GARAGE, ALL UNITS WELL MAINTAINED WITH GOOD RENTAL HISTORY. CALL FOR DETAILED INCOME AND EXPENSES. **\$288,900**

Listings For LEASE

(2021012) 1200 East High Street, Office Building, Pottstown- Suites from 200-1,000SF. \$12.50/SF includes all utilities.

(2021033) North Keim Street, North End, Pottstown- 1,850SF retail/office space, plenty of offstreet parking. \$8-10/SF

(2021070) 100 Porter Road, Pottstown- Professional office building situated in the IMVED vicinity of PNMCO. Handicapped accessible, elevator, ample parking and various size suites from 200-800SF. Competitive rates and flexible terms. Call for more details!

(2021080) Lemon Street, West Pottsgrove- 10,000SF to 15,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates.

(2021098) 281 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. and 1/2 water invoice.

(2021112) 903 North Charlotte Street, Pottstown- 1 office suite available. Approximately 1,000SF w/o 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.

(2021144) 1153 Main Street, Linfield- Downtown office complex with over 8,000SF. Can be subdivided into smaller suites, great location. Call for details.

(2021168) Nanatoway Road, Boyertown- 1,200SF retail/office space w/powder room. Possible storage space behind office/retail area. \$800/month + heat & electric. Call for details.

(2021200) Hoffmansville Road, Sassamansville- (Sheet Metal Shop) COMPLETELY EQUIPPED and ready to go. 2,100SF stand alone building with heat and AC. Start your own business for \$1,000/Month plus utilities. All equip. usage is included with rent.

(2021244) Store Front w/Carb Appeal- On busy Birdsboro street now available. Includes basement storage, conference room & powder room. \$445/Month. Tenant pays heat (gas), hot water (gas), electric, snow removal, air conditioning (elec), and trash.

(2021255) 286 E. Main Street, New Holland- 20,000SF (M1.) building on Main Street in New Holland. Lower level is currently leased by M & T Bank with a long term lease. Main level consisting of 9,250SF now available for lease at \$9.00/SF MNW + 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 1.5 million.**

(2021285) 144 Holly Road, Gilbertsville- Boyertown area, approximately 5,000SF of office space with loading dock. (B) private offices, large open area, convenient location to Route 100. **\$8,000/SF**

(2021330) 1268 Reading Road, Bowmansville- 4,300SF Professional Office Building. Ideal for medical or legal offices. Many other possible uses. Building is completely updated with modern amenities including lunch room, 9 private offices, conference room & 5 other work stations. Oversized storage space. Geothermal heat, room to expand. Convenient location close to turnpike, Reading, New Holland, etc. Also available for sale. **\$3,600/Month (Gross Lease)**

(2021332) Route 100 & Farmington Avenue, Pottstown- Brand NEW Office Building situated off Rt. 100 between Pottstown & Boyertown. 5,800SF available in 2 story office building. Owner will fit out space to suit. Call for details on rates and availability.

(2021344) 371 Circle of Progress, Pottstown Airport Campus- 4200SF warehouse, 2800SF attached garage area and 900+/- office space. Can be leased together or separately. Loading docks and drive-in overhead doors. Call for rates.

(2021355) 2103 E. High St., Pottstown- Medical office bldg. situated with great exposure on High Street in Lower Pottsgrove. 4,380SF to be leased. Offstreet parking lot. Call for terms and rates.

(2021356) 885 Circle of Progress Drive, Pottstown- 1770+/-SF of Pottstown Airport INDUSTRIAL office space for lease. Close to Airport & other major thoroughfares. This space inc 3 offices, operations/communications office, order office, vestibule, kitchenette & 2 bathrooms. Also available parking for approx. 15 cars on the side of the building + a drop off area in front of building. There are many possible uses: print/training/school or general offices. Call for details. **\$1,195/Month**

(2021377) 1001 Route 100, Bechtelsville- 2,000 + retail/office/commercial space with powder room. Many possibilities with plenty of parking. Call for details. **\$1,100/Month + all bills.**

(2021388) 258 High Street, Pottstown- Pottstown Borough, former bank building, which can be used for retail/office etc. Ample parking available in the adjacent borough parking lot. 2,254SF plus full basement area for storage. **\$1,300/month plus all bills.**

(2021389) 256-260 E. Ben Franklin Highway, Birdsboro- 2.6 Acres featuring large 2.5 story colonial house w/addition on 1 side, previously utilized as a Beauty Salon. House features 2.5 baths, sunroom, wall to wall carpet, ceramic tile throughout, gas hot air heat, central air and 200AMP service. Large bank barn featuring several private offices, kitchenette and powder rooms on both upper and lower levels. Both levels are fully finished and ready to be rented. Also available on property is a 2 car garage + additional bay area. **\$6-\$3/SF. Also For Sale at \$525,000.**

(2021400) 20 Sunnybrook Road, Pottstown- Brand new space situated in Lower Pottsgrove just off of High Street. The 3700 suite is self contained and can be completed to fit your exact needs. Office/Medical space with large private parking area. Call for details.

(2021411) 58 S. Adams Street, Pottstown- Former Map Shop space available for lease. Large garage bay with office area and display area. 2nd floor is comprised of a large storage area. Offstreet parking. Oil heat. **\$1,000/Month + Utilities.**

LEASED (202122) 190 Noser Road, Pottstown-

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FOCUS ON READING AND WYOMISSING

(Continued from page 12)

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.

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tomers 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." For additional information, please contact Russell D. Lowe, Sr. at 610.378.0101, ext. 164; rlowe@fraser-ais.com, and visit www.fraser-ais.com.

Crime Alert Berks County

Crime Alert Berks County is a volunteer organization of local citizens dedicated to the reduction of crime, to the prompt solution of crimes and to reward persons who provide information that leads to the arrest of the criminals. No volunteer receives any monies for their service. All contributions are used to pay for tips and to make Berks Countians aware of the program.

This year is our 15th anniversary, and through the efforts of Crime Alert and the law enforcement community, we have aided in over 500 arrests and paid out more than \$300,000 in reward money. The organization was founded through the efforts of private businessman, Barry E. Rohrbach, formerly a Pottstown police officer.

(See "Focus on Reading and Wyomissing" on page 16)



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BUSINESS PROFILE

THOMAS L. ZEIGLER, P.E.

Thomas L. Zeigler, P.E. was founded in 1991 by owner Tom Zeigler. The firm provides structural engineering, design, and drafting services for industrial, manufacturing, commercial, and residential clients. Work is provided for structural steel, cold-formed metal framing, aluminum, reinforced concrete, masonry and wood. Engineering and analysis can include design of new buildings, or renovations and adaptive re-use, as well as finding solutions to structural problems. Such projects could include roof and floor load studies, foundations for building and equipment supports, and material handling supports. The firm can provide a structural condition assessment for your building. In addition, support services for preliminary engineering, option studies, specifications, scopes of work, bid proposal evaluations and recommendations can be provided. The firm works with a wide variety of contractors, developers, owners, architects and other engineers.

Reasons why you should contact Thomas L. Zeigler, P.E.? Cracks in walls, ceilings, or foundations that are growing; concern about structural integrity when selling a property; rotten, cracked and insect

damaged framing in roof or floor; moving heavy equipment or appliances to an upper floor; adding ceramic tile to a large floor area; floors or portion of a home or business are settling; desire to move a wall or column; damage from fire, flood, or vehicle accident; or the need for plans for a deck, porch, or any type of addition or new construction.

The firm has worked on a wide variety of projects in the tri-county area including work with Montgomery County Community College, Steel River Playhouse, 152 E. High Street, Sunnybrook Ballroom, The Hill School, Pottstown School District, Sanatoga Fire Company, Sassamansville Fire Co., Norco Fire Co., Hopewell Community Church, Coventry Church, Blommer Chocolate, Pottstown Borough, Bally Borough, and North Coventry Township to name a few.

The firm's most recent projects have been the restoration of a bell tower for Salem Bellemar's Church in Mohrsville, PA, and the multi-use building for Creative Health on Robinson Street. A noteworthy recent project was NorthStar VETS in Robbinsville, NJ, which won the Hospital of the Year Award for the Best Specialty & Emergency Practice Worldwide for 2012. A current project the firm is working on is the evaluation and design of new plans for reconstructing the world's oldest surviving Ferris wheel, which was manufactured in 1895 by Phoenix Steel. The Schuylkill River Heritage Center plans to reconstruct the Ferris wheel in Phoenixville as part of the town's revitalization.

Thomas L. Zeigler, P.E. is registered in PA, DE, NJ, MD, KS, GA and OH and is a member of the American Society of Civil Engineers, American Steel Construction, Tri-County Area Chamber of Commerce, and the local NARI-BIE Chapter, where he is currently serving as president. Contact us at 610.327.3805 or tomz@tlzpe.com. The website is www.tlzpe.com. 📄



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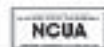
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FOCUS ON READING AND WYOMISSING

(Continued from page 14)

Other organizers are Reading Eagle Company, Greater Reading Chamber of Commerce and Industry, the Police Chiefs Association of Berks County, the Pennsylvania State Police and interested citizens of Berks County. Crime Alert Berks County has a 42-member board and an advisory group of 25 members made up of many law enforcement individuals.

We have recently moved our headquarters to the offices of Security Guards Inc. in Wyomissing. As SGI president Guido M. Pichini says, "It's a perfect marriage. Both organizations are in the business of protecting people and property, and we can help Crime Alert by offering our office space to them. It's a win-win all around."

We are increasing the awareness of our anonymous crime tip line throughout the county with a communications program of newspaper ads, radio sponsorships and outdoor boards, and our website, www.alertberks.org, continues to gain awareness.

Paul Fair Associates— Retirement Income Planning

Social Security is a crucial piece of any retirement income planning for most retirees. On average, 40 percent of a retiree's income comes from Social Security Benefits. But there's more to it than simply signing up. The monthly amount payable to an individual recipient can vary substantially based upon a number of factors such as age, marital status, and job status. Married couples have, on average, ten to twelve different options. Determining exactly what choices are available, and how each would impact on the benefit amount, can be a daunting task. While the Social Security office staff is authorized to answer any questions a new applicant may pose, they generally do not offer advice or make suggestions to help you determine your benefits. Their job is to process applications, not to make sure that each recipient obtains the maximum benefit amount.

Additional income option considerations for retirees include part time employment, investment returns, and lifestyle. (See "Focus on Reading and Wyomissing" on page 18)

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FOCUS ON READING AND WYOMISSING

(Continued from page 16)

With retirees living longer today than in the past, it is important to look at all available resources and goals when planning your retirement. Since one size does not fit all for retirement scenarios, reviewing strategy tailored to you and your family can make a profound difference on the results and the quality of retirement for you and your loved ones.

Paul Fair, a National Social Security Advisor, explains what alternatives are available. A full report can be generated, which presents a complete list of choices based on the specific status of the individual and the age at which he/she applies for the benefit. Armed with a complete picture of the possible configurations and the benefits each would provide, an applicant can evaluate all of the alternatives and make an informed decision before entering the Social Security office. The only way to maximize Social Security benefits is to understand all of the options and formulate a plan that best meets your needs.

To learn more, please contact Paul Fair, NSSA, 2917 Windmill Road Suite 1, Sinking Spring, PA 19608; 610.478.9500 or paul@paulfair.com.

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DOWN TO EARTH LANDSCAPING

By Angie Raker-Reinert

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FOCUS ON READING AND WYOMISSING

(Continued from page 18)

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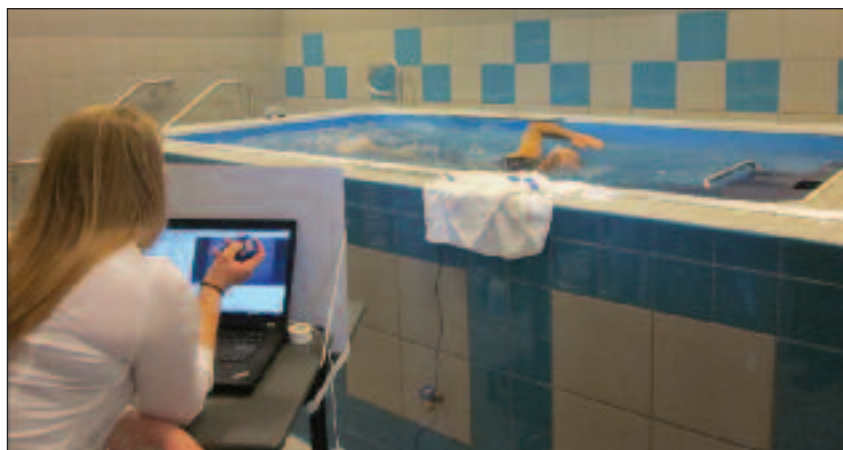
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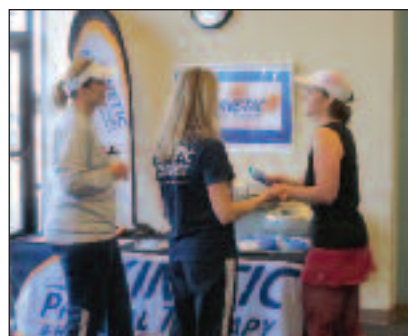


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LEADERSHIP AND SUCCESS

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

The ability to communicate our ideas to others is essential for success in business. Less often discussed, however, but just as essential to effective communication is the ability to listen. As simple and obvious as this seems, it remains a major problem in business, underlying innumerable breakdowns and failures. Fortunately, the dysfunctions associated with this can be corrected by those who truly wish to.

Our educational system emphasizes effective communication in the form speaking and writing, but often deemphasizes an equally essential skill— active, empathic listening. Making ourselves understood is certainly important in an interdependent world and deserves the attention that it gets.

But the ability to generate coherent expressions is only part of what's required for success. We have to genuinely understand those with whom we interact in business transactions. The ability to speak and write eloquently can leave you high and dry if your understanding of those with whom you seek to communicate is poor.

The biggest problem in business

We've all heard the old adage— the biggest single problem in business is communication, and my experiences certainly bear that out. But only a fraction of the dysfunctions caused by that problem can be alleviated by our becoming better speakers and writers.

Much of our ability to communicate effectively with others stems from our willingness to listen effectively, a skill for which we are provided very little formal training. This oversight is a serious one that affects some of the most important functions in the world of business.

(See "Leadership and Success" on page 28)



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LEADERSHIP AND SUCCESS

(Continued from page 27)

The importance of "emotional intelligence"

Daniel Goleman, whose pioneering work in the area now known as "emotional intelligence," has done extensive work on factors that predict success in the "real world" settings (as opposed to the academic domain). His work, though complicated in terms of methodology, is very straightforward in its intent to isolate factors that predict the performance of business organizations.

Analyzing data from over 200 companies, such as Lucent Technologies, Credit Suisse, and British Airways, Goleman isolated the contributions of three different kinds of skills related to performance. Summarizing these briefly, he compared the importance of the following kinds of competencies:

- Purely technical skills, including such those involved in activities such as accounting, business planning, or software development.
- Cognitive skills of the kind normally associated with IQ, such as analytical reasoning and abstract thinking.

- Emotional intelligence, which includes those social competencies associated with empathy and communication that enable us to understand and work effectively with others.

Some startling results

Goleman's findings were striking and dramatic. While technical skills and IQ did predict performance to some degree, emotional intelligence turned out to be twice as important for success as the other two. Interestingly enough, this was true for jobs at all levels in the organizations he studied.

But there's more. His results also showed that emotional intelligence was especially crucial for those in executive positions. Simply put, the higher the rank of a "star performer," the more his or her level of emotional intelligence distinguished them from their less effective counterparts.

For those in senior leadership positions, as much as 90 percent of the difference between stellar and average performers was attributable to factors associated with

(See "Leadership and Success" on page 30)

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LEADERSHIP AND SUCCESS

(Continued from page 28)

emotional intelligence. The importance of "people skills" in business cannot be understated.

Goleman's work by no means stands alone in supporting such conclusions. Other researchers have corroborated his results, and the body of evidence regarding the value of emotional intelligence only grows as more results come in. This brings to mind another old adage: "Business is all about relationships."

The role of empathy

One key component of emotional intelligence is empathy—the ability to understand the perspectives of others. We've all had bad experiences with others who are low in this capacity.

People who are impaired in the "empathy department" tend to be self centered and callous. Such individuals are so focused on their own perspectives that they blunder about irritating and offending others, often without having the slightest idea that they are doing so. They often interrupt others and don't hear what they are saying, leaving a trail of offense that comes back to bite them in various ways later.

As a result, they fail to secure the trust and commitment of subordinates, who feel devalued and trodden upon. Many of them use fear and intimidation as motivators. They also tend to make enemies who would delight in seeing them fail—not exactly a formula for success.

The concept of "emotional bank accounts"

Steve Covey's classic work, *The 7 Habits of Highly Effective People* dealt extensively with the importance of "people skills" in business. Like Goleman, he emphasizes the value of empathic listening. Although his terminology is a little different from Goleman's, his ideas are very similar.

Covey recommends that we "seek first to understand and then to be understood." In doing so, he makes it plain that one key to being an effective communicator is to be a great listener. The reasons for this are twofold: (1) Understanding how others see things makes it easier to communicate with them in ways that they'll relate to, and (2) people love to be listened to—if you take the first step, they'll very often return the courtesies.

(See "Leadership and Success" on page 32)

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SUCCESS THROUGH TRANSFORMATION

By Peg Calvario, Empowerment Partner and Mentor

Where do you live? What occupies your mind and what do you think about most of the time? Are your thoughts positive and filled with hopes, dreams and aspirations — or do you live with fear, doubt, anxiety and pessimism? Do you consider what's possible for you, your family, and your future? Or is it just "wishful thinking," with no real conviction or the assurance of a positive result?

There is a belief in the metaphysical world that there are unlimited possibilities in the physical world. In order to attain success; you must start with that premise — there is enough for everyone. I know that as a business leader and coach, I have held this perspective both in my former business and now coaching business: to know that there are enough clients for every coach who shows up, does great work and wants it. It is one of the reasons why I choose to see other coaches as colleagues all doing important work to make a positive impact in the world — not as competitors. After all, I could not coach everyone, and quite frankly, I am not the right coach for everyone. I am, however, an excellent coach for someone who truly desires forward movement, wants to be inspired and to create sustainable change in his or her life.

I believe there are unlimited possibilities in what I can co-create with my clients and my business. I choose to believe in myself, my value in the world and the desired outcomes I want for my life to turn possibility into reality.

Imagine that the Universe is one giant mirror and it says yes to everything. Every

time you stay positive, you activate the energy around you to support what you are creating. And every time you doubt, you backslide into the reality of staying exactly where you are, or worse, fall further behind. The power of this positive and negative energy is alive and real.

Think about when you begin your day in a good mood, and then as the day continues, you are with people who are having a tough day, ranting about the state of the economy or political landscape, or sharing their own personal challenges that never seem to get better.

Do you notice how your mood changes, your joy diminishes and you are left wondering what happened to your light?

Consider the sources — people feed on negativity and the media favors the doom and gloom. Our minds are filled with the "what-ifs" of life, and we are programmed to expect the worst. No wonder it is difficult to keep your momentum and uphold your ideals. I ask you, is this type of thinking really helpful?

(See "Success Through Transformation" on page 33)

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LEADERSHIP AND SUCCESS

(Continued from page 30)

Covey also discusses what he calls “emotional bank accounts” that we have with others. Like real bank accounts, we can make “deposits” in and “withdrawals” from these accounts. If we listen or extend other courtesies to others, we earn their respect by making deposits in our accounts with them.

If we’re indifferent, rude, or callous, we’re making withdrawals from our account with them, and undermining any respect they might have for us. Ultimately, we can deplete our accounts to the point where our relations with them are severely damaged.

Empathic listening, therefore, makes us better communicators and also motivates those with whom we wish to communicate to be more willing to listen to us. It’s an extremely inexpensive means of enhancing our personal effectiveness by developing more positive relationships with others.

Learning to listen

Unfortunately, little emphasis is placed on listening as a developed skill. In our society, a much greater value is typically

placed on the ability to express ourselves. The result is that we produce good talkers, but poor listeners. In domains such as leadership and sales, the consequences of this can be serious.

Both Goleman and Covey suggest that the problem is not insoluble. It starts by recognizing that the problem exists, and going from there. Although some people are better listeners by nature than others, those who wish to sharpen up their emotional intelligence can do so. And both of the above authors have developed effective programs that can help those who are sincere in wanting to improve.

The role of self-awareness

The capacity for self-awareness—the ability to see yourself as others see you is one of the most useful abilities that human beings have. Self-awareness should not be confused with self-centeredness. The former helps us to correct and improve ourselves, while the latter does not such thing.

(See “Leadership and Success” on page 34)

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SUCCESS THROUGH TRANSFORMATION

(Continued from page 31)

I am not suggesting you put your head in the sand or that you do not have compassion and empathy for others, but rather I am asking you to take responsibility for the energies that impact you. Stop giving away your vitality to others and choose who and what gets in. Be accountable for what you want to create, believe in and endorse. Protect your own energy, and reject the naysayers of the world.

Look into your heart and ask yourself what is possible for your life. Close your eyes. Get quiet and still. What do you see or hear for yourself? What is your life purpose, and how do you want to fulfill that potential? Get clear on what you truly desire. Determine what is attainable and begin to take action that supports your intentions. Do something, anything towards what is possible.

If you claim your dream and it does not happen, power on and keep the faith. Living in possibility means persevering, staying on task, not giving up on your goals, and continuing to show up until something different presents itself.

(See "Success Through Transformation" on page 35)

TIPS TO FINISH HIGHER

1. Daydream, imagine and fantasize often.
2. Heal and truly let go of the past.
3. Be willing to be open, change, grow and evolve.
4. Refute smallness, think big.
5. Make positivity part of who you are.
6. Eliminate any negative energy and influences, including the media, "energy vampires" and bad memories.
7. Eradicate fear, limiting beliefs and old stories.
8. Gather evidence of the good that exists in your life.
9. Replace doubt with certainty.
10. Believe 100 percent, down to your bones, in every cell of your body.
11. Get outside of yourself and have compassion for others.
12. Don't be limited by your own thinking.
13. Risk failing.
14. Value yourself and what you are creating in the world.
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16. Create experiences that support your wishes.
17. Be scared, take a deep breath and do it anyway.
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LEADERSHIP AND SUCCESS

(Continued from page 32)

Self-awareness helps us to see what we might need to know but don't, while self-centeredness leads us to believe we already know it all. Both Covey and Goleman emphasize the importance of developing ways of increasing our self awareness as crucial for improving our personal effectiveness.

Motivation is the key

Virtually anyone who is truly motivated to improve their capacity for empathic listening can, if they are willing to suspend judgment and take serious stock of themselves. Numerous assessments of empathy are available, and those interested in increasing their awareness of where they stand regarding this ability can do so without a lot of trouble or expense.

I use a number of such assessments in my work with business executives and salespeople, and find such things invaluable tools for my clients. Much in the way that athletes use videos of themselves in action to correct and improve their performances, people in business can use the results of various instruments to improve their awareness of their styles of dealing with others.

(See "Leadership and Success" on page 36)

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SUCCESS THROUGH TRANSFORMATION

(Continued from page 33)

Consider the statement, "THIS or something better." I will hold this possibility until I either accomplish it, or am inspired to reach for a better vision. Consider the wisdom from these leaders: American industrialist Henry Ford stated, "Whether you believe you can or whether you believe you can't, you are probably right." American author Napoleon Hill wrote, "What you believe and conceive you can achieve." First Lady Eleanor Roosevelt said, "The future belongs to those who believe in the beauty of their dreams."

Start now. Pay attention to your dreams, conceive your next biggest goal and go after it. Imagine all you want for your life, all that is within reach and within the bounds of possibility. 📖

*"What you can do, or
dream you can do, begin
it; boldness has genius,
power and magic in it."*

— JOHANN WOLFGANG VON GOETHE

As a credential coach, Peg Calvario is passionate about transforming the lives of business owners, executives and sales professionals who are "stuck" and ready to finish true. Her work focuses on professional coaching, consulting and mentoring for greater success and personal happiness. Peg serves as Small Business Chair for Vistage International, the world's leading chief executive organization, and its affiliates have more than 15,000 members in 16 countries. Her CEO peer advisory board helps business leaders who run small to mid-size companies in the Greater Philadelphia/ Route 422 Corridor make more, work less and achieve greater work life balance. Her website is pegcalvario.com. Peg can be reached at peg@pegcalvario.com or 610.310.5433.

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LEADERSHIP AND SUCCESS

(Continued from page 34)

The catch is, you have to want the truth. And in a world in which defensiveness and narcissism abound, many folks go to great pains to avoid any unpleasant truths about themselves.

But given the linkage between empathic listening and success in business, anyone truly interested in being the best they can be will humble themselves and ask some serious questions about how and in what areas they can improve.

The impetus to do so is not some vague philosophical notion — as the research on emotional intelligence shows, the rewards can be measured in dollars and cents. And in business, it's the bottom line that counts. 🗑

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 –



You may have heard us talking about the new Shapiro study at a recent event. According to the research study done by The Shapiro Group, when consumers know that a small business is a member of the local chamber of commerce they are 49% more likely to think favorably of it and 80% more likely to purchase goods and services from the company in the future. Two-thirds of consumers believe that these companies use good business practices, are reputable, care about their customers, and are involved in the community. A local small business benefits greatly when consumers know that business is a chamber member.

According to research, the key is that consumers KNOW you are a member of the chamber of commerce. You have already made the investment in your local chamber; now it is time to take the steps necessary so that potential customers know you are a part of our organization.

Here are a few steps you can take to be known as a Member of the TriCounty Area Chamber of Commerce:

Place your 2012 Chamber Member Window Decal in your store front!

Look for other Chamber Member Window Decals so that you can Always Buy Chamber!

Be on the lookout for your Member certificate that will replace our current membership plaques and place it where customers can easily read it.

Place the Chamber's logo on your website and other marketing materials. Let everyone know you belong to the Chamber.

Another way we work to promote your business is through our Chamber Member Business Directory on the Chamber's website. We have tens of thousands of people visit our website every year looking to see who is part of the Chamber. We even have an opportunity for you to offer a coupon with your listing in the business directory. If you are interested to see how many referrals your business

has gotten from the Chamber website, you can access the information in the Members Only section on the Chamber's website and Jeff will send you a Referral Report once a year. Don't forget that you can enhance your business directory listing for a small fee and greatly increase your referrals (see page 41 for more information).

The Chamber has also recently begun to reward you for renewing your Membership on time. Every month, Members who have paid their yearly dues prior to the date on their invoice are included in a special drawing to win \$100 in "Chamber cash". The cash can be used for event participation, seminar training sessions, or sponsorship opportunities. A reminder about this giveaway is included in the letter enclosed with your invoice. Don't forget that you can

also receive an extra \$50 in "Chamber cash" when you refer a business to the Chamber and they join!

Lastly, we want to help you customize a plan to better utilize the Chamber to help you achieve your goals. I have provided you with foundational information to help get you started on making the most of your membership, but we would love to sit down with you and help you to customize a plan to get the maximum benefit from your investment in the TriCounty Area Chamber of Commerce.

Contact Kitty at 610.326.2900 or kitty@tricountyareachamber.com to schedule an appointment to sit down with a Chamber staff member to get you started on managing your membership and increasing your returns in the Chamber.

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– unknown author

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CHAMBER MEMBER UPDATES

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

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



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5 YEARS
Arnold's Family Fun Center NAMI PA, Montgomery County

1 YEAR
All Aboard Cruises and Travel Metro Bank Mishock Therapy & Associates, LLC

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

A. D. Moyer Lumber & Hardware, Inc.
AdVantage Promotional Advertising

Allegheny East Conference of Seventh-Day Adventists
Associated Builders and Contractors, Inc.
Atlantic Communications Group, Inc.

Boyertown Museum of Historic Vehicles
Brookside Country Club
Cappelletti Pinter & Company, P.C.

Carroll Engineering Corporation
Clark Industrial Supply
Clothes To Home, LLC

D.E.C. - Pottstown Training Center
Exelon Nuclear
First Niagara Bank
Gilmore & Associates, Inc.
Herb Real Estate, Inc.

Lewis Environmental, Inc.
Limerick Township
M&T Bank
National Penn

O'Donnell, Weiss & Mattei, P.C.
Pottstown Area Industrial Development, Inc.
Borough of Pottstown

Pottstown Little League

Pottstown Memorial Medical Center
Ridge Support Technologies

Sanatoga Court Senior Living Community
Spring Valley YMCA

A. Weitzenkorn's Sons, Inc.

Wendy's Flowers
Wyomissing Optometric Center, Inc.
Yergey, Daylor, Allebach, Scheffey, Picardi

Are you Celebrating 25, 50, 75 Years?

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



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

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



CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE

TRICOUNTY AREA
CHAMBER OF COMMERCE

EVENTS

Thurs., April 4 **CHAMBER 101**
3:30 PM

Chamber Conference Room,* 152 E. High St., Suite 360, Pottstown, PA 19464

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

No Charge; Reservation Required

Tues., April 16 **CHAMBER 101**
8 AM

Chamber Conference Room,* 152 E. High St., Suite 360, Pottstown, PA 19464

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

No Charge; Reservation Required

NETWORKING

Fri., April 5 **WOW LUNCHEON**
11:30 AM – 1:30 PM

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

April is "Cancer Control" month and we would like to join the hospital in welcoming Paramjeet Kaur, MD, Board Certified Breast Surgeon to PMMC. Members Only; \$28 per Member (prepaid); \$36 per Member (invoiced) Sponsored By: PMMC

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

Sly Fox Brewing Co., 331 Circle of Progress, Pottstown, PA 19464

Enjoy food and beverages with fellow Chamber Members while touring the new Sly Fox Brewery.

Members Only; No Charge; Reservations Appreciated

Sponsored By: O'Donnell, Weiss & Mattei, P.C.

Thurs., April 25 **TAKE YOUR CHILD TO WORK DAY LUNCHEON**
11:30 AM – 1:30 PM

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

Looking for something to do with your child on "Take Your Child to Work Day"? The Chamber is hosting a special luncheon to entertain and inform. The luncheon includes young entrepreneurs and engaging activities for your sons or daughters

Sponsorship Opportunities Available

Fri., April 26 **CHAMBER NIGHT WITH THE READING FIGHTIN' PHILS**
7:05 PM

MEMBERS: FIND YOUR TICKETS IN THIS ISSUE OF THE ROUTE 422 BUSINESS ADVISOR

Come watch the Phils take on the New Hampshire Fisher Cats!

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

Sponsored By: Orlando Law Offices, P.C.; Berks County Abstract Company; Brandywine Institute of Orthopaedics; Chestnut Knoll; Malvern Federal Savings Bank; H & H Systems, Inc.; About All Floors; The Wyndcroft School; Schultz Technology; Media Fusion Technologies

Tues., April 30 **POWER NETWORKING BREAKFAST**
8:30 – 10 AM

Keystone Villa at Douglassville, 1152A Ben Franklin Hwy. East, Douglassville, PA 19518

Whether you are looking to gain new business contacts or reunite with current ones, this event will allow you to meet one-on-one with other Chamber Members as you rotate from table to table to promote your products and services with a one-minute commercial. Join us for this final Power Networking event of the Chamber's 2012-2013 program year. This event is limited to 2 representatives per company.

Members Only; \$15 per Member

***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



SAVE THE DATES

Fri., May 10 **2013 CHICK-FIL-A LEADERCAST**
8 AM – 5 PM

Coventry Christian Schools, 699 N. Pleasantview Rd., Pottstown, PA 19464

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

Jack Welch, Former Chairman and CEO of General Electric

Andy Stanley, Best-selling leadership author and communicator

Mike Krzyzewski, Head men's basketball coach, Duke University and Team USA

John Maxwell, Best-selling author and leadership expert

Dr. Henry Cloud, Best-selling author and leadership consultant

LCDR Rorke Denver, Navy SEAL and star of the 2012 movie *Act of Valor*

Sanya Richards-Ross, 2012 London Olympic gold medalist, track & field

David Allen, Best-selling author of *Getting Things Done* and productivity expert

Condoleezza Rice, Secretary of State (2005-2009), via exclusive *Simply Lead* video interview

\$70 per Member; \$95 per non-member

Sponsored By: John Middleton, an Altria Company Co-Sponsored By: Exelon

More Sponsorship Opportunities Available

Tues., May 21 **BUSINESS CARD EXCHANGE**
4:30 – 6:30 PM

Yucha & Associates, 435 W. Cedarville Rd., Pottstown, PA 19465

Members Only; No Charge

Sponsored By: Yucha & Associates

Thurs., May 23 **"MADE IN THE TRI-COUNTY AREA" BREAKFAST & TOUR - MARTIN STONE QUARRIES**
7:30 – 10:30 AM

Martin Stone Quarries, Inc., 1355 N. Reading Ave., Bechtelsville, PA 19505

2013 marks Martin Stone Quarries' 60th year in business. In 1953 Henry Martin moved to Bechtelsville to fulfill his dream of owning a stone quarry and took over a quarry that was in operation since the late 1800's. Martin Stone Quarries now produces over one million tons of crushed stone per year which is sold throughout the tri state region. It is now in its third generation of ownership and is poised to continue to serve their customers and community for decades to come.

NOTE: Attendees will be treated to a continental breakfast at the Chamber office at 7:30 AM, from where attendees will board a bus for the trip to Martin Stone Quarries.

Members Only; \$10 per Member; Reservations Required

Thurs., May 30 **ANNUAL DINNER**

RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville, PA 19460

Cocktail Hour, Dinner, & Speaker

Keynote speaker: **Michael Araten, President & CEO of K'NEX**

In today's ever-changing business world the ability to innovate can be the difference between you and your competition. In Michael Araten's presentation "Innovation – Be Different or Die – Your Survival Guide for 21st Century Business", he will share the innovation strategies that have made K'NEX and Rodon leaders in their industries.

Returning again this year will be Casino Night! After dinner and presentations you can stay at RiverCrest to enjoy casino games with fellow Chamber Members. Attendees will be able to enter their Casino Night "funny money" winnings into a variety of raffles for great prizes donated by fellow Members.

\$95 per Member; \$150 per non-member; \$850 per table of 10

Platinum Sponsors: Exelon; PECO; Pottstown Memorial Medical Center

Gold Sponsors: National Penn; O'Donnell, Weiss & Mattei, P.C.

More Sponsorship Opportunities Available

Thurs., June 13 **MEMBERSHIP BREAKFAST**
7 – 9 AM

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

Legislative Forum

\$25 per Member; \$50 per non-member

Tues., June 18 **WOW LUNCHEON**
11:30 AM – 1:30 PM

Frederick Living, 2849 Big Rd. (Rt. 73), Frederick, PA 19435

More details to come.

Members Only; \$28 per Member (prepaid); \$36 per Member (invoiced)

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



SAVE. SHOWCASE. SHARE.

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

READING FIGHTIN' PHILS

FEATURED MEMBER BENEFIT OF THE MONTH



4 Complimentary Tickets Included in this Issue!

A "Night With The Reading Fightin' Phils" will take place on Friday, April 26, 2013 at 7:05 PM. Come watch the Phils take on the New Hampshire Fisher Cats!

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

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

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

For more information, visit tricountyareachamber.com

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

SHOWCASE

CHAMBER MOBILE APP

We know how busy you are! That is why we launched the Chamber's Mobile App! We want you to be able to stay current with everything that is going on at the Chamber and take care of some of your Chamber business all ON THE GO!



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

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

If you are interested in being seen on the Chamber's Mobile App homepage, contact Jeff at jeff@tricountyareachamber.com or call 610.326.2900 for more information.

SHOWCASE YOUR BUSINESS IN THE CHAMBER'S OFFICE

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 March Coffee Sponsor:



Months still available for sponsorship: July to December 2013

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

PROMOTE YOUR BUSINESS VIA EMAIL

The Chamber sends out emails at least twice a month to the Membership and is now offering 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.

Thank you to the March Email Sponsor:



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

WE PROMOTE YOU ON SOCIAL MEDIA



REACH 800 POTENTIAL CUSTOMERS WITH ONE MAILING!

Have a Spring related product or service to promote?

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. We are currently offering a discount on this opportunity. Take advantage of it while it lasts.

Thank you to March's Newsmagazine Insert Sponsors:



The discounted cost to insert a promotional flyer in the *Route 422 Business Advisor* is **\$175 (regularly \$275)**. If you need us to run the copies for you, the cost is **\$250 (regularly \$350)**.

This is a limited opportunity with a maximum of 4 inserts per Newsmagazine. Call Kitty NOW at 610.326.2900 or email her at kitty@tricountyareachamber.com

HANG YOUR CHAMBER PLAQUE FOR CUSTOMERS TO SEE

When you joined the Chamber, you should have been given a plaque stating that you are a Member of our organization. Take a moment to check and make sure your plaque is hanging for customers to see!

CHAMBER LOGO

Don't forget to include our logo on your website and other marketing material to let your customers know that you are a Member of a local chamber of commerce!

If you need the Chamber's logo, contact Jeff at 610.326.2900 or jeff@tricountyareachamber.com.



WINDOW DECALS

Chamber Members received their Window Decals in February! Place your decal in your store front and send us a photo of the decal in place. We will post the photo on Facebook and Twitter letting potential customers know you are a Chamber Member!

Send photos to Jeff at jeff@tricountyareachamber.com.

MEMBERSHIP LABELS/LIST

Purchase a set of labels with every Chamber Member's primary contact, company name, and address for just \$85, or you can purchase an electronic list with the same information to use multiple times for \$250. Market to the Chamber membership by purchasing this valuable set of information!

If you are interested in purchasing the labels or the Membership list, contact Jeff at 610.326.2900 or jeff@tricountyareachamber.com.

Did you know a national survey of 2,000 adults reveals that being active in a local chamber of commerce is an effective business strategy because two-thirds of consumers believe that such companies use good business practices, are reputable, care about their customers, and are involved in the community?

SHOWCASE YOUR BUSINESS AT AN UPCOMING EVENT

There are still sponsorship opportunities available for our upcoming events this spring. If you want to showcase your business, this is the perfect opportunity!

Annual Dinner – The biggest networking event of the year!

Chick-fil-A Leadercast – 2013 confirmed speakers include: David Allen, Andy Stanley, Dr. Henry Cloud, Mike Krzyzewski, John Maxwell, Jack Welch, Sanya Richards-Ross, LCDR Rorke Denver, and an exclusive Simply Lead video interview by John Maxwell with Condoleezza Rice at Stanford University!

Contact Kitty at 610.326.2900 or email her at kitty@tricountyareachamber.com for more information on sponsoring an upcoming event.

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

STAND OUT ON THE CHAMBER'S WEBSITE

In the past year tricountyareachamber.com received over 600,000 page views! Were you seen?

Your business can stand out on the Chamber's website by enhancing your listing in the Business Directory! Features may include your logo, color, a highlighted box, and up to 25 words of descriptive text. If your business appears in multiple categories, all the listings will be enhanced.

A BRONZE ENHANCEMENT RECEIVED 48% MORE REFERRALS THAN A NON-ENHANCED LISTING: \$50 per year - Website Link

A SILVER ENHANCEMENT RECEIVED 41% MORE REFERRALS THAN A NON-ENHANCED LISTING: \$75 per year - Business Description, Email Link, and Website Link

A GOLD ENHANCEMENT RECEIVED 110% MORE REFERRALS THAN A NON-ENHANCED LISTING: \$100 per year - Logo/Image, Map Link, Business Description, Email Link, and Website Link

A PLATINUM ENHANCEMENT RECEIVED 138% MORE REFERRALS THAN A NON-ENHANCED LISTING: \$125 per year - Highlighted box with colored background, Logo/Image, Map Link, Business Description, Email Link, and Website Link

TOP 10 MOST VISITED PAGES WITH AN INTERNAL BANNER SPONSORSHIP AVAILABLE!

1. Chamber Overview Page – SPONSORED BY Pottstown Memorial Medical Center
2. Staff Directory Page – OPEN
3. Photo Gallery – OPEN
4. Business Resources Page – OPEN
5. Board of Directors Page – OPEN
6. Networking Page – OPEN
7. Contact Us Page – OPEN
8. Tickets to Attractions Page – OPEN
9. Member Benefits Page – OPEN
10. Membership Application Page – OPEN

Featured Internal Sponsorship - Discount Rate of \$500 per year or \$150 per quarter

An exclusive, full banner at mid-level of internal page of your choice, such as the Economic Development page, Real Estate page, etc. An included link will take visitors directly to your website. Includes a Gold Enhanced Directory Listing in the online directory at no additional charge. Max. number available: 1 per internal page. **Received 188% more referrals than a non-enhanced listing!**

Contact Jeff at 610.326.2900 or jeff@tricountyareachamber.com for more information about increasing your visibility on the Chamber's website!

VIDEO SHOWCASE IN CHAMBER DIRECTORY!

Due to the responses from a Membership Breakfast survey, your Chamber will institute a **new Member Benefit** to help you create connections and support commerce.

The new Video Showcase allows you to have a short "commercial" on your organization's directory listing on www.tricountyareachamber.com. Just supply us with the YouTube embed code and we will do the rest.

This Member Benefit will be FREE for one year from the time it is posted, after which you will have the option to renew it.

Who has a video in the directory already?

Community Music School
Coventry Corners
Everything Printing & Shipping Center
Hand & Stone Massage and Facial Spa
The Hill School
O'Donnell, Weiss, & Mattei, P.C.
PeopleShare, Inc.
Pottstown Memorial Medical Center
Pottstown SCORE Chapter 594

Send your embed code to jeff@tricountyareachamber.com today or call 610.326.2900 with any questions.

THE TRICOUNTY AREA CHAMBER OF COMMERCE RESERVES THE RIGHT TO NOT INCLUDE ANY VIDEOS WE DEEM TO BE INAPPROPRIATE.

MORE VALUABLE RESOURCES

TRI-COUNTY AREA COMMUNITY GUIDE & BUSINESS DIRECTORY



Copies of the Chamber's 2013-2014 Tri-County Area Community Guide & Business Directory will be available this

Spring. Be on the lookout for your copy; you will receive one copy of the publication in the mail.

JOB POSTINGS & RESUMES

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

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.

Resumes for this month include: Accounting and Administrative.

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.

The next WOW Luncheon is **April 5th** from 11:30 AM to 1:30 PM at Copperfield Inn at Lakeside in Limerick.

April is "Cancer Control" month and **Dr. Paramjeet Kaur, Board Certified Breast Surgeon**, will impart some of her vast knowledge on the topic of women's health and breast cancer to attendees.

Dr. Kaur is a recent addition to the PMMC team; we hope you will join us and the hospital in welcoming her to the tri-county area.

Sponsored By: Pottstown Memorial Medical Center

**To register go to
tricountyareachamber.com
or call 610.326.5158**



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.

**Thank you to
Sealstrip Corporation
for sponsoring the
March WOW Email!**



Chamber Members touring the VideoRay facilities in Pottstown.

"MADE IN THE TRI-COUNTY AREA" BREAKFAST & TOUR

On March 13th, Chamber Members met for breakfast and a tour of the new VideoRay facilities in downtown Pottstown.

Thank you to **VideoRay, LLC** for hosting this event.



*The next stop in the
"Made in the Tri-County
Area" series is
Martin Stone Quarries
on May 23rd.*



Demonstration of what VideoRay is manufacturing in the tri-county area.

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

WORLD-RENOWNED LEADERS TO SPEAK IN THE TRI-COUNTY AREA

[Pottstown, PA]—Community business leaders can access the knowledge and experience of world-renowned leaders by attending the Chick-fil-A® Leadercast® on May 10, 2013 from 8 AM to 5 PM at Coventry Christian Schools in Pottstown.

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

- **Jack Welch**, Former Chairman and CEO of General Electric
- **Andy Stanley**, Best-selling leadership author and communicator
- **Mike Krzyzewski**, Head men's basketball coach, Duke University and Team USA
- **John Maxwell**, Best-selling author and leadership expert
- **Dr. Henry Cloud**, Best-selling author and leadership consultant
- **LCDR Rorke Denver**, Navy SEAL and star of the 2012 movie *Act of Valor*
- **Sanya Richards-Ross**, 2012 London Olympic gold medalist, track & field
- **David Allen**, Best-selling author of *Getting Things Done* and productivity expert
- **Condoleezza Rice**, Secretary of State (2005-2009), via exclusive *Simply Lead* video interview

Last year, over 100,000 leaders from 14 countries participated in the Chick-fil-A® Leadercast®. In its 14th year, this full day, experiential conference is predicted to reach its largest audience to date.

"This event was very uplifting," said Tim Forester of the Hill School. "I was extremely impressed with the various expressions of faith and values presented by the speakers. I would encourage anyone who has the ability, to attend this event."

This year our program will focus on the idea of simply leading. Our lives are full of things that we think will grow our businesses and increase our influence. What if there was potential impact in simplifying our lives so that our leadership could thrive? Leading in a complex world requires simplicity to cut through the clutter. This diverse group of internationally-acclaimed authors, leadership experts and practitioners will share insights to help leaders learn how to Simply Lead.

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

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION, INC.

NATIONAL PENN GIVES TO CHAMBER FOUNDATION

The TriCounty Area Chamber of Commerce Foundation, Inc. is 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 imple-

mented by area educators and approved by the Foundation's Advisory Board.

Recently, National Penn, contributed \$2,500 to EIO program. We would like to thank them for their generosity.

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.



TRICOUNTY AREA CHAMBER OF COMMERCE



May 10, 2013

8 AM to 5 PM

@

Coventry Christian Schools, Inc.

699 N. Pleasantview Rd.
Pottstown, PA 19464



To register—SCAN this QR Code with your smart phone, go to the event calendar at tricountyareachamber.com, or call 610.326.5158.

Sponsored By:

John Middleton 
an Altria Company

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

MARCH MEMBERSHIP BREAKFAST

On Thursday, March 7th, the Chamber partnered with Pottstown SCORE to host the March Membership Breakfast at Spring Ford Country Club in Royersford. The TriCounty Area Chamber invited Cholly Smith, the regional representative from the U.S. Chamber of Commerce, back for a second year to discuss governmental issues and their affect on local business.

The federal government has been facing one financial crisis after another in recent months. Smith brought back memories of the fiscal cliff debate that happened at the end of 2012. He helped attendees to understand what the fiscal cliff deal actually did and whether the fiscal cliff has actually ended.

The results of the fiscal cliff deal were:

- Income tax rates permanently extended for individuals below \$400,000, families below \$450,000.
- Permanent fix for Alternative Minimum Tax.
- Wealthier taxpayers face rate increases, higher taxes on capital gains and dividends, phase out of personal exemptions, limits on itemized deductions.
- Payroll taxes rise 2 percentage points to traditional 6.2% (employees' share).
- Estate tax permanently increased to 40%, with first \$5 million exempted.
- Tax breaks for working families extended 5 years. (College expenses, children, EITC.)
- Business tax "extenders" extended for another year. (R&D, expensing, wind, others.)
- Emergency unemployment benefits extended one year. (Affects 2 million people/families.)

What wasn't dealt with in the fiscal cliff deal:

- Growth-oriented tax reform postponed.
- Runaway spending not curbed.
- Entitlement programs still headed toward insolvency.
- Budget sequestration delayed 2 months.

Bulleted points taken directly from Smith's PowerPoint Presentation.

Although Smith told attendees that the fiscal cliff crisis from 2012 is over, he explained that the government has set up a series of mini fiscal cliffs that will be dealt with over the next year. March 27th marks the end of the fiscal year in which government spending will expire, the budget is due April 15th, along with another series of deadlines associated with the debt limit.

Overall, things are tense in D.C., but there have been some good news for the economy including the housing market, the stabilization of the European economy, and energy prices.

Smith updated attendees on how the U.S. Chamber is working for businesses to deal with some of the issues facing the nation. They are focusing mainly on three buckets: entitlement reform, comprehensive tax reform, and American energy.

To view the presentation from the U.S. Chamber, go to the Media Center at tricountyareachamber.com.

The TriCounty Area Chamber's newest Members were presented with their plaque at this month's Breakfast: Foundation for Pottstown Education; Pottstown Family Dental Spa; Prayers and Poinsettias; Seidel Planning & Design, Ltd.

Sponsored By:



**Montgomery County
Community College**



From left to right: Dick Heylmun, Co-Chair of Pottstown SCORE, the partnering organization for the March Breakfast; Speaker, Cholly Smith, U.S. Chamber; Dr. Steady Moono, Vice President of MCCC's West Campus - representing Breakfast Sponsor Montgomery County Community College



From left to right: Brian Seidel, Seidel Planning & Design, Ltd.; Veronica Gaeb, Pottstown Family Dental Spa; Dr. Myra Forrest; Foundation for Pottstown Education; Mary Beatty and Kim Seidel, Prayers and Poinsettias

The next Membership Breakfast will take place Thursday, June 13, 2013 from 7 to 9 AM at Brookside Country Club in Pottstown. June's Breakfast will be a forum of local legislators.

RECRUITING FOR LEADERSHIP TRI-COUNTY

Leadership Tri-County, a program of the TriCounty Area Chamber of Commerce Foundation, Inc., graduated its first class in 1993 and to date has graduated over 100 community members.

If you or someone you know is new to the area and wants to learn more about the tri-county region, is interested in developing themselves as a local leader and giving back

to the community by serving on a nonprofit board of directors, and wants to create a valuable business relationship with several peers, then you should apply to join the class of 2012!

The mission of the Leadership Tri-County program is to sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on boards. Each participant

will be equipped with the personal skills and understanding of the problems, opportunities and resources which exist within the communities of the Tri-County area so they may be effective in assuming responsible and demanding roles in the solutions of a spectrum of challenges facing Southeastern Berks, Northern Chester and Western Montgomery Counties.

These individuals will provide the foundation upon which to build future generations of leaders.

This unique and informative 10 month program begins in September of 2013.

Please contact Kitty Papp, Director of Leadership Tri-County at 610.326.2900 or kitty@tricountyareachamber.com to obtain an application or for more information.

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

BUSINESS OF THE MONTH

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



MONTGOMERY COUNTY COMMUNITY COLLEGE OFFERS HIGHER EDUCATIONAL OPPORTUNITIES AT UNIVERSITY CENTER

By Diane VanDyke

For nearly five decades, Montgomery County Community College has provided accessible, quality education to students of all ages, enabling them to reach their goals and achieve their dreams.

As MCCC embarks on its golden anniversary, it continues to expand its programs to educate and equip students for tomorrow's careers.

Currently, MCCC offers 85 degree and certificate programs in 59 different areas of studies. With campuses in Blue Bell and Pottstown, MCCC offer classes during the day, evening and weekend, as well as online, to accommodate today's busy students—many of whom must balance the demands of work and family while taking classes.

To assist students as they continue working toward their higher education goals, MCCC started the University Center in 2006 by partnering with Albright College and Temple University. This initiative gives students in the Tri-County region the opportunity to earn select baccalaureate and graduate degrees through these higher-education institutions without leaving MCCC's campuses.

During the next several years, the University Center initiative expanded to include Chestnut Hill College, Immaculata University, Villanova University, and most recently, Drexel University.



**Montgomery County
Community College**

For more information about Montgomery County Community College's University Center, visit www.mc3.edu/academics/university-center.aspx

Drexel will offer a Doctor in Education (Ed.D) in Educational Leadership and Management with six concentrations: Athletic Administration, Educational Policy, Human Resource Development, Educational Administration, Higher Education, and Special Education Leadership. Drexel also will offer two master's degrees — an M.S. in Learning Technologies and an M.S. in Educational Improvement and Transformation.

As a result of these partnerships, students now have the options of selecting eight bachelor's degrees, four master's degrees, one graduate certificate, two doctorate and six professional development certificates.

Albright College offers programs at both the University Center and Central Campus in Blue Bell, and Immaculata offers a Doctor of Education program at Central Campus.

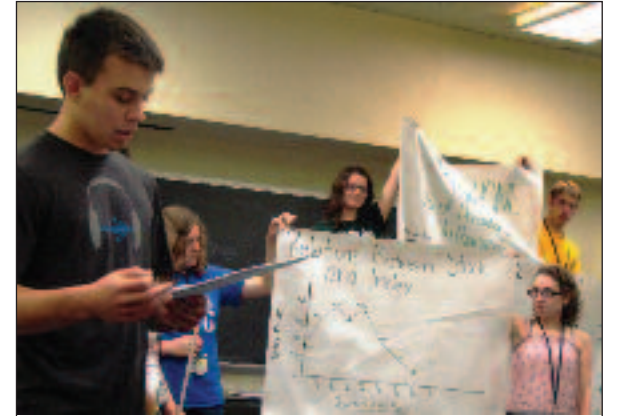
Since August 2012, the University Center classes in Pottstown are held in the renovated former "AAA building" at 95 S. Hanover Street. The Center's new home is the result of a public-private partnership and lease agreement with Vesper Property Group, the building's owner and developer.

The University Center's 10,500 square-foot building includes six classrooms with SMART board and video-conference technology, a student lounge and reception area. The building is secured with electric card access.

CELEBRATING PRIVATE ENTERPRISE – PA STYLE!

At a time when you can't pick up a newspaper or turn on the national news without hearing bickering and divisiveness over what's "wrong" with our economy, something truly uplifting is happening in Pennsylvania. Without much fanfare, more than 2,000 young adults and business executives will converge in Williamsport, Pennsylvania during the months of July and August to both explore and celebrate the world of business and what free enterprise means to America. Thirty-five years ago, business leaders in Pennsylvania responded to a perceived lack of awareness in most young adults about how the private sector operates. In 1979, a marvelously innovative program was born to teach our young people (juniors and seniors in high school) about those

issues that face business people every day. *Is it effective? Said Elizabeth Snell of West Chester East High School, "Being part of PFEW has been one of the greatest experiences of my life. (It) was the best part of my entire summer and I will never forget the amazing people and learning opportunities about business and life. I will carry these memories with me forever!"*



A 2012 PFEW 'Finance Team' prepares for their Stockholder's Annual Meeting.

issues that face business people every day. **Pennsylvania Free Enterprise Week (PFEW)**, internationally-acclaimed for its excellence, now graduates approximately 1,800 students annually with a vastly improved understanding about the free market and how economic opportunity is so integrally tied to personal freedom.

Each summer, PFEW holds four, one-week individual sessions in July and August. The focus of the week is to group the participants into "management teams" of senior executives who have inherited imaginary "companies." These teams, under the guiding hands of "executives-on-loan," called Company Advisors, operate their firms for a computer-simulated three-year period of time. To add a sense of reality, they are competing against two other student "companies" manufacturing and distributing the same product. These fledgling corporate executives are faced with decisions that any real-life business person confronts daily.

PFEW is designed to give every participant an idea of what is important in the business world of today. Each day's activities include four to five presentations from world-class business people from a list that reads like who's who in . The students hear about: Business and Finance, the Role and Relationship of Business and Government, Taxation, Business Ethics, Labor Relations, and much, much more.

The Chamber is proud to support PFEW to give our local students an eye-opening experience like Elizabeth described. We encourage our local companies and civic organizations to provide sponsorships for our students and, if possible, volunteers for the sessions. (PFEW is completely a product of the private sector.) Every student attends PFEW on a fully tax-deductible \$525 scholarship (the actual value of the scholarship exceeds \$1,500) which is provided by a local firm. Each graduate also corresponds with his or her sponsor following graduation to report on the program and what they learned. PFEW is also an approved organization through the PA Educational Improvement Tax Credit (EITC) program through the Department of Community and Economic Development.

If you would like to learn more about this award-winning program and how you can help, you can visit their website at www.pfew.org or contact , President of the Foundation for Free Enterprise Education at (814) 833-9576 ext. 1 or e-mail him at john@pfew.org. **PFEW is open to all current sophomores and juniors in Pennsylvania and information on attendance, as well as program applications, can also be found on the website. Questions can be directed to Ms. Michelle Warofka, Manager of Schools for PFEW by calling her office at (814) 833-9576 ext. 3 or emailing her at michelle@pfew.org.**

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

INTERNSHIPS AVAILABLE

Looking for Course Credit and Business Experience?

The Chamber is currently accepting resumes for internships from students who are looking to gain business experience. An internship at the Chamber is a great way to increase personal and professional knowledge and understanding about the business environment by completing daily marketing and communications oriented tasks.

Internships are unpaid, but we will work with the student's school with evaluations if they are receiving course credit. A previous intern at the Chamber says, "You can be taught essential skills in the classroom, but an internship is what really allows you to showcase your talents and use them to help your community."

If you know of a student who is interested in working an internship at the Chamber, please have them contact Eileen Dautrich and email their resume to eileen@tricountyareachamber.com.

FUNDING TRANSPORTATION

Governor Tom Corbett has made his plans to fund transportation infrastructure public. He would like to see a total of \$1.9 billion raised by lifting the cap off the oil company franchise tax. The new money would be used to fund projects across the state and repair aging and ailing infrastructure. Although \$1.9 billion sounds like a lot, it is just over half the recommended \$3.5 billion in the 2011 Transportation Funding Advisory Commission Report; the commission was formed by Gov. Corbett as a way to identify revenue opportunities. In reaction to the Governor's proposal, the majority and minority chairs of both the State House of Representatives and Senate Transportation Committees agree that the amount should be higher, and may likely be closer to \$2.5 billion. The Senate Transportation Committee is chaired by Senator John Rafferty.

The Governor's proposal funds transportation by lifting the cap on the tax that is assessed on the wholesale of liquid fuels. In 1983, the state passed Act 32 which set the maximum price for which the state could tax whole sale fuel at \$1.25. As the price rose over the \$1.25, the state could not, by law, collect tax on the difference. The Governor's proposal is to lift the cap and allow the state to tax the entire value of the wholesale liquid fuels. Doing so would raise approximately \$1.9 billion and provide funding for our infrastructure. The Governor would also like to cut the retail gas tax, which is currently \$0.32, by 17%, saving consumers \$0.05 per gallon. Also included in the proposal is to phase in an increase in the contribution counties make to public transit from 3.3% to 20%.



Shayne Trimbell,
Project Coordinator,
GVF Transportation



State lawmakers are in agreement that now is the time to fund our transportation infrastructure. What is more surprising is that both parties seem to be in agreement that the Governor's proposal is insufficient and needs to be more comprehensive, and a much higher value. The bills are being considered by the transportation committees in both the House and Senate, and at the time of writing this article, nothing conclusive has been made public.

Infrastructure is the lifeblood of our economy. Whether it moves by road, rail, river, or air, the system must be able to move goods and people safely and efficiently. When roads fall into disrepair, travel times and costs increase. When bridges are weight restricted or closed due to structural deficiencies, the costs to society are immense. Pennsylvania has neglected its infrastructure and has allowed it to fall into disrepair; we lead the country in total number of structurally deficient bridges. Our region is crippled by daily congestion, costing commuters time and money. These problems can be fixed through a comprehensive transportation funding package designed to not only rebuild aging infrastructure, but to upgrade it to modern standards to meet the demands of future economic growth.

The choice we are facing now is whether we would like to invest our money into fixing roads and bridges, or continue to neglect our infrastructure and face higher fuel and repair bills while spending more time stuck in traffic. Spending on infrastructure is an investment in our economic growth; we choose to ignore it at our peril.

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

MARKETING WITH THE CHAMBER

I'm back again this month with another insider tip on the marketing opportunities that the Chamber has available for its Members.



Ashley Slaughter

One thing we work to encourage is our Always Buy Chamber motto. We call it the ABC's of Chamber Membership because it is both the simplest of concepts and the core of what the Chamber is about. We know what a huge deal it is to have a group of over 400 business owners dedicated to doing business with one another. We hear stories everyday of how you all are working together to grow business in our area and improve our community.

As you probably know, we have a business directory on the Chamber's website. (If you didn't know about it - you should probably check your emails, read this news-magazine every month, and be on hold with the Chamber for 30 seconds and we will remind you.) Recently, we have added a new feature to the business directory that I think is awesome. You can now post a video with your listing in the business directory. We tell everyone about our business directory

and it gets a lot of visitors, not only Chamber Members, but potential customers in the community who like the fact that you are part of a professional business organization.

Already have a video made? Just send Jeff the link to your video and he will post it with your listing in the business directory online (jeff@tricountyareachamber.com). Don't have a video yet, email Jeff and let him know you are interested.

And hey - you - pay attention - we're almost done here, if you haven't visited the business directory at tricountyareachamber.com in awhile - it's time. We make it so easy; you can peruse the business directory on our mobile app while you are waiting in line for your latte. Don't have the mobile app - scan this QR code with your smart phone.



Ashley Slaughter, Marketing and
Communications Assistant, TCACC

Check Out the Chamber on Social Media



ESTATE TAX COLUMN

By Alex Rahn, Wanner Associates

One of the ongoing legislative priorities for the business community is the permanent repeal of the death tax. Also known as the estate tax, the death tax is a burdensome penalty that can devastate small and family owned businesses. Thus, the TriCounty Area Chamber of Commerce is excited that SB303, legislation introduced by Senate Majority Leader Dominic Pileggi (R-9) to eliminate the state death tax on small businesses, was recently approved by the Senate Finance Committee.

"The number one issue in Pennsylvania right now is jobs, and most jobs are created by small and medium-sized businesses," Senator Pileggi said. "The fastest way to break up a successful small business is to impose a tax when the owner dies and tries to transfer that business to his family. Under current law, the family is often forced to sell

the company, or borrow money, just to pay the death tax."

The tax ranges from 4.5% to 15% of a business' total value, depending on whether the heir is the son or daughter of the business owner or a distant relative. In order to pay the tax, some families have had to sell or even liquidate their businesses in order to pay the tax, hurting job retention and creation.

The Senate legislation will exempt businesses with 50 or fewer employees, and a net book value of assets of less than \$5 million, from the state inheritance tax, which is currently 4.5% for lineal heirs and 12.0% for siblings. To qualify for the exception, a business must be at least 75 percent owned by a family, and it must continue to be operated as a family business for at least seven years following the transfer.

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ANNUAL DINNER – THE CHAMBER'S BIGGEST NETWORKING EVENT OF THE YEAR

ANNUAL DINNER CHAMBER STARS

The Chamber will be presenting "Chamber Stars" Awards at this year's Annual Dinner. As usual, we will be presenting the Volunteer of the Year Award and the Chairman of the Year Award and the three additional "Chamber Stars" Awards that will be selected from applications submitted. We need you to nominate your business or one of your fellow Chamber Members to win one of the awards listed below.

Take a look at the criteria for the **Entrepreneur of the Year** and **Business / Enterprise of the Year Award**, and **Andrew J. Paravis Excellence in Local Government and Education Award**, and if you know any businesses that fit the criteria, contact the Chamber to obtain an application.

Entrepreneur of the Year

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

Business / Enterprise of the Year

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

Andrew J. Paravis Excellence in Local Government and Education

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

**Contact the Chamber
for nomination forms.**

**See you at the
Annual Dinner!**

Call 610.326.2900

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tricountyareachamber.com



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Michael Araten, President & CEO
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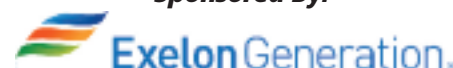


REGIONAL CHAMBER BUSINESS CARD EXCHANGE

On February 28th, TCACC Members were able to network with each other and members of 4 other Chambers of Commerce: Perkiomen Valley Chamber, Phoenixville Chamber, Spring-Ford Chamber, and Upper Perkiomen Chamber. The Regional Chamber Business Card Exchange was attended by hundreds of Chamber Members and took place at Copperfield Inn at Lakeside in Limerick.



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DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

There are some places that it will never revitalize their central business district. Sometimes people are happy with the way that things are and there is no inclination toward any change in the status quo. Other times there is just a lack of interest in the way the town progresses. The way a town presents its public space is a symbol of the leadership in the town.

There are times where a town has not changed over the period of 40 years and the same jeweler and hardware store occupy prominent places in the downtown and everyone likes the way it currently situated. I remember being in Lock Haven, PA, and the first day I was called in by the local realtor and told, "we like things the way they are." The town was nice, and by doing a little promotion and a little historic restoration, they were happy with my job performance.

Problems happen when that hardware store guy dies, or the jeweler wants to retire and does not care one way or the other if the store is rented. Situations in a downtown could turn on a dime. Downtown Phoenixville was all hustle and bustle when there were three shifts at the mill. It went down to nothing after the mill closed. All that was left were those businesses that had made life colorful back in the day.

It is the leadership, which provides the town's sense of direction. Some people would argue that the leadership is the town council, while others would say leaders are in the financial community. Whoever it is, in that community, they need to pay attention when times are good, to make sure that enough attention is paid to the public places within a community. Standard maintenance, and community initiatives all make for a better appearing community.

So why do things go bad in communities? There can be a number of reasons. One of the big reasons is an inability to "pull the trigger." Public groups are sometime afraid of failure, afraid they are unable to produce without having a guarantee. I had that problem when I was the Director of the Philadelphia's New Kensington CDC, because they had never done it before, and it was a question of "what if we fail?"

I also heard the self-doubt when I was on South Street. They wanted to have a festival and I had outlined shutting down the street and having the restaurants going in the street with an extension of premises for alcohol sales... with bands, skateboard area and vendors. I said, "Why would you even question this," and again people were leery of doing it because it might be a failure and hurt the reputation of the street.

Other times you will encounter people who have a conviction about something. In Downingtown, they had a guy on council who would quote John Locke and profess a dislike for grants. He said grants made his taxes go up, and raised public opposition to any funding requests. I tried to explain it was a recapture of state tax dollars offered competitively back to the community.

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

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 47)

The argument was for naught because he had a conviction... right or wrong people tend to stand behind their entrenched thoughts.

Some communities are adverse to change. I think that is the case in Downingtown, as they delayed the Kardon Park project from the time I was there, then later, ended up with another project that was objectionable to the community. Kardon Park is still contaminated and has two hits of lead that are not remediated. I remember once in Downingtown knocking down an old factory, with PCB contamination, and people being against it.

There are times when elected officials make personnel mistakes and no matter how much consensus there is, the technical capacity is so limited that nothing is done. I have seen that in a number of places. The person in charge is afraid to pull the trigger on a project or an initiative because they lack training and have self-doubt. The bad administrator problem is one of the hardest to remedy, and most times, when that is the case, progress just has to wait until their employment is over.

What is important, is that through all of the self-doubt, and all of the off the wall hocus focus that goes on with local characters, that the town has voices from the people

who could offset some of the wrong turns that towns can make. People have to care enough to get up in public, or maneuver behind the scenes to keep things on track.

There are many potential pitfalls to making progress or maintaining the current market position. Successful towns have a core of concerned people who will look out for the town. Even though some people have a bent on issues, many are sincere and do not become obstructionists if things do not go their way. It could be the stay at home mom down the street from where her mom lived, to the corporate executive who was transferred in from Honolulu. They come in all shapes and sizes.

It is what I call the "core community members." People who will try to look out for the town to make sure that it does not go astray— people who are involved and have some understanding of the town. It is that core group, and that commitment to progress, that can help overcome some of the situations that happen, when there is a negative influence or a lack of initiative.

Those towns have an increased chance of revitalization. 📌

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



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PROTECTING YOUR HEALTH AND WEALTH AFTER THE AFFORDABLE CARE ACT



MEDICARE MOMENT

By Elizabeth Snyder, CEO, President of Main Street Financial Partners

The impact of Washington's actions, in the past several months has already, and will continue, to greatly affect us; especially concerning Medicare costs and what we may be offered.

'Fiscal cliff' 'Sequester' Your guide to Congress's code language and how it affects your Medicare Benefits and Medicare Plans for 2014 in the coming year.

Congress knows what it means by terms such as 'fiscal cliff' or 'Sequester,' but to many outside the Beltway they may as well be speaking Greek. Here's a translation of Washington's shorthand for budgetary issues now before the country –

Sequester?

Mandatory spending cuts – \$600 billion in defense, \$600 billion in domestic programs (Medicare) – that kick in starting in 2013 if lawmakers can't find comparable cuts by then. Intended to force Congress to agree on long-term deficit reduction. So far, it hasn't.

My purpose this month is to get people thinking, and poised to start paying close attention to what is coming from Washington and how it will directly affect

your Medicare coverage starting this January 2014 and even cuts starting this April 2013.

Already this week America's Health Insurance Plans (AHIP) warned that the potential 2.3 percent reduction in Medicare Advantage payments proposed by the Department of Health and Human Services (HHS) combined with **PPACA's** (which stands for Patient Protection and Affordable Care Act of 2010 (health care reform) payment cuts will result in benefit reductions and premium increases of \$50 to \$90 on average. *These cuts would affect 14 million seniors – which is roughly 28 percent of all Medicare beneficiaries.*

The cuts were proposed last week by the Centers for Medicare & Medicaid Services (CMS). New rules will be published by CMS on April 1, 2013. Subsidies will be slashed and access to the report will

(See "Medicare Moment" on page 51)

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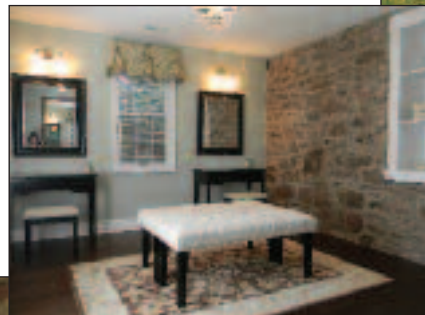
THE LOFT AT LIMERICK INTRODUCES "WITH THIS RING" BRIDAL PACKAGES

*The facility also offers
a newly remodeled
Bridal Suite*

The Loft at Limerick Golf Club has introduced new wedding packages entitled

"With this Ring" that offer brides a wide variety of features and services. The new program is under the direction of events coordinator Sandra Visnov and event management team Jeff and Jody Rutter.

The packages offer choices that are designed to meet the bride's every need to



customize and enhance the total experience. Features include a menu tasting for the bride and groom; wedding ceremony rehearsal; champagne toast; and a first anniversary dinner, to name a few. Other options include upgrades to premium hors d'oeuvres, pasta or potato bar stations, continuous premium cocktails, and premium desserts.



Another feature is the newly remodeled beautiful bridal suite on-site at The Loft, which is available to the bridal party before and after the ceremony. It's a convenient and ideal gathering place for clothes changing, and just lounging and enjoying a drink.

The Loft can provide vendors who offer discounts on services such as photographers, florists, wedding dresses, limousine providers, cake bakers and deejays. The facility is also known for its choice of indoor or outdoor weddings, which offer beautiful settings and backgrounds for wedding photos.

For more information, or to book a wedding, call Sandra Visnov at 610.495.6945 ext. 103. The Loft at Limerick website is www.theloftatlimerick.com.

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MEDICARE MOMENT

(Continued from page 49)

be severely restricted, according to the AMAC, (senior organization for conservative Americans aged 50 plus) industry analysts.

The analysis was made by actuaries at Oliver Wyman and was prepared for AHIP. The Oliver Wyman report states, *"Virtually all of the 14.1 million Medicare beneficiaries are likely to be affected by these changes, either through increased premiums, reduced benefits, or plan exits from local markets."*

The major impact of these changes will reduce **Medicare Advantage in 2014** by more than eight percent or nearly \$11 billion. Understandably, health insurance stocks reacted to the news negatively and took a hit. The costs per person for Medicare Advantage plans are a bigger drop than many analysts had anticipated.

So far in 2013, only four percent of PPACA's \$200 billion in Medicare Advantage cuts have gone into effect. However, the Congressional Budget Office (CBO) projects that, after it's fully phased in, the cuts alone will result in three million less people in the program. The PPACA's new health insurance tax will begin in 2014 and Oliver Wyman has previously estimated that this tax alone will cause approximately \$220 in higher out-of-pocket costs for seniors, reduced benefits for next year, and \$3,500 in additional costs of the next 10 years.

AHIP contrasted the cuts by releasing projections for medical cost increasing three percent. Karen Ignagni of AHIP stated "The proposed changes to Medicare Advantage payments are a crushing blow to the millions of seniors and people with disabilities who count on this critically important part of Medicare."

Here at Main Street, I have been crying out and shouting from the mountain tops for over a year and a half now about why

Medicare Beneficiary's should look to the "opposite" side of their Medicare Supplement options!

The complete opposite side of Medicare Advantage is Medicare Supplemental Medigap. The tried, and true Government Medigap Plans known affectionately sometimes as the "alphabet Soup" Plans. The 12 Medigap plans whose letters are from Plan A to Plan N, and 10 more plans in-between.

When you keep your Part A and Part B of Medicare, known as Original Medicare and whose benefits come from CMS, and then buy a Government Medigap Plan, you continue to keep your Supplemental Insurance *Primary* to CMS, Medicare itself. This knowledge is very powerful and really everything of importance in Medicare coverage hinges from this very point. When seniors buy a Medicare Advantage Plan like described in this article, whose benefits plans are coming from private industry, HMO's, PPO's, PFFS plans and the like, you are **CUTTING MEDICARE OUT OF THE PICTURE AND YOU ARE BEHOLDANT TO THE PRIVATE CARRIERS BENEFITS YOU HAVE SUBSCRIBED TO FOR THE YEAR YOU ARE IN!**

Advantage Plans are:

When a private insurance company offers a Medicare approved plan whose benefits are either a HMO, PPO, HAS, or PFFS plan.

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They *do have networks* to stay in.

They *do have referrals* for HMO's.

Outside of enrollment periods, beneficiaries may change plans only twice a year.

(See "Medicare Moment" on page 53)



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- David Allen
- Condoleezza Rice

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presents the **2013 Annual Dinner**

May 30, 2013
5:00 to 8:00 PM

RiverCrest Golf Club & Preserve
100 Golf Club Dr. Phoenixville, PA 19460

\$95 per Member; \$150 per Non-member; \$850 per Table of 10

- NETWORK WITH OVER 200 CHAMBER MEMBERS!
- HEAR FROM THE PRESIDENT & CEO OF THE RODON GROUP & K'NEX, MICHAEL ARATEN: **"INNOVATION—BE DIFFERENT OR DIE"**
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PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426

• 610.489.6660 • info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!



Creating opportunities for members to connect with business professionals, mentors, and potential customers is the Chamber's greatest strength. Our programs are always evolving to meet the needs of our members from the monthly meetings, educational seminars, legislative forums, social functions and business mixers. By taking the leadership role in developing programs that contribute to economic development, quality of life, education, and awareness the Chamber helps members utilize their connections to improve business and create a thriving community for themselves and their employees to live, work, learn and play.

For more than 55 years, the PV Chamber has been "Minding Your Business" to help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe.

For more information, contact Renee Blomstrom, Director of Public Relations, 610-489-6660 or renee@PVchamber.net, or visit the Chamber website: www.PVchamber.net.

PV CHAMBER – RECENT EVENTS

January 15, 2013 – Mixer at K. Hovnanian Homes: Despite the cold January evening, over 50 PV Chamber members and prospective members met at K. Hovnanian Homes for a tour of the townhomes at Providence Corner, 42 Plymouth Drive, Upper Providence Township. Each townhome has 3 bedrooms, 2.5 baths, a 2-car garage with basement and loft areas in 2,000 square feet of living space. Pricing is from \$276,000 which includes a low maintenance lifestyle! Contact Eileen Gramlich at 610-792-3094 or egramlich@khov.com for more information.

February 28, 2013 - 5-Chamber Mixer: Over 200 Perkiomen Valley, Phoenixville, Spring Ford, TriCounty and Upper Perkiomen Valley Chamber of Commerce members met at Copperfield Inn at Lakeside at the end of February for a huge networking Mixer. This has become an annual event that members from the five chambers look forward to featuring hundreds of participants renewing friendships and making new connections! Exelon Corporation was the sponsor.

February 27, 2013 - PV Chamber Mixer at Walnut Crossing: February 27th PV Chamber members met for a tour of the apartments and townhomes of Walnut Crossing. Conveniently located next to the Route 422 Bypass in Royersford, this community features a playground, swimming pool and approximately a mile of sidewalks to compliment the fitness center on site. Inside there are cathedral ceilings, a breakfast bar with fully-equipped eat-in kitchen, gas fireplaces, full size washer/dryer and plenty of closet space! Walnut Crossing was named Best in Apartment Living 2012 from the Apartment Association of Greater Philadelphia. Contact Laci Nackord at 610-948-6850 for a tour.

March 13 – Mixer at Parmida: Members of the PV Chamber had the opportunity to meet the Parmida team at a Mixer on March 13, 2013. Manager Mike Becker, provided a tour of the home lifestyle store and turned the event into an interactive treasure hunt with Gift Certificates and Prizes hidden throughout the upscale store! This mixer brought together the Collegeville Italian Bakery, Firebirds Wood Fired Grill and the newest restaurant in the Providence Town Center, Zoes Kitchen, who each provided delicious specialty foods for the event.

www.Parmida.com, 160 Market Street, Providence Town Center, Collegeville, PA 19426.

PV Chamber Member Ribbon Cutting: March 1, 2013 - **Perkiomen Airport Celebrates 75 Years.** Pennsylvania State Representative Marcy Toepel, Skippack Township Supervisor Mary Beth Labelle, and dignitaries from PV Chamber and Collegeville Business Network Group gathered in celebration to mark the 75th Anniversary of **The Perkiomen Valley Airport.** The ribbon cutting was the kick-off to a weekend-long open house at the family-owned airport, managed by Joy Bose. To learn more about flight classes, airplane rentals, and airport services, contact Joy Bose at 610-489-6011, or visit online www.perkiomenairport.com or email Aviatorsconnection@gmail.com.



PV CHAMBER CALENDAR OF EVENTS

April 14, 2013 - Business Owner Roundtable

This is not your standard networking event or seminar, but rather an interactive discussion and sharing of best practices amongst other business owners and decision makers. Each session will focus on an important business issue and discussion is moderated by David Akers, LMS Solutions. Early registration is strongly encouraged...limited to 18 attendees. What business challenges are keeping you up at night? Contact the Chamber office to recommend a topic for discussion at a future Business Owner Roundtable Luncheon.

Spring Ford Country Club, Royersford
11:30 a.m. - 1 p.m.

\$25 per attendee (includes choice of entrée).

Visit PV chamber website for registration/details
www.PVchamber.net or contact the Chamber office at
610-489-6660 or info@PVchamber.net.

April 4, 2013 – PV Chamber Annual Meeting

Don't miss the gathering of more than 125 business and community leaders on Thursday, April 4, 2013 at the prestigious RiverCrest Golf Club and Preserve. We celebrate the success and accomplishments of 2012 with a year in review slideshow presentation and then pass the gavel from outgoing 2012 Chairman of the Board, Bruce Zanar, Motivational Marketing, to the new 2013 Chairman of the Board, Patrick J. Kelly, Kelly Insurance Agency. The event gets underway with an exhibitor showcase and networking from 11:30a.m. – Noon, followed by the lunch and formal program. 2013 Marvin J. Lewis Community Service recipient, Edwina French, Community Music School, will be honored for her long-standing dedication and volunteerism in the Perkiomen Valley community.

We invite our business members to consider sponsorship at this most formal gathering of our business leaders of the PV Chamber. Event sponsors receive display table, admittance tickets, digital program ad and recognition in upcoming Chamber Newsletter. Title Sponsor, Gold Sponsors, Exhibitors as well as attendee registration details available online www.pvchamber.net.

April 17, 2013 - Mixer at Columbia Cottage

Join fellow Chamber members and guests at Columbia Cottage on Wednesday, April 17th for a PVCC Mixer. Tour the facility and experience firsthand the intimate, "homey" feel of this single-floor assisted living community, located in the heart of the Perkiomen Valley. Enjoy refreshments and delicious homemade cookies, baked by the residents! A wonderful Spring-time networking opportunity...we hope you will join us. Please remember to RSVP.

Columbia Cottage, 901 E. Main Street, Collegeville.

4:00 p.m. – 6:00 p.m.

FREE for members; \$10 Guest

Call 610-489-6660 or email
info@PVchamber.net to register.

April 25, 2013 – PV WIN Mixer at Centre for Healing Arts at Limerick

Ladies, are you ready for some serious indulgence? The Centre for Healing Arts at Limerick (formerly Connolly Chiropractic and Wellness) will host our next PV WIN Mixer. Mark your calendars and plan to stop by between 4:00 – 6:00p.m. on Thursday, April 25th for a fun networking event including massage, wine tasting, gourmet chocolates, women's beauty and health, door prizes and more! Sorry gentlemen, but this is for the ladies only! Call 610-489-6660 or email info@PVchamber.net to register.

Center for Healing Arts at Limerick,
695 N. Lewis Road, Limerick.

4:00 p.m. – 6:00 p.m.

FREE for members; \$10 Guests

May 8, 2013 – Breakfast Mixer at Costco

Costco Wholesale will host a Morning PV Chamber Mixer on Wednesday, May 8th from 8:00a.m. to 10:00a.m. Members and guests can enjoy tours and networking at this private party (doors will open to the public at 10:00a.m.) Start your morning off right with a delicious complimentary continental breakfast featuring products from Costco's on-site bakery. Attendees will receive FREE product samples and chances to win fabulous door prizes and raffles. Tours will be offered to interested attendees.

Costco Wholesale, 14 W. Lightcap Road, Pottstown.

8:00 a.m. – 10:00 a.m.

FREE for members; \$10 Guests

Call 610-489-6660 or email info@PVchamber.net to register.

Monday, May 13, 2013 – Memory Training Luncheon

Back by popular demand! Matthew Goerke, is regarded as one of America's leading experts in the field of memory development. Matthew is the creator of Memory Switch Program, a memory training system developed for businesspeople to help achieve their goals. Less stress, higher sales, a boost in confidence, and better time management are just a few of the benefits of a more powerful memory. As a noted expert in this field, Matthew is a sought-after guest and has appeared on hundreds of radio and television talk shows. Guests will participate in an interactive demonstration sure to blow your mind!

Location – TBD (based on number of attendees)
11:30 a.m. – 1:00 p.m.

\$20 for Chamber members – early bird special; \$30 Non-Chamber members

Call 610-489-6660 or email
info@PVchamber.net to register.

SAVE THE DATE!

Monday, June 3, 2013 - PV Chamber Annual Golf Outing

The PV Chamber's **28th Annual Golf Outing** will be held on **Monday, June 3rd at Spring Ford Country Club.** This is your opportunity to entertain clients and guests during a full day of networking and golf at the area's premier private golf course! Golf packages include greens fees, cart, lunch, beer and refreshments all day, snacks at the grove, golfer goody-bag, dinner and awards ceremony. Great sponsorship opportunities are available to meet every budget, or you may customize a sponsorship package to align with your specific marketing needs. Recognition on E-blasts, Chamber Newsletter and at the event when you register your business with a golfer foursome, donate a raffle/door prize or contribute to the golfer goody-bags. Not a golfer? You can still join the fun by attending the networking social (dinner and awards ceremony) or volunteer some time at one of the prize holes!

Special thanks to the 2013 Golf Committee Co-Chairman Brian Galie, Executive Protective Services, and Co-Chairman Tom Blomstrom, GaileyMurray Communications, along with committee members Justin Bartolomucci (Edward Jones Investments), Kip Bilo (CzarStar Security), Duane Brazuk (Fesnak & Associates, LLP), Phil White (Sign-a-Rama Royersford), Cathy McKeever (Bond, Pezzano & Etze, PC), Past Chairman Bill Penney (All State Insurance) and Leo Ayers. Contact the PV Chamber for sponsorship information 610-489-6660 or visit online at www.PVchamber.net.



REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

313 Ridge Pike,
2nd Floor, Limerick, PA 19468
610.489.7200



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors.

SPRING-FORD CHAMBER CALENDAR OF EVENTS

April 11, 2013 – Win Event: Fashion Show at Copperfields,

\$25 per person open to everyone - benefits Moms House

April 18, 2013 – Mixer at Cutillos

5 to 7pm, No fee

April 25, 2013 – Networking Lunch at the Western Center,

11:30-1pm, Dr. Goodin will be speaking. Price - \$20 member, \$25 non-member

May 9, 2013 – Win Lunch

April 16, 2013 – Mixer at Columbia Cottage

5-7pm, No fee

April 23, 2013 – Networking lunch at Sheerer Elegance,

11:30-1pm, \$20 member, \$25 non-member

SPRING-FORD CHAMBER RECENT EVENTS



Fiscal Cliff Topic Lunch

Rich Flanagan of Maillie, Falconiero & Company, LLP in Oaks explained many details of the Fiscal Cliff bill to Chamber members at the Lunch at Texas Roadhouse. Rich made the heavy topic interesting and informative. He outlined some of the tax code changes in the legislation and how they will affect taxpayers. Maillie, Falconiero is a certified public accounting and business consulting firm specializing in closely held businesses.

Fifth Annual WIN Fashion Show!

The Spring-Ford Chamber's Women in the Network group is holding its 2013 Spring Fashion Show on Thursday, April 11th at Copperfield Inn at Lakeside. The event features fashions from Dress Barn at the Philadelphia Premium Outlets modeled by some of our own members. The event is open to all so bring you friends, neighbors and co-workers. This year it will benefit Mom's House in Phoenixville. This Chamber member organization offers low income single parents quality day care and early education for their children and links them to a network of supportive services that enable them to complete their education, find jobs and get off of welfare.

At the Fashion Show, in addition to a delicious lunch and wearable and affordable fashions, there will be door prizes, a 50/50 and a raffle with great prizes. Tickets would be a great thank you gift for clients or your administrative staff. (The date is just two weeks before Administrative Professional's Day.) The event is open to Chamber members and to the general public. Registration begins at 11:30 and lunch will be served at noon. The cost is \$25 per person and reservations can be made by contacting the Chamber office or via our web site.

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MEDICARE MOMENT

(Continued from page 51)

Medigap Plans are:

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They *do not* have referrals.

Many of the twelve plans *have no* Co-pays to see a doctor.

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By buying one of the government's Medigap Plans to supplement the out of pocket costs from your Parts A and B of Medicare, you are sheltered from the Plans benefits changing from year to year like the Medicare Advantage Plan options. This automatically cuts out the risks of Washington's changes in the paragraphs I have defined earlier in my article.

Boomers whose birthdays are younger than 55 years of age are all but guaranteed to buy, when eligible, one the many great Medigap Plans. For those of us who are unfortunate enough to be born later than 1958, we probably will not have available all the Medigap Plans like the Plan F whose

benefits cover every deductible and co-insurance on the Part A and the Part B side of Medicare.

Until we here at Main Street have no breath to speak or mind to write, we will continue to speak out with the simple truths of Medicare and how one of the many Government Medigap Plans will protect and preserve the most optimum health and wealth out on the market today.

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New Building — Creative Health Services, Inc.

Sixteen new clients recently moved into the newly constructed residential care facility developed by Creative Health Services, Inc. at 11 Robinson Street, Pottstown. "We believe good design is critical to successful outcomes," said Dr. Andrew Trentacoste, Chief Executive Officer of CHS. "Because of this," he added, "we were able to create both a beautiful and innovative residential treatment facility for adults with serious mental illness, and provide additional high quality clinical offices to serve the ever growing demand for general counseling services in the community." Dr. Trentacoste is quick to quote Sir Winston Churchill who said, "We shape our buildings and then they shape us."

The design team, headed by Pottstown architect P. Richard Frantz, A.I.A., accepted the challenge given by CHS. They designed the 15,000 square foot, three-story building that will provide for professional offices on the first floor and living spaces on the upper floors. The residents will be living in three group areas each with their own bedrooms, bathrooms, and living area. A common dining room for all of the residents and staff is located on the second floor along with several offices, one of which is designed for on-site nursing and medical services. Additional bedrooms, bathrooms, a laundry room, and a large activity room with vaulted ceilings and wonderful natural light are located on the third floor.

Imaginative colors and innovative lighting are featured throughout along with warm, yet durable materials that were selected for the flooring and wall surfaces. Attractive and functional furnishings were provided by Formcraft Interiors. "Along with the new treatments and supports available through this facility, come many additional jobs in Pottstown,"



Dr. Trentacoste adds. "This, in addition to our mission to help individuals and families grow ever stronger, is our commitment to helping our community grow and develop. We are very proud that this wonderful facility contributes positively to further the economic development of our region."

Energy conservation was also a guiding factor throughout the design. The walls and the roof are insulated beyond Code standards. The windows are double glazed with low-e glass. A geothermal heat pump system used for heating and cooling was designed by N. E. Fisher and Associates, a Boyertown consulting engineering firm. Twenty deep wells were drilled in the parking lot to provide for the transfer of heat to and from the ground. Thomas L. Zeigler, P.E., Pottstown, designed a flexible wood and steel framing system that will allow the interior partitions to be moved and relocated if the needs of the occupants change. The general contractor was SMJ Contracting, Douglassville, and the mechanical and electrical installation was by Gehringer Mechanical, Boyertown. Whitehouse Landscaping designed and installed the exterior hardscape paving, decorative walls, and plantings. The exterior features an attractive gazebo and a large sculpture and water feature created by Melissa Strawser of Bertoia Studios, Bally. 🏡



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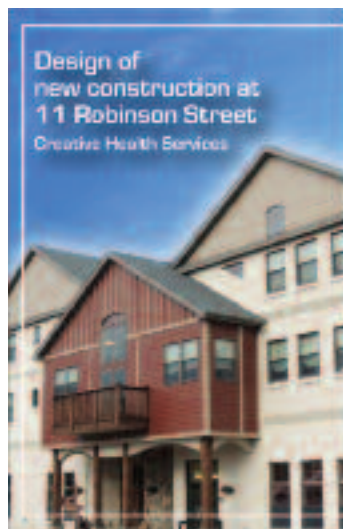
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