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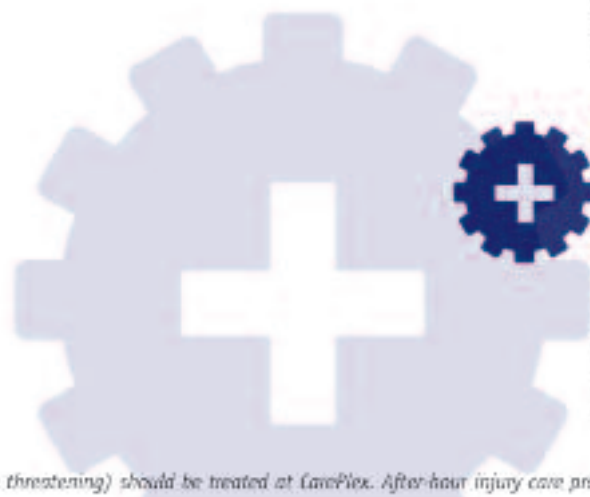
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"The purpose of the SunnyBrook Foundation is to preserve the historic SunnyBrook Ballroom... and provide the greater community with a non-profit, sustainable, arts, entertainment and conference facility to be used by EVERYONE."

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24-28



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SunnyBrook *Creating Memories*

with Past, Present and Future Generations

J. Wilmer "Wil" Hallman knows a thing or two about taking on a challenge, and about building a successful business. As principal/president of Hallman Retirement Neighborhoods, he created the highly regarded Sanatoga Ridge and Buchert Ridge Communities in Pottstown. Hallman founded West Mont Christian Academy, and also took over for his father as director of the Pottstown Youth Center.

The historic ballroom has hosted some of the greatest names in the history of American music.

A driven, passionate man, Hallman is now directing his energy toward a project with tremendous potential for adding to the economic vitality of the borough of Pottstown and the entire region by bringing together large groups of individuals, from near and far, for a wide variety of cultural and educational purposes. As president of The SunnyBrook Foundation, a 501(c)(3) non-profit organization, Hallman, along with his fellow board members and staff, have been working diligently to revitalize the historic SunnyBrook Ballroom, located at 50 Sunnybrook Road in Pottstown. "The purpose of the SunnyBrook Foundation is to preserve the historic SunnyBrook Ballroom," Hallman explains, "and provide the greater

community with a non-profit, sustainable, arts, entertainment and conference facility to be used by EVERYONE," he said. "The board's vision, is to build upon the legacy of SunnyBrook Ballroom for a new generation."

For Hallman, this enormous undertaking is somewhat personal. "I was born a mile down the road from SunnyBrook, so I'm a local boy," he said. "I've been here 71 years. I swam here as a kid. Our Sunday school church picnic was here. My dad was involved with the Hartenstines (original owners) and a lot of activity here. That's really why I wanted to be involved with saving it. I couldn't see this go by the wayside."

Hallman, along with fellow Foundation board members Jamie V. Ottaviano, Scott Rakowski, Gary Gearhart, David Brown, and Rev. Denny Emrick, is working diligently to provide a gathering place for the entire community to be enriched and entertained with expos, corporate meetings, training sessions, family gatherings, political rallies, concerts and shows, banquets, proms, weddings, community meetings, and non-profit fundraisers. The goal is to make SunnyBrook a place for *everyone*, he emphasizes.

To achieve that goal, the Foundation is developing an organization and a following that will provide the sustainability of SunnyBrook to the coming generations, while maintaining its historic flavor and roots. The organization has built a strong volunteer base.

"We have a lot of volunteers here," Hallman said. "When we have our volunteer meeting we have about 35 people attend. They help with everything from proms and shows, to concession stands, parking, and with maintenance. A lot of things are being done by volunteers, and that's the way we want it," he said, because that money can go back into the Foundation.

(See "Cover Story" on page 6)



SunnyBrook's historic organ, a 1928 opus 101, theatre pipe organ named "Ursula."



J. Wilmer "Wil" Hallman (L) and Tom Oehme (R) in the SunnyBrook Restaurant.



Delicious Sunday Brunches and happy-hour celebrations on the outdoor deck at Chummy's.



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COVER STORY

(Continued from page 4)

"Our volunteers are people who love SunnyBrook, the way we (board members) do, and that's what we want," Hallman continued. "They are people who want to see Sunnybrook saved. It's a grand time we have together. Even when we have Sunday Brunches, we have our paid wait staff from the restaurant, but when you're dealing with 700 people, you need volunteers, and they help the wait staff, and help set things up, get food back and forth, and we have a good time together," he said.

The SunnyBrook team is committed to building relationships with community organizations to more effectively serve the Pottstown community. They aim to attract new audiences who will introduce SunnyBrook to new generations and create new memories. Their priority is to create various venues that support a wider cross section of the community, and provide for educational opportunities that encourage the various arts.

Directors and staff have worked tirelessly to cultivate past and new relationships with clients. Hallman and events coordinator Tom Oehme have been reaching out to many of the non-profits and business organizations in the region to make this unique, special facility available and affordable for fund-raising events, trade shows, and business functions.

Those efforts are paying off. For example, the hugely popular BIE/NARI Pottstown Home Show returned to SunnyBrook this year and the response from vendors and the public has been tremendous. Rep. Mark Painter recently brought his "Live Well Expo" to SunnyBrook as well, and many non-profit organizations are now choosing SunnyBrook for their fund raising events.

Hallman and Oehme emphasize that they encourage all kinds of groups, families, and businesses to hold weddings, parties, banquets, meetings, rallies, shows and conferences at SunnyBrook.

SunnyBrook Entertainment also provides shows and events attractive to all ages. This year's World War II Big Band Swing Dance drew 450 people, many of them from surrounding states, who patronized area hotels and businesses during their visit. SunnyBrook Ballroom also features comedy shows and professional acts like Amanda Carr, The Mango Men, Glenn Miller's Orchestra, Dueling Pianos and Jerry Blavat.

The Foundation has been working since 2004 to achieve its mission. In 2005, the historic ballroom was listed on the *National Register of Historic Places* and as a *PA State Landmark*. After several years, boarded up and damaged, SunnyBrook Foundation invested millions of dollars in the first phase



Event rooms for weddings, parties, banquets, meetings, rallies, shows and conferences accomodate 25-800 people.

of renovating the historic ballroom that has hosted some of the greatest names in the history of American music since opening in 1931— names like Glenn Miller, Guy Lombardo, Maynard Ferguson, Lawrence Welk, Frank Sinatra, Artie Shaw, Count Basie, Tommy and Jimmy Dorsey, and Bill Haley and the Comets. A corps of volunteers gave thousands of hours to help rehabilitate and restore the facility.

On April 26, 2008, the Grand Ballroom reopened after four years of closure. The

adjacent SunnyBrook Restaurant and Chummy's Lounge opened to the public in 2011. "We have an excellent chef," Hallman said, referring to Doug Pickett, a graduate of the Culinary Institute of America who once worked at the Waldorf Astoria in New York. "He was at Cutillo's Restaurant for a number of years," Hallman said. "Cutillo's is an excellent restaurant, but we feel we are too. So it's good to have a couple of good restaurants in the Pottstown area," he said.

(See "Cover Story" on page 49)



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HOW TO NURTURE YOUR LEADS WITH AN EMAIL CAMPAIGN



MARKETING & SOCIAL MEDIA

By Shannon Coghlan Reiss

Take a quick look at your In-Box and tell me automated email campaigns aren't the new norm. While we often complain that we receive too much email, we actually signed up to receive most of it, and that's because we're at least somewhat interested in the content of those emails. The brands that are sending you those recurring emails are hoping that one day soon, something in one of those notes will spark your interest just enough to get you to buy from them. It takes many emails over a period of time to move you from passive prospect to loyal customer, but it eventually works. This is called "Lead Nurturing," or in the agency world "Marketing Automation."

No matter the size of your business, almost all brands can benefit from lead nurturing with an automated email campaign. Here are the steps to creating a simple and cost effective email campaign designed to turn your leads into sales.

Create a Schedule

First, create an editorial schedule. Decide how often you want to send emails to your list of prospects and clients. Most small businesses will start by sending automated content once per month; medium businesses might send once per week; large brands might be as aggressive as once per day.

Provide Useful Content

Let's face it. The emails we despise the most are the ones that just look like an advertisement. Unless you're offering me an awesome coupon (hey, money talks), I

want content that teaches me something or improves my day. If you're a landscaping business, provide me with tips for fighting weeds or feeding my begonias. If you're a financial planner, send me intelligent articles related to retirement and college savings. And if you're a fitness trainer, send me inspirational messages about getting back into shape or eating healthy.

Examples and testimonials from satisfied customers might be the most important content you can provide. Share stories of people who've successfully used your products, and quotes from folks who love your services. Before I buy from you, I want to know that your ideas work, and your satisfied clients are living proof. Document their accolades and include them in your emails.

(See "Marketing & Social Media" on page 8)

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MARKETING & SOCIAL MEDIA

(Continued from page 7)

Make It Social

Give your brand a hashtag. If you're a commercial insurance agent, create a hashtag such as #mybusinessdiscovered or #don-triskit, and tell your readers to use the hashtag in their tweets. Then, in future emails, include some of the tweets in which your readers referenced the hashtag. They'll be so happy that you recognized them (and their business), and it will encourage other readers to do the same. Prospects and customers will be sure to open your email the next time they receive it to see if they're mentioned, as well. This feel-good engagement is unique and memorable.

Ask Your Readers to Share

Be sure to provide the ability for your subscribers to share your emails. Your customers are your best salespeople, and if they're reading helpful emails that you send to them on a regular basis, chances are they'll want to pass that information along to their friends who could also benefit from that knowledge. Automated email services will help you include a "Share It Now" button in the email, for readers to easily post it to social media sites, like Facebook or Twitter, or forward it to their friends.

The benefit of using an automated "Share It Now" button through an email service provider is the ability to track how many times your message has been shared, by whom, and where on the web — so that you can gather more leads and learn the type of information your prospects consider useful and share-worthy.

Grow Your Email List

Asking your current readers to share your content with friends is one important way to expand your email list. But you can also rent email lists from reputable industry publishers. For instance, if you're a real estate agent, you might work with a home and gardens magazine. For a small fee, they'll send an email on your behalf to their qualified list. You can choose a specific demographic, such as readers between the ages of 30 and 50 located within 20 miles of the zip code 19460. In the message, be sure to include a Call-To-Action, which encourages readers to click through from the body of the email to a contact collection form living on your website. Once someone clicks though and completes that form, voila! You have a new lead, and you can now add them to your email list, as well.

(See "Marketing & Social Media" on page 10)

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BUZZ AROUND THE BLOCK

Engineering is the application of scientific, economic, social, and practical knowledge in order to design, build, and maintain structures, machines, devices, systems, materials and processes. It may encompass using insights to conceive, model and scale an appropriate solution to a problem or objective. The discipline of engineering is extremely broad, and encompasses a range of more specialized fields of engineering, each with a more specific emphasis on particular areas of technology and types of application.

Environmental Consulting and Remediation firms exist to help in understanding and complying with a body of environmental regulations that change as fast as the region. Whether it's a home renovation, or expansion, to assessing the impact of a new industrial plant, to cleaning up a threatening spill, a full complement of environmental firms help the region to balance human needs with a safe and clean environment.

This month's Buzz Around the Block, highlights some of the region's leading Engineering and Environmental Services companies.

Carroll Engineering Corporation

Carroll Engineering Corporation (CEC), one the largest civil engineering firms in the Greater Philadelphia area, celebrates 2013 as its 40th year providing quality engineering and surveying services to clients throughout the Pennsylvania and New Jersey area. The company provides highly recognized professional services to a wide range of private, public, municipal and authority clients in the region. Services include: Water/Wastewater Engineering, Municipal Engineering, Civil Engineering, Traffic/Transportation Engineering, Structural Engineering, Surveying, Landscape Architecture, Construction Management, and Geographic Information Systems. Our corporate office is in Warrington, Bucks County. We also have offices in Malvern, Chester County, King of Prussia, Montgomery County and Hillsborough, Somerset County, New Jersey.

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tifications in engineering, planning, surveying, landscape architecture and geology. In addition to professional registrations, many of our staff have supplemental certificates in specialties such as sewage enforcement, hazardous material removal, bridge inspections, water and wastewater operation, etc.

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(See "Buzz Around the Block" on page 11)

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MARKETING & SOCIAL MEDIA

(Continued from page 8)

Automate Your Campaign

Once you have an established editorial schedule, a library of useful content, and a strong prospect list, you can automate your online marketing campaign by scheduling emails through a reputable service provider, such as Constant Contact, iContact, Mail Chimp and My Emma, among others. When you're just starting out, look for free trials or the ability to send up to a specified amount of emails free each month. After you find what works, it's easy to upgrade your account to something that provides in depth tracking and unlimited services.

Abide by CAN-SPAM Regulations

This is very important. Abiding by CAN-SPAM regulations means always providing an Opt-Out option, visible and operational Unsubscribe links, relevant Subject lines, and accurate From lines. It also requires knowing which campaigns your leads have signed up for. Again, legitimate email campaign service providers like the ones mentioned earlier will help you with this, so utilize them as your list grows.

Consult with an Email Expert

If done properly, your lead nurturing campaign will eventually bring you more revenue. It does take some time and effort on your marketing team's part to organize the campaign, find relevant content to include in the emails, and track its usefulness. Consider contracting with a small marketing agency or freelancer who can help you set up and manage the campaign. Once you've delegated this important job as a responsibility to someone on your team, you'll notice your email list starting to grow, more prospects inquiring about your products and services, and in time, significantly more sales. Good luck, and have fun! 📧

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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BUZZ AROUND THE BLOCK

(Continued from page 9)

well as South Jersey, EEI is well equipped to service the entire 422 corridor.

EEI currently has 80 employees, of which 13 are licensed professional engineers or geologists.

EEI has specific expertise in Geotechnical Consulting, Subsurface Investigations, Infiltration Testing, Construction Inspection & Testing, Geotechnical Specialty Design Services, Environmental Site Assessments, and Clean Fill Analysis. Items such as cost-effectiveness of foundation alternatives are evaluated along with site development issues and geotechnical data to establish recommendations. This approach has enabled EEI to contribute to the successful development of many large-scale projects by adding true value to the planning process.

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Elk Environmental, a Reading, PA-based, fully integrated environmental services company, is proud to announce its 25th year of safely and effectively solving the environmental needs of its clients across the Mid-Atlantic States.

As a turnkey, full service environmental company delivering a high degree of reliability, regulatory compliance and integrity, Elk offers a full spectrum of environmental services to industrial and residential clients. Elk's expertise includes 24-hour emergency response, waste management, remediation, environmental demolition, field services, industrial cleaning, tank management, lab packing, and compliance training. Further, Elk owns and operates an extensive fleet of trucks and equipment, allowing for scheduling flexibility and faster more economical service.

Founded in 1988, Elk originally grew in response to meet the needs of their parent company Empire Services; a subsidiary of the Reading-based Empire Group. Elk fulfilled clients' needs for transport and disposal of various hazardous waste streams. Today, Elk is part of a family of six companies organized to offer a broad range of integrated services.

As environmental regulations evolved, Elk expanded its services and identified new outlets for waste in support of its clients. In addition to offering environmental services, Elk is a certified emergency response provider. With a highly skilled and certified staff of professionals, an extensive fleet of vehicles and equipment, and the resources of its affiliated companies, Elk can respond to virtually any environmental emergency of any size 24 hours a day, seven days a week. Simultaneously, Elk collaborates closely with federal, state and local officials, to rapidly assess a release, minimize any contamination and stabilize the situation. Elk's geographic reach has also expanded from its roots in Berks County; Elk now supports customers across the Mid-Atlantic region, including Pennsylvania, Ohio, New York, New Jersey, and Maryland.

For additional information, please call 800.851.7156, and visit www.elkenv.com.

Gilmore & Associates, Inc.

The demand for green infrastructure and sustainable building and site design from both public and private clients has experienced significant growth in the last several years. Gilmore & Associates, Inc. is committed to a professional practice that embraces "Green" planning and engineering designs that utilize or emulate natural ecological systems to provide the essential services demanded by society while protecting or enhancing environmental quality. Whether serving public or private sector clients, the consulting professionals at Gilmore & Associates, Inc. understand the challenges and complexity of providing environmentally and economically sustainable infrastructure and building solutions.

Gilmore & Associates, Inc.'s "Green Infrastructure" services palette includes site analysis documentation and environmental resource inventories; Low Impact Development

(LID) planning and design; LID and Green Building ordinance development; conservation planning and design; LEED® documentation including preliminary scoring and feasibility, project registration, value engineering and Green design audits; and "Green Stormwater Infrastructure" Best Management Practice (BMP) designs and system retrofits including detention basin naturalization and restoration, vegetated rain gardens, underground stormwater storage, engineered permeable pavement systems, vegetated building roofs, "green streets," and "green" retaining walls.

As the civil engineering consultant for a unique turnkey design-build project for the School District of Philadelphia, Gilmore & Associates provided professional surveying and civil engineering design services, including assistance with U.S. Green Building Council (USGBC) submittals, for the new Kensington Creative and Performing Arts (CAPA) High School in the City's Kensington section. Pursuant to the City of Philadelphia's Green Infrastructure Initiative, the new school was designed with numerous sustainable features including recycled materials in retaining walls and landscaping, underground rainwater cisterns for water re-use, a

(See "Buzz Around the Block" on page 12)



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- VideoRay – Pottstown
- Sly Fox Brewing Company – Pottstown
- Geemacher, Inc. – Pottstown
- Williams Form Engineering – Collegeville
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BUZZ AROUND THE BLOCK

(Continued from page 11)

geothermal heating system, vegetated rooftop areas, minimization of impervious surfaces with the use of grass-turf pavers, porous paving infiltration beds, rain gardens and underground detention facilities. These sustainable features helped the Kensington CAPA High School earn LEED® Platinum Certification from the USGBC.

Gilmore & Associates, Inc. provided sustainable site design services for the new Molly Dodd Anderson Library at the George School in Middletown Township, Bucks County. The new library building, which will be certified under the USGBC (LEED®) gold certification program for environmentally-enhanced construction, includes capture of storm runoff from impervious surfaces, including the new building roof, in rain gardens that promote groundwater recharge.

In partnership with Cabot-Kjellerup Realty Trust and Bernardon Haber Holloway Architects, Gilmore & Associates, Inc. provided civil engineering consulting services for the first LEED®-certified building in southern Chester County. The 80,000 square foot new corporate headquarters for Dansko Corporation in Penn Township was awarded a LEED® gold rating by the USGBC. Vegetated roofs provide insulation from heat gain in the summer, attenuate stormwater runoff, and provide a pleasant setting for employees to enjoy lunch. Driveways and parking lots are sloped to direct storm runoff into two central rain gardens with infiltration beds beneath that filter and recharge runoff. Rainwater that runs off of the non-vegetated roof areas flows down 4 "rain chains" into a 10,000-gallon underground cistern. The filtered water is then used for flushing toilets in the building and for garden irrigation.

For more information on Gilmore & Associates, Inc.'s "Green" planning and engineering design services, please contact John P. Sartor, P.E. at jsartor@gilmore-assoc.com.

Gorski Engineering Wins National Awards

Associated Builders and Contractors (ABC) has announced that Gorski Engineering, Inc.'s work on both the Woodside Lodge at Spring Mountain project in Schwenksville and the Speed Raceway project in Horsham have earned the company the highest level of recognition in their categories at the 23rd Annual Excellence in Construction Awards celebration. The winning projects, selected from entries submitted from across the nation, were judged on complexity, attractiveness, unique challenges overcome, completion time, workmanship, innovation, safety and cost. A panel of industry experts served as the competition's judges. This year's panel

included representatives from the Design-Build Institute of America, Engineering News-Record, the American Institute of Architects, the National Association of Women in Construction and individuals from higher education.

Gorski Engineering's Superintendents Jim Keyser of Schwenksville and Will Miller of Palm, along with company President Jerry Gorski (right), accepted the Eagle Awards in Ft. Lauderdale, Florida.



Keyser led field operations for the Woodside Lodge project, which won in the Renovation — Less than \$4 Million category. Gorski Engineering brought a hidden gem back to life by renovating this abandoned inn built in the 1920s — adding a bar, restaurant, banquet room, and a nine-suite bed and breakfast. Additionally, Keyser has just been named one of five finalists from across the country as Craft Professional of the Year. He travelled to Birmingham, Alabama to be honored.

Miller led field operations for the Speed Raceway project, which won in the "Other Construction" category. In just 12 weeks Gorski Engineering converted a 105,000-square-foot big box store into an entertainment venue that includes two quarter-mile racetracks for electric carts.



"ABC is proud to recognize Gorski Engineering for its outstanding work on both Woodside Lodge and Speed Raceway," said Michael D. Bellaman, ABC president and CEO. "These projects embody a commitment to innovation, safety and superior craftsmanship through creativity and skill." Associated Builders and Contractors (ABC) is a national association with 72 chapters representing 22,000 construction and construction-related firms.

For additional information, please call 610.489.9131, and visit www.gorskiengineering.com.

(See "Buzz Around the Block" on page 14)

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*Leadership Studies is available at Montgomery County Community College West Campus in Pottstown.



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BUZZ AROUND THE BLOCK

(Continued from page 12)

J&J Environmental, Inc.

J&J Environmental, Inc. is a spill response and environmental contracting company operating in East Norriton, Pennsylvania. J&J was one of southeastern Pennsylvania's first environmental emergency response companies beginning operations in 1975 as J&J Spill Services & Supplies. As of 2010 J&J Environmental is operating under new ownership and in the process of growing and expanding the company. J&J Environmental is focused on the goals of providing prompt, dependable, cost competitive, and ethical environmental services.

At J&J Environmental our primary services are: Petroleum Spill Response, Underground & Aboveground Tank Cleaning and Removal, Non-hazardous Vacuum Truck Services & Transportation, Soil Excavation & Disposal, Drum Transportation & Disposal, and Environmental Supplies such as drums & spill absorbents. We provide these services to industrial, commercial, residential, and municipal customers. We work with several municipalities and government organizations to provide spill response and remediation for roadway spills. We work with realtors and property management companies to provide fuel oil tank removal for residential and commercial properties. We work with other environmental consultants to provide the labor and equipment needed to perform the "dirty work." We are included as a response contractor on the spill response plans of several local organizations such as manufacturers, fuel oil dealers, petroleum storage facilities, school districts, and insurance companies.

J&J Environmental is located in the heart of southeastern Pennsylvania allowing us to provide prompt response to all of southeastern Pennsylvania including Philadelphia and the Lehigh Valley. Our in-house labor and equipment allow us to provide rapid and turnkey services.

J&J Environmental maintains a full fleet of vehicles and equipment that includes: vacu-

um trucks, excavation equipment, dump trucks, street sweepers, rolloff trucks & boxes, service vehicles, and emergency response trailers. J&J has purchased several new pieces of excavation and transportation equipment over the past three years.

One of J&J's specialty services is homeowner oil spills, where a tank either leaks or ruptures in someone's basement. Try to imagine 200 gallons of fuel oil being released into your basement. Even if you have a good concrete floor the oil finds its way through the smallest of cracks and seams along the walls into the underlying fill and soils. It is not uncommon to have to remove a good portion of the concrete floor in the basement and soils up to four feet deep or deeper to get out all the oil-impacted material. In some cases the oil migrates under the foundation and may require supporting of the foundation to get the soils removed. These projects require prompt response and thorough detailed cleanup to rid the property of fuel oil vapors. Many times homeowners have to live offsite until the cleanup is completed because the vapors are so bad the home becomes unlivable until the cleanup is completed. J&J uses a combination of demolition, excavation of contaminated soils, chemical treatments, and soil vapor extraction systems to complete these complex projects. We work in conjunction with local consultants and engineers to make sure these projects have the technical oversight needed to get the home back to a vapor free condition, safely, and as timely as possible.

Another one of J&J specialty services is the removal of residential underground storage tanks. Believe it or not there are still thousands of old fuel oil tanks in service on residential properties in eastern Pennsylvania. The removal of these tanks is typically driven by a property transaction or the conversion to propane or natural gas heating.

(See "Buzz Around the Block" on page 16)



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"Officially Mandated" vs. "Public Record" Checks



By Joseph J. Hirsch, The Accu-Facts Company

With background screening, a common inquiry is that, "I need a National Background Check," so "How much will it Cost?" A similar phrased question is, "I need a nationwide criminal check, as quickly as possible, so can you do that for me?" Within Pennsylvania, you may have heard discussion about needing an Act 33 Child Abuse clearance or an Act 34 Criminal Record search, through the Pennsylvania State Police. Other questions have to do with requirements that may include fingerprinting too!

If we dissect these inquiries and identify the real need for the Client, or Student, or Volunteer, one must take the opportunity to convey the differences between the varieties of tasks outlined in these very basic questions above. We need to identify what tasks must be done, where to conduct those tasks, and also, we need to identify those tasks that YOU should do, for the most comprehensive result. Combined, all the completed tasks give you assured confidence to make a decision!

In most circumstances, there are public records that we may need to query for the validation process, locally and/or nationwide, as compared to "officially sanctioned research" tasks demanded by federal law, or state law, which we may describe as tasks that are "statutorily mandated" background screening inquiries.

An Employer, a School District, a Church, or any job placement that requires certain types of screening tasks, separate a national "database search of public records" versus an "officially maintained database" search of criminal records, for example, like the law enforcement database maintained at the Central Repository of the Pennsylvania State Police.

A background report that requires certain "Official," or "Mandated" inquiries, also means understanding "How" and "What" data points may appear and get into that "official database" report, once a result is received from a given agency.

So, to meet Act 34 compliance, one will need an "official" result from the Pennsylvania State Police. The PSP database is predicated on confirmed criminal record and conviction entries, whereby fingerprints were submitted by the arresting police or police agency, in most instances. A PSP report without adverse or disqualifying information is the result most firms, or a given agency, or volunteer organization, will need to have to help make you a successful candi-

date, at least with the initial background screening phase of the hiring process.

Official court records, on the other hand, are maintained by the designated State agency or by personnel at a given County jurisdiction. Generally, all types of Civil and Criminal court records are public records and are available to the public for review and photocopying, representing the validation process and these official files are the genuine proof conveyed in a specific report. Many of the initial background screening tools executed are a comprehensive search of public records, to validate the purported facts and information provided by the Subject of the inquiry, for employment, for placement, or to be considered as an Intern at college, for example.

In summary, it is usual and customary to have our firm issue a final report that includes "official" results from mandated sources, results from available public records, along with information obtained from non-public sources, all of which are the multiple background screening tasks authorized with a properly signed Authorization for Release Form, from the subject.

For over 25-Years, "The Accu-Facts Company" has proven to be a trustworthy and credible partner to answer your questions and provide you the vital screening functions necessary to help mitigate various hiring risks and related workplace liabilities. The burdens of statutory and regulatory compliance is something we can help you meet, with each hiring opportunity or volunteer placement. Your hiring program and the data we convey are the "Simple Truths" confirmed for each Applicant package. We deliver the FACTS that matter to your hiring decision!

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BUZZ AROUND THE BLOCK

(Continued from page 14)

About 20 percent of the tanks removed are found to have leaked. J&J has the expertise and equipment to remediate these releases promptly and cost effectively. Fortunately for homeowners, the state of Pennsylvania provides a grant program that will cover up to \$4,000 of the cleanup expense from a leaking underground tank removal.

J&J also provides hazardous waste, universal wastes (fluorescent lamps, batteries, etc.), electronic waste, and lab pack transportation and disposal services.

J&J Environmental is committed to the local area and the environment providing support to local environmental organizations and agencies.

For more information on J&J Environmental or to include us as a contractor on your spill response plans please contact Bill Kunsch or Andy Meadows at 610.277.4511

Why Choose Ludgate?

Ludgate Engineering prides itself on its employees. Staff who are professional, personable and keep clients informed. We use the team approach to complete all our projects, holding weekly job meetings to discuss all of our projects. This allows other staff members the knowledge to answer questions for clients if the project engineer is not

available. Forget the mystery behind engineering, Ludgate prepares client reports in layman's terms. We are engineers who pick up their phones. Our Engineers are driven to find realistic, cost-effective solutions for your projects to realize success.

Ludgate Engineering serve developers/owners, contractors, landscapers, realtors and homebuilders and banking, lending, medical, educational institutions, and redevelopment authorities for residential, commercial, institutional and industrial projects. Ludgate Engineering also offers a full line of services to municipalities. We believe that our past experience and our in-depth familiarity with the localities and the municipal regulatory processes unique to the area can be utilized to your benefit to expedite your particular plans. In site design we emphasize three goals: Ensuring your needs are met; Ensuring the project is constructible; and Ensuring the project is bankable (constructed at an affordable cost).

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- Erosion & Sedimentation Control Plans & Procedures
- Municipal (Planning Commission, Authority and Council/Supervisor/Commissioner) Approvals
- Sketch Plan, Preliminary and Final Plans
- PA DEP Planning Modules
- On-Lot Sewage Design and Permitting
- Highway Occupancy Permit (HOP) Acquisition
- Construction Monitoring

Ludgate Engineering provides the following services for contractors, realtors, landscapers, and home builders:

- Building Layout and Design
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(See "Buzz Around the Block" on page 18)



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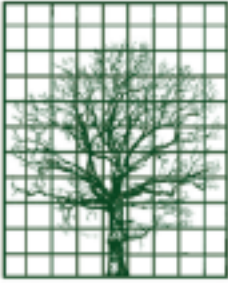
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Patriot Pest Solutions Announces New Headquarters

This month Patriot Pest Solutions is celebrating the purchase of their new headquarters on Main Street in Trappe. It was only three years ago, when Patriot Pest Solutions started out as a husband-wife team business operating out of their home. "It was exciting to start our own business together. James had 20 years' experience in pest control — I had past entrepreneurial experience," said Denise Harrison. "Our skills were a good mix for the endeavor."

Thanks to the community support and patronage, Patriot Pest has been able to offer employment to three technicians, Chad Kennard, Cedric Shaw, and Justin Miller. In addition, Karen Carrington has been hired as the Office Manager at Patriot Pest. "We are very fortunate to have such great people on board with us," Harrison said. "With continued success, we look forward to offering new job opportunities in the community."

Patriot's Wildlife Removal services make them unique. They are licensed by



the PA Game Commission, as well as the PA Trappers Association. In addition to trapping wildlife, Patriot is equipped to eradicate bat infestations. Because James is an Entomologist, he has the knowledge to solve difficult pest situations. As of late, Bed Bugs have become an epidemic in the area. Philadelphia tops this year's list of the most bed bug-infested cities in the U.S.! Patriot Pest will handle all pest problems with professionalism and discretion.

For more information about pest problems, please call 610.489.5136, and visit their website www.PatriotPestSolutions.net. 🐛

Did You Know The FDIC Doesn't Insure Business Bank Accounts Against Cyber Theft?

Cyber theft of bank accounts has become a billion dollar plus problem, according to the FBI. What is surprising to business owners who have had their money stolen is that the FDIC doesn't insure business bank accounts against cyber theft and under Regulation E a Federal Regulation issued by the Consumer Financial Protection Bureau, business/commercial bank accounts are not protected against fraudulent cyber theft of cash at an account level.

Pottstown-based **Evans, Hauseman & Richard** was selected as the first insurance brokerage firm by the Commercial Deposit Insurance Agency to offer cyber insurance for business, non-profit and trust accounts. CDIA, a division of Argo Group, an AM Best A rated publicly traded insurance company, created this product because its founder, Marc Kramer, was looking to insure his own bank account and couldn't find insurance for business bank accounts against third party cyber theft. When Mr. Kramer found out that no

insurance product existed to insure business, non-profit and trust accounts he worked with Argo Group and another insurer, XL Group, to create Commercial Deposit Insurance.

"I met Marc at holiday party thrown by Meridian Bank and when he told me about his new venture I suggested my partner, Greg Caplan, and I meet with him to learn more," said Len Gieseler, chief executive officer of the firm. "We watched the problem grow and we knew there was no simple solution for small businesses. After we met with Marc, we said we would like to be the first insurance brokerage firm in the country to offer this product and that we wanted to buy the product to protect our own interest."

Kramer said he agreed to work with EHR because he was impressed with their entrepreneurial spirit and their focus on small business. For more information on Commercial Deposit Insurance go to www.cdiaus.com or e-mail Len Gieseler lengieseler@pottstowninsurance.com. 🖨

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BUZZ AROUND THE BLOCK

(Continued from page 16)



Nave Newell, Inc.

You never get a second chance to make a good first impression. That goes for your commercial property as well. You may not have considered it before, but the curb appeal of your business can help attract customers. Ever wonder what type of improvements and expansion options are feasible on your property? Curious if you could improve circulation, add parking, landscaping or lighting improvements, even a building addition? Is your site ADA compliant? These are all things to consider when thinking about improving the curb appeal of your property and overall image of your business.

Located in King of Prussia for over 20 years, Nave Newell, Inc. is a leading civil engineering, planning, landscape architecture and surveying firm specializing in land development design and approvals. Since 1992, Nave Newell has strived to provide

the extraordinary. Our highly skilled professionals have earned a reputation as industry leaders who work closely with our clients to make their ideas a reality. We understand what's most important to our clients. After all it's really about quickly and efficiently getting to the finish line — whether it's to lease space, sell the house or close the deal.

As a local business, we've helped transform the region from small pad sites to complex redevelopment projects like the Valley Forge Casino Resort and Sheraton Valley Forge. We're currently working with Simon Property Group on the King of Prussia Mall expansion, the new Container Store and the redevelopment of 530/580 Swedesford Road for Davis Companies/Hayden. From the beginning, we are with you at every step to identify accurate costs and issues, develop realistic sketches and seamless technical plans and guide you through the process, all the way to your ultimate goal.

At Nave Newell, we have a passion for excellence and a mission to achieve your goals. Our staff closely collaborates with the entire team. You can depend on us to provide the highest quality work, proactive

(See "Buzz Around the Block" on page 20)

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KNOW YOUR LINE



SUCCESS THROUGH TRANSFORMATION

By Peg Calvario, Empowerment Partner and Mentor

Do you have good boundaries? Do you know how to set them, honor them and adjust them with the people and situations in your life? It seems to me “boundary” has become a popular buzz word to describe what went wrong in certain situations, yet more definition, self-reflection and responsibility might be needed.

I often hear the word “boundaries” come up in conversations as a way for individuals to explain a situation, exert power, make a strong point or justify why they are angry, confused or hurt when their lines have been crossed by certain situations or difficult people. Yet, when I think about the purpose of setting a boundary, I wonder if people really understand the purpose of boundaries, when and how to draw appropriate lines and what it really means for the people on both sides, as well as the individual creating them.

Have you noticed people who set a boundary, whether it's with self or another, only to break the barrier all too quickly? For instance, consider how many new year's resolutions fail, how many people cheat on their diets, how many third, fourth or fifth chances are given to people when they have been betrayed, or how often someone takes a stand on a position or belief, only to give in moments later and participate anyway. People go against themselves hoping they will still be liked, accepted or loved; yet inside, they are betraying themselves, sometimes in small ways when the stakes are not high, and other times when it can be detrimental to how they view themselves. Either way, this self-betrayal chips away at one's soul and the anger towards others is often really a disappointment in one's self. If that's the case, how do you begin to define your own personal boundaries, yet still be able to fully connect and participate with the people and circumstances of your life? After all, what's the point in setting and keeping appropriate boundaries?

Boundaries are necessary to preserve the integrity of self and teach other people how to treat us. When they are set with compassion, loving-kindness and trust, then

(See “Success Through Transformation” on page 21)

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Buzz Around the Block

(Continued from page 18)

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Everything we do affects the environment in some manner. If you are not careful, what you do can get you in trouble with the regulatory community. This includes EPA all the way down to the local municipality. Whatever you plan to do, chances are you will need approvals or permits to complete your project, or continue/start your business activities. That is where Warmkessel Geo-Environmental, Inc. (WGEI) can help. WGEI provides consulting services that includes geologic and hydrogeologic studies, waste management consulting services, Phase I & Phase II Environmental Site Assessments (ESAs), environmental permitting services, water supply development and permitting, land planning issues, storm water infiltration

testing and assistance dealing with regulatory agencies. These are just the major areas WGEI covers in their daily consulting work.

Warmkessel Geo-Environmental, Inc. was established in 1999 by Jeffrey A. Warmkessel, P.G. and is a waste management, hydrogeologic & environmental consulting firm. After graduating from The Pennsylvania State University with a Bachelor of Science Degree in Earth Sciences, emphasizing in geology and hydrogeology, Mr. Warmkessel began his career at a local civil engineering consulting company where he gained valuable engineering consulting experience in addition to experience in environmental consulting. As a result Mr. Warmkessel understands the engineering aspects of projects and works well with engineering consultants to keep projects moving smoothly. His continued association with local engineering professionals also enables WGEI to better serve their clients who need engineering assistance. Regulatory agencies can be intimidating when a business or individual ends up in their sights. WGEI has a good relationship with regulatory agencies as a result of many years of working with regulatory agencies. WGEI can be your liaison to the regulatory agencies and negotiate on your behalf to resolve any issues that you may have and then advise you on how to avoid issues going forward. This



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service alone could save a business or individual money and difficulties by just getting all parties on the same page and negotiating a mutually beneficial process to resolve any environmental issues. WGEI prides itself in this area as there is a mutual respect between the regulatory agencies and WGEI. WGEI can be consulted in matters prior to their becoming an issue with the regulatory agencies. Regulatory agencies like when entities take a proactive instead of a reactive approach to environmental compliance.

Warmkessel Geo-Environmental, Inc is dedicated to providing top quality services with one goal in mind . . . customer satisfac-

tion. We believe that the client's best interest should always be first and foremost in every aspect of our consulting work and this work should be completed with honesty and integrity. WGEI establishes relationships with their ongoing clients and are very flexible in establishing a working arrangement that best suits the client. WGEI can complete a particular project from start to finish, work with the client's staff to complete a project as an advisor, or complete only those aspects of a project that the client's staff is not qualified to complete. In this manner WGEI can help the client stay within a budget that works for them.

(See "Buzz Around the Block" on page 22)



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SUCCESS THROUGH TRANSFORMATION

(Continued from page 19)

everyone benefits. But if you are a silent sufferer and do not remain true to your own set of boundaries, then frustration often results. What seems like anger towards another is often aimed at self. In other words, as Daphne Rose Kingma wrote in her book, *When You Think You're Not Enough*, "Anger is the way we tell other people that they have gone too far, that they've crossed the invisible boundary they shouldn't have crossed if they want to remain in our good graces." Know your line of what is acceptable to you, and what isn't. Understand your why, and when it's okay to change your mind. Boundaries are not meant to be rigid and imprisoning. They are actually meant to allow you to have more freedom, strength and energy for your own life, and create a healthy connection to another person based on that self-love.

Here are some life areas to consider setting decisive, loving boundaries:

PERSONAL VALUES & BELIEFS: I believe everyone gets to decide what they think, what holds meaning and how they want to portray that in the world. My only caveat: Cause no harm to self, others or the world. Do your actions/intentions create goodwill or ill will?

RELATIONSHIPS: This area, of course, can be the biggest challenge for most people. Our days are filled with relating to others with different needs, wants, desires and expectations in our lives. Be open and upfront with people about what you can and can't do, what you need and how you need it. Co-create with others, and design a relationship that honors both the commonalities, as well as differences. Get comfortable with asking for what you want, and disappointing others. Make sure that you are clear, kind, compassionate and fierce for your own self-preservation—as an individual, parent, child, sibling, spouse, partner, friend, etc. All relationships need boundaries.

PROFESSIONALLY: I believe in life balance, not just work/life balance. Right-size not only how much you work, but also how much you think about your career. Create your own rules of engagement for your professional life, set your personal boundaries around your time and decide when and how work needs show up in your life. I am not suggesting that you do not stay in integrity with a job to be done, but make sure you create appropriate limitations. And please, use ALL of your vacation and personal time each year.

(See "Success Through Transformation" on page 23)

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BUZZ AROUND THE BLOCK

(Continued from page 20)

Warmkessel Geo-Environmental, Inc. can be contacted by calling Jeff Warmkessel at 610.898.7630 or by e-mail at wgei@juno.com. Visit their web page at Warmkesselgei.net.

Services Environmental Incorporated

Services Environmental Incorporated is a small environmental consulting firm located in Phoenixville, PA. They specialize in hydrogeology (the study of underground water flow and the transport of contaminants within the groundwater) and environmental compliance reporting. SEI's clients include international chemical manufacturers (including one Fortune 500), private law firms, a state attorney general's office, all sizes of manufacturing facilities, real estate developers, and other environmental consulting firms.

SEI's President, Steven Sayko, P.G., holds a B.S. in Physics, and M.S. in Geology and has 30 years of environmental site investigation, remediation and litigation experience. SEI's projects are focused on the solution and explanation of complex environmental problems using their quantitative educational background. However, Mr. Sayko says that mathematics and computer

science is only half of the job in problem solving. The solution to a problem is only useful if all stakeholders have a real understanding of the problem and the solution. As a result, SEI focuses as much on clear presentations as accurate data analysis.

SEI's current projects include:

Technical guidance and peer review for a very large and complex model of groundwater flow and transport model in Tacoma, Washington;

Support for the remediation design and performance analysis at Superfund and RCRA sites in New York, Pennsylvania, North Carolina, Kansas and Delaware;

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BUSINESS PROFILE

WOOD THRU THE AGES

By Jim Forbes

Wood Thru The Ages is a family run business designed to deliver quality hand-made goods to the public. We have been in business since 2010. The business model used allows the product to be viewed by the customer through open-air markets in the Spring, Summer and Fall and indoor markets during the Winter.

The products available are all made by North American artisans and craftsmen. They range from a complete line of poly wood furniture, wood rockers, chairs, and tables, as well as wooden toys, recycled and reclaimed tee light candle holders made from wood from old buildings in Philadelphia, necklaces from Scrabble tiles, as well as wood wildflowers handmade from Ash wood. Specific items change as the customer dictates the items to be offered.

The item that has become the signature item of the business is poly wood outdoor furniture. This Amish crafted poly wood outdoor furniture is made from 100 percent recycled milk jug material. The furniture comes in 16 colors or any two color combinations and in a myriad number of items from rockers and Adirondack chairs to dining table sets and gliders. It is assembled

with stainless steel fasteners and thus never rusts. This furniture remains outside year round in all kinds of weather. To clean it, a power washer can be used. The material used is fade resistant with a fade inhibitor in it. The color is added when the material is hot extruded and therefore is all the way through the material and not just on the surface. This furniture will not splinter, rot, crack, mildew or warp.

The shows I do consistently are: Skippack Spring Fest, Skippack Days, Cedars the third Saturday of each month from March - October, Towamencin Environmental Fair, Hatfield Harvest Day, Towamencin Craft and Vendor Show at the firehouse, and the Holiday Shopping Event at Tiferet Bet Israel. New shows this year are: Good Samaritan Fair Days, in Paoli, Lansdale Day, and the Keswick Village Fall Festival.

The web site/on-line store is www.woodthrutheages.com but is used mostly as a reference since quantity discounts are given for multiple item purchases. The web site is of course available 24/7. You can also contact me directly at jimfrtmyers@aol.com, or 610.831.1261. To request a product catalog, please send an email with your address via email. 

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SUCCESS THROUGH TRANSFORMATION

(Continued from page 21)

FINANCIAL BOUNDARIES: Be smart, be informed, ask questions, and build a healthy relationship with money. Save, spend and give your money based on what is important to you and your values. Create a clear plan with your resources.

PHYSICAL SPACE: I believe everyone needs a space of their own that is a reflection of their personal style and is a sanctuary for their soul. It can be a place to reflect, to be creative, to be quiet and to just be. Whether it's an office, a man cave, a special chair or an entire home, this is a must. Additionally, don't let clutter overtake your space and get in the way.

ENERGETICALLY: When someone or something drains your energy, you are not obligated to continue to participate. You can express your concern for them and how their dumping is affecting you, suggest professional assistance. And when necessary, remove yourself from the person or situation. There are no victims, only volunteers. Don't be a martyr in your relationships, but rather, choose to spend time with people who lift you up and support you. In other words, go where you are celebrated.

A Coaching Exercise on Drawing Your Own Personal Boundaries:

Take out a blank sheet of paper, write your name in the middle and draw a large circle around you. This line is your personal boundary. You get to decide who/what gets in and who/what stays out, what is acceptable to you and what is not, what rules are needed and where there can be flexibility.

- Start to think about the people in your life, and the criteria by which they get in the circle. Who is safe? Enhancing? Energizing? Significant? Supportive? Nurturing? These are the people you want in your circle.

- Who drains you? Causes harm? Sucks your energy? Makes you feel bad? Is unsupportive? Hopefully, these people are outside of your boundary.

- Now consider situations, places, activities, organizations. What are you tolerating? What makes you happy? Is there something you look forward to? Or dread? Let this inform you as you begin to place the names of people in or out of your circle.

You are now consciously and knowingly drawing the lines in your life. Use this visual exercise to guide, support and enhance who you are and what you are up to in the world. If you find this is difficult, seek support to talk through what might be needed and how to best be clear with yourself and others. 📖

As a credential coach, Peg Calvario is passionate about transforming the lives of business owners, executives and sales professionals who are "stuck" and ready for a fresh start. Her work focuses on professional coaching, consulting and mentoring for greater success in business and life. Peg leads and facilitates a CEO peer advisory board to help business leaders who run small to mid-size companies in the Greater Philadelphia / Route 422 Corridor become better leaders, make better decisions, and ultimately achieve better results. Her website is pegcalvario.com. Peg can be reached at peg@pegcalvario.com or 610.310.5433.

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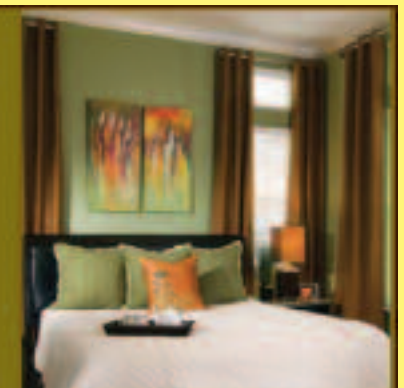
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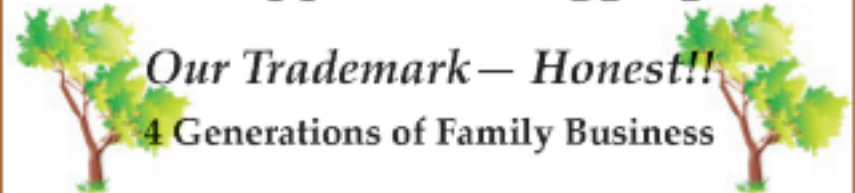
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LEADERSHIP AND SUCCESS

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

Innumerable surveys and polls indicate that a large majority of Americans feel that our country is "going in the wrong direction," and express deep concerns about our future. Few however, are very specific about exactly what's wrong, and are able to do little more than point fingers at "the government" as the major reason for their pessimism. I think however, that we'd also better take a look at ourselves.

I'm as quick as the next person when it comes to acknowledging the numerous dysfunctions in our national, state, and local governments. But in a representative democracy, the state of government is a reflection of the society in which it's embedded. If America is indeed going in the wrong direction, "we the people" have a hand in it.

Many of the dysfunctions we see in our national and state governments are outward symptoms of problems in the populace. For starters, the majority of eligible voters don't bother to exercise their right to participate on election days.

And yet our way of life assumes and is dependent upon the participation of its citizens in the process of selecting those that govern. The outcomes of our elections do not represent "the will of the people," but rather a minority of citizens who actually exercise their right to be represented.

Freedom requires responsibility

The freedoms we have as Americans are the results the efforts of an intrepid band of individuals who chose to throw off the shackles of oppressive government and create a new direction. They took responsibility and assumed the risks to life and limb that went with it.

As we progressed through the 20th Century, however, the obvious connection between freedom and responsibility eroded to the dangerously low levels that we see today. Imagine the outcry, for example, if our government attempted to resume drafting its men into military service.

Many people still cherish the 1960s as a glorious phase in the development of personal freedom. Unfortunately, accompanying all of this new-found freedom were declines in the sense of being responsible and accountable.

(See "Leadership and Success" on page 30)



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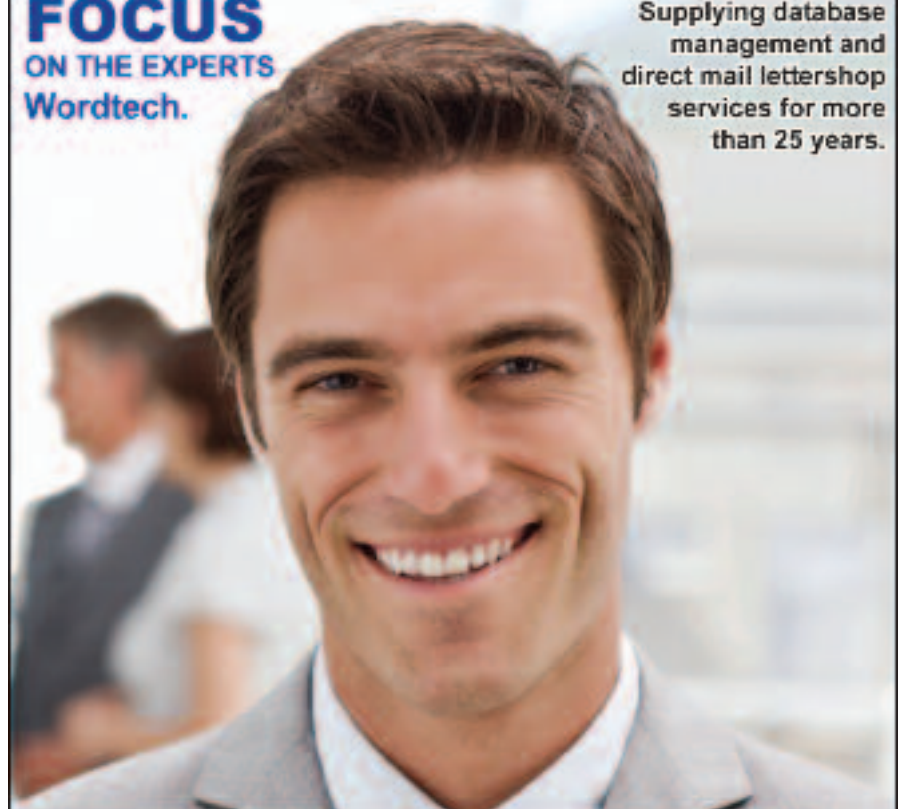
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LEADERSHIP AND SUCCESS

(Continued from page 29)

And "accountability" is a major theme in today's discussions of problems in business and government. Given the numbers of disasters and scandals in both domains that are ever emerging, it's evident that responsibility is by no means a small problem in our society.

But again, I'll argue that what we're seeing in business and government are symptoms of deeper problems in the fabric of our society. This raises questions about how we live on a day-to-day basis.

Some disturbing societal trends

My purpose here is not to be cynical—actually, a wakeup call is all I offer. What we tolerate in ourselves is very often the key to understanding some of larger problems besetting our country.

There are some identifiable and disturbing trends in our society that may help to account for the widespread perception that we're "going in the wrong direction." In many ways, they might be regarded as "root causes" of some of our larger problems. Rather than regarding them as distinct and independent of one another, I view them as interrelated, as that is how social forces tend to be.

A growing sense of entitlement

I've already alluded to this phenomenon. The crises of the early 20th Century (e.g., the Great Depression, WWI & II) were intrusions of reality that called for serious action. Such events drove home the idea that Americans are not entitled to, but must earn and deserve the good things that life has to offer.

While still true in some circles today, this mindset is being replaced by an increasing sense that people are entitled to freedom and material comforts. We all know about the "Occupy Wall Street" movement, which was much more like an infant's cry to be fed than it was the moral revolution that it claimed to be.

Higher education, once associated with drive, ambition, and sacrifice, has proved not to be an immunization against the entitlement syndrome. In his book, *Ready or Not, Here Life Comes*, author Mel Levine catalogued the responses of employers regarding the caliber of recent college graduates among their employees and job applicants.

(See "Leadership and Success" on page 32)



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Area businesses and community members are invited to celebrate another sensational season of educational and performance programming at **Steel River Playhouse**, during the nonprofit performing arts center's Annual Gala on Friday, June 7th at 6:00 PM. This year's honorees are **Susan and Scott Bentley**, philanthropists and principal owners of **VideoRay**, recently relocated to Pottstown as part of the renaissance of this historic downtown. The celebration also includes recognition of Deborah Stimson-Snow, Steel River's Artistic Director and recipient of the 2013 Advocacy for Equal Opportunity Award from the PA Human Rights Commission.

Gala highlights include live music, prizes, and delectable treats from **Clique Vodka**, **Lindt Chocolate**, **Sly Fox Brewery**, **Sakura Asian Cuisine**, **Chocolates on Bridge Street**, **McDougall's Victory Cakes**, **Angry Monkey Bakery**, **Java's Brewin'**, **Olde Gold Tavern**, **Penny's Pizelle's**, **Copperfield's**, **Cutillo's**, **Baird's Catering**, **Moyer's**, **Bellewood Golf Club**, **Grumpy's**, **Enzo's**, **Positively Pasta Plus**, **iCreate Café**, and **Turtle Creek Golf Course**, among many other participating restaurants and caterers.



Attendees can choose to attend the Gala only, or pair the Gala with that evening's performance of the well-loved Broadway hit musical, **La Cage aux Folles** (curtain 8:00 PM). The story of **La Cage** is probably most familiar to audiences as the feature film comedy, **The Birdcage**, starring Robin Williams and Nathan Lane. With popular, hummable melodies by composer Jerry Herman (**Hello Dolly**, **Mame**), this Broadway hit wraps contemporary themes in a funny and engaging plot, timeless love songs, and big chorus numbers. The evening concludes outside on the Playhouse plaza, with a building light show and joyful reprise of the **La Cage** finale with cast, crew and community.

La Cage aux Folles is being sponsored by **Exelon**. Sponsors for the Annual Gala include **Sager & Sager Associates**, **The Hankin Group**, **Jackson Cross Partners**, **Keller Williams Realty**, **Main Line Financial Advisors**, **Neurosurgical Care**, **The Hill School**, **Penn Liberty Bank**, **Wolf, Baldwin & Associates, P.C.**, **Andrew J. Monastra, P.C.**, **Bentley Systems, Inc.**, **David G. Garner, Esquire**, **O'Donnell, Weiss & Mattei, P.C.**, **Down to Earth Landscaping**, **HMK Insurance**, **Independence Planning Group**,

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Gala and **La Cage aux Folles** tickets are available at www.steelriver.org or by contacting subscriber@steelriver.org or by calling 610.970.1199. Tickets are \$75 for Gala paired with **La Cage**, or \$50 for the Gala only. **La Cage aux Folles** runs for three weekends, June 6th through 23rd with performances on Thursdays at 7:30 PM, Fridays and Saturdays at 8:00 pm, and Sundays at 3:00 PM. Tickets are \$15 to \$26, with special cabaret seating at \$68 for a table for 2 (includes complimentary beverages and snacks).

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LEADERSHIP AND SUCCESS

(Continued from page 30)

While the employers were impressed by some of these, more common were perceptions of increasing numbers of “spoiled kids,” whose skill levels and willingness to sacrifice were severely underdeveloped.

Obsessions with immediate gratification

America’s prosperity, coupled with rapid developments in technology, has bestowed upon us an incredible array of options. Among other things, we’ve engineered a society in which the terms “instant” and “available” apply to more things than at any time in history. While good in many ways, the situation we’ve created also has a dark side.

For example, people have never been more over-entertained, overfed (and probably oversexed) in the numbers that they are in America today. This has not occurred without consequences. Psychologists, economists, and historians agree that it is the ability to delay gratification that has traditionally led to progress, growth, and prosperity.

In contrast, instant gratification and indulgence have been predictive of degradation and decline in the past (e.g., the Greek and Roman empires). If we really understand history, this should serve as a stern warning to us as Americans.

Increases in self-centeredness

Humility and self-sacrifice have been increasingly devalued relative to self-centeredness and self promotion. Again, technology has been one contributor to this trend, with “cyberspace” at the fore.

Platforms such as MySpace and Facebook promise increases for opportunities for social interaction. But research consistently shows that in most cases, these interactions are characterized by greater social distance and superficiality than they’ve been in the past. In addition, cruelty and abusiveness are more common in cyberspace than they are in other domains.

Also contributing to increasing levels of self-centeredness are poorly thought out trends in education and childrearing. Psychologists warn us that narcissism has shown sharp increases in recent decades, and trace its increase to ill-conceived schemes for artificially raising children’s self-esteem (e.g., grade inflation and undeserved praise).

The results? Higher levels of arrogance and narcissism than ever, along with the predictable increases in callousness and

(See “Leadership and Success” on page 34)

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FOR SALE- (ZC2114) 381 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 \$189,000**

FOR SALE- (ZC2122) 124 NORTH CHESTNUT STREET, BOYERTOWN- 3,325SF PLUS LOWER LEVEL (BASEMENT)-60% FINISHED. CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. **ALSO FOR LEASE-\$2,500 PLUS UTILITIES. Reduced \$189,900**

FOR SALE- (ZC2124) 115 HIGH STREET, POTTSTOWN- DOWNTOWN RESTAURANT WITH SOLID FINANCIAL RECORDS. SALE PRICE INCLUDES FURNISHINGS AND SOME EQUIPMENT, AS WELL AS BUSINESS NAME. SELLERS WILL CONSIDER SOME OWNER FINANCING AS WELL AS HELPING TO TRAIN NEW OWNER. CALL FOR DETAILS ON FINANCIALS, FURNISHINGS AND EQUIPMENT LIST. **\$174,900**

FOR SALE- (ZC2132) 3875 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- (ZC2134) 1508 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- (ZC2137) 656 POTTSTOWN PIKE, CHESTER SPRINGS- 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 100. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. **\$2,588,000**

FOR SALE- (ZC2140) 1538 S. HANOVER STREET, POTTSTOWN- THIS PROPERTY HAS A SMALL HOUSE WHICH IS CURRENTLY LEASED. THE LAND IS PRESENTLY USED AS A DRIVING RANGE USING ABOUT 10 ACRES. THE BALANCE OF THE LAND IS FARM FIELDS. THE PRESENT ZONING IS R1 SINGLE FAMILY RESIDENTIAL. UNDER THE ZONING IT ALLOWS FOR NURSING HOMES. PUBLIC SEWER IS AVAILABLE. **\$2,000,000**

FOR SALE- (ZC2144) 1033 E. HIGH STREET, POTTSTOWN- BEAUTIFUL SINGLE STONE BUILDING COMPRISED OF 3 RENTAL UNITS AND A GARAGE. 1ST FLOOR OFFICE. 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- (ZC2146) 1031 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 \$555,800**

FOR SALE- (ZC2151) POTTSTOWN AUTO BODY/AUTO REPAIR SHOP- 3,000SF, 5 BAYS, PAINT BOOTH, 4 OVERHEAD DOORS. BUILDING IS IN GOOD CONDITION WITH REAR FENCED AREA FOR STORAGE. READY FOR YOUR BUSINESS. **Reduced \$120,000**

FOR SALE- (ZC2152) 323 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 \$164,900**

PENDING- (ZC2153) 13325 KUTZTOWN RD, FLEETWOOD- 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**

FOR SALE- (ZC2154) BERKS COUNTY 42.8 ACRES- Rt. 100 & MONTGOMERY AVE. NEW BERLINVILLE. MANY POSSIBILITIES, LOCATED ON MAIN HIGHWAY. CALL FOR DETAILS. **\$3,500,000**

FOR SALE- (ZC2155) BERKS COUNTY 27.43 ACRES- MONTGOMERY AVENUE & ROUTE 100, NEW BERLINVILLE. POTENTIAL DEVELOPMENT. PREVIOUS PLANS AVAILABLE. CALL FOR DETAILS. **\$1,000,000**

FOR SALE- (ZC2157) 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 AWW. HEAVILY TRAVELED MAIN ARTERY. ATTRACTIVE OWNER FINANCING. **\$323,800**

FOR SALE- (ZC2158) 360 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. **\$464,000**

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

FOR SALE- (ZC2164) 4 ASH ST., W. POTTSGROVE- .96 ACRE COMMERCIAL VACANT LOT SITUATED CONVENIENTLY ON ROUTE 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. **\$124,000**

FOR SALE- (ZC2165) 117-119 N. FRANKLIN STREET, POTTSTOWN- GREAT OPPORTUNITY TO OWN AN INCOME PRODUCING MULTI-UNIT PROPERTY. 2 ATTACHED BUILDINGS WITH ONE COMMON BASEMENT. EACH BUILDING HAS ITS OWN TAX ID# AND SEPARATE UTILITIES. BUILDING #117 HAS THREE (2) BEDROOM UNITS AND BUILDING 119 HAS TWO (2) BEDROOM UNITS. CALL FOR DETAILS. PRICE INCLUDES PARCEL ID# 16-00-10423-004. **\$179,500**

FOR SALE- (ZC2167) 1268 Reading Rd., Bensalemville - 4,380SF OFFICE BUILDING- 9 PRIVATE OFFICES AND 5 WORK STATIONS ON LARGE MACADAM PARKING LOT IN LANCASTER COUNTY. CLOSE TO TURNPIKE, READING AND NEW HOLLAND. MINT CONDITION! USES INCLUDE MEDICAL, LEGAL, INSURANCE OR RETAIL. **Reduced \$350,000**

FOR SALE- (ZC2171) 342 S. STREET, POTTSTOWN- INVESTMENT PROP. CONTAINING 2 BUILDINGS. FIRST BLDG. CONSISTS OF 3 APARTMENTS W/ 1-3BR, 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. **\$168,000**

FOR SALE- (ZC2172) 56 S. ADAMS ST., POTTSTOWN- BORO OF POTTSTOWN COMMERCIAL BUILDING WITH A LARGE SHOWROOM AND PLENTY OF STORAGE SITUATED RIGHT OFF HIGH ST. IN EAST POTTSTOWN. OFFSTREET PARKING IS AWW. CURRENTLY ZONED TTN. PRICED TO SELL @ **\$79,000**

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FOR SALE- (ZC2177) 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. **\$990,000**

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SOLD- (ZC2148) 302 STATE STREET, HAMBURG-

SOLD- (ZC2168) 213-215 PINE FORGE ROAD, PF-

SOLD- (ZC2168) 558 E. HIGH ST., POTTSTOWN-

PENDING- (ZC2158) BERKS COUNTY 9.78 ACRES-

FOR SALE- (ZC2179) 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- (ZC2182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$12,000**

FOR SALE- (ZC2183) 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. **Reduced \$250,000**

FOR SALE- (ZC2184) 4.26 ACRES ZONED COMMERCIAL- FULL SERVICE GARAGE, MOTOR HOME CONSIGNMENT DEALERSHIP PLUS 4 RESIDENTIAL RENTAL UNITS. **\$900,000**

FOR SALE- (ZC2187) 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 \$82,000/YR. CALL FOR DETAILED INCOME AND EXPENSES. **\$219,900**

FOR SALE- (ZC2188) 112 ACRES OF PRIME DEVELOPMENT LAND- 1/3 MILE FROM I-76. NEW BETHEL PARK AND NEW PET SMART & DOLLAR GENERAL DISTRIBUTION WAREHOUSES. **\$4,000,000**

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LEADERSHIP AND SUCCESS

(Continued from page 32)

insensitivity to others. Those who believe that high self-esteem is the answer to our social and economic problems should take note that it is highly characteristic of anti-social types such as bullies and con artists.

The "dumbing down of America"

Related to these other trends is the one I find most disturbing: A growing preference for foolishness. Television has carried the torch in terms of promoting this trend in our society, and the contents of its programming shows that America's love of the insipid is at an all time high and growing.

Commercials are more numerous than ever and increasingly appear to be designed to do two things: (1) appeal to dumbness, and (2) to dumb the audience down even further. With a full range of digitally generated visual effects to draw on, advertisers now furiously present the viewing public with ads with little or no meaningful product information and as much silliness and unreality as their software engineers and writers can cook up. The foolishness reaches its peak levels on Super Bowl Sunday, when viewers gather to watch streams of commercials interrupted by an occasional football play.

What some viewers find inane and insulting, substantial numbers of other viewers find highly appealing and worthy of their attention. As a long-term student of social influence and persuasion, I'm genuinely concerned at the extent to which television producers have hijacked the hearts and minds of Americans. It's influence on a scale that we've not seen since Nazi Germany.

Social pathologies abound

All of this entertainment, instant gratification, and self-indulgence have not made people happier. Psychologists who study life satisfaction report that depression, sui-

cide, and feelings of alienation are more common than they've ever been.

We've managed to engineer a society in which a lot of factors that undermine self control, civility, and well being have become common and accepted fare. It's not surprising that the vast majority of Americans perceive us as "going in the wrong direction."

Reversing the trends

If we don't like the direction things are going, our best bet is to ask serious questions of ourselves. To what extent do we as individuals contribute to those things we claim we don't want?

How are the ways that we run our schools, raise our children, and entertaining ourselves contributing to the problems we see? Can we really expect "the government" to be less dysfunctional when it's a reflection of how its citizens themselves think and act?

Few people see the country as currently being on the right track, so in that regard we seem to have reached a consensus. But all we can really change for sure is ourselves, which is doable for all of us who are truly concerned about America's future.

According to Mahatma Ghandi, whose leadership liberated India from Britain's oppressive dominance, "We must become the change we want to see in the world." If we want our government to change, we'll have to lead the way ourselves. 🗳️

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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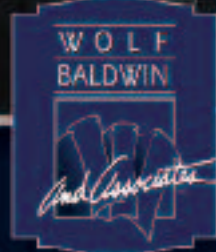
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PENNSYLVANIA Uniform Transfers to Minors Act — THE BASICS



LEGAL PERSPECTIVES

By Beth R. Silverman, Esq., Wolf, Baldwin & Associates, P.C.

The Pennsylvania laws governing the rights of minors (children under the age of 18) to own property can be confusing. While minors may own property, their legal ability to exercise rights in the property, such as entering into contracts for sale, mortgages, or other dispositions may be limited or disallowed completely if a formal trust is not established, naming an adult to make such transactions on behalf of the child. Furthermore, many people are uncomfortable making outright gifts to children under the age of 18 for lack of maturity and experience managing finances.

Establishing a trust can be costly and unnecessarily restrictive. A more cost-effective alternative, *The Pennsylvania Uniform Transfers to Minors Act* (PUTMA), located at 20 Pa.C.S.A. § 5301, et seq, permits a person or his or her legal representative to transfer assets for the benefit of a minor, while naming an adult Custodian who has the power to manage those assets until the minor reaches the age of majority. For purposes of PUTMA, the age of majority is age 21; however, the Act allows for the Custodian to manage the property until age 25 if the transfer is made by a Will, a Trust, as an Irrevocable Power of Appointment, or under a life insurance policy.

Provisions to establish a Custodian under PUTMA can be incorporated directly into the transferor's Will, Trust, or life insurance beneficiary designation by including the statutory wording: "as custodian for (name of minor) under the Pennsylvania Uniform Transfers to Minors Act." Absent any similar language, if property is transferred to the minor, and a

trust was not established, the PUTMA will generally apply. Custodian designations may also be changed by filing a Change of Ownership form with most financial institutions who manage PAUTMA accounts.

The types of property that may be contributed to a PUTMA account are listed in 20 Pa.C.S.A. § 5309, and include the following:

1. An uncertificated security or a certificated security in registered form;
2. Money paid or delivered to a broker or financial institution;
3. The ownership of a life or endowment insurance policy or annuity contract;
4. An irrevocable exercise of a power of appointment or an irrevocable present right to future payment under a contract;
5. An interest in real property;
6. A certificate of title issued by a state or the Federal Government which evidences title to tangible personal property; and
7. An interest in any other type of property as long as the words above are used and the custodian acknowledges receipt of the custodial property.

(See "Legal Perspectives" on page 36)

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LEGAL PERSPECTIVES

(Continued from page 35)

While administration of a PAUTMA is not as regulated and scrutinized as that of a formal trust, the Custodians are not without specific required standards for their fiduciary duties. All assets are to be used for the benefit of the beneficiary. Custodians may be called upon by the beneficiary's guardian, parent, the Court, or even the beneficiary him or herself if over age 14, to provide an accounting of the assets. If the assets produce enough income to require tax returns, they will need to be filed.

There are tax advantages to establishing a PAUTMA. For income tax purposes, the first \$750.00 of growth in the account of a beneficiary under the age of 14 is tax exempt. The next \$750.00 of growth in the account of a beneficiary under the age of 14 is taxed at the child's income tax rate. Any growth over \$1,500.00 is then taxed at the parent's income tax rate. The growth in the account of a beneficiary age 14 and over is taxed at the child's rate only. Also, transferring assets to a PAUTMA removes the property for purposes of federal estate taxes, provided that the transferor is not the Custodian, and it has been at least three years since the funds were transferred. Furthermore, property may be added to the PAUTMA account at any time, allowing for planned savings over a number of years.

There are also some disadvantages to the PAUTMA. First, unlike a trust, which can allow a trustee to determine how assets are distributed to the child for as long as the Grantor desires, once the assets are distributed from a PAUTMA account, the beneficiary is in complete control of the property. Also, if the purpose of establishing a PAUTMA account is to save for college, a state-sponsored 529 Plan may be more appropriate because all of the growth is federal income tax free, and the PAUTMA may be counted as available assets for the purposes of the child's financial aid.

While there are several vehicles that enable a donor to transfer property to a minor, a PAUTMA account is one of the most simple and flexible ways to both protect the minor and protect property, both during lifetime and upon death. An Estate Planning attorney can advise you on which method is appropriate for your situation, and draft the documents necessary to accomplish your asset transfer goals. 📁

Beth R. Silverman, Esquire is an associate in the law firm of Wolf, Baldwin and Associates, P.C., which has offices in Pottstown, Reading, and West Chester. She earned her LL.M. in Taxation and a Certificate in Estate Planning from Villanova University School of Law in 2006. Her former experience includes serving as in-house counsel for Valley Forge Financial Group where she designed complex estate plans for high net worth and ultra high net worth clients. She may be reached by telephone at 610.323.7436 or by e-mail at bsilverman@wolfbaldwin.com.



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Local Law Firm Now Has Two Workers' Comp Specialists

Two local lawyers pass first-ever examination given

The attorneys of Wolf, Baldwin & Associates, P.C. recently announced the induction of two of their lawyers into the first ever group of Pennsylvania workers' compensation lawyers who have been certified as specialists. Attorneys Levi S. Wolf and Daniel E. McCabe sat for the very first Pennsylvania Workers' Compensation Certification Examination in March 2013, and were recently notified that both had passed the test. As a result, Mr. Wolf and Mr. McCabe have both been certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court.



Levi S. Wolf



Daniel E. McCabe

Up until this test, the Pennsylvania Supreme Court had not authorized any attorneys in Pennsylvania to refer to themselves as "specialists" in any discipline. To qualify to take the specialty certification examination, the attorneys underwent a rigorous application process, including providing documentation to establish that they have been actively engaged in the practice of law for a minimum of five years, they have handled a

broad spectrum of the different types of cases which arise in workers' compensation practice, and that they devote a minimum of 50 percent of their practice to the specialty field of workers' compensation. After qualifying to sit for the four-hour test, they then had to pass the test, which included multiple choice and essay questions.

"The exam was challenging to say the least," said Attorney Levi S. Wolf. "But it was heartening to see that the people in the room taking the test were the same people who we see in court handling workers' compensation day after day. There was no one in that room who did not devote a significant amount of his or her professional time to workers' compensation." The test was offered in Philadelphia, Mechanicsburg, and Pittsburgh.

Wolf has handled workers' compensation cases since 1996, after he joined his

father Jack F. Wolf in the firm, where Jack has practiced since 1972. McCabe joined the firm in 2006 after working as both a workers' compensation claimant's attorney and also as a defense attorney. Both Wolf and McCabe have been named "Awesome Attorneys" by *Suburban Life Magazine*, and Wolf has been named a Rising Star by Pennsylvania Super Lawyers.

The firm maintains a website devoted to workers' compensation law which contains numerous articles to help educate injured workers. It can be found at www.worker-scomplawyerpa.com. Attorneys Wolf and McCabe can be reached at 610.323.7436. They offer free consultations in workers' compensation cases, and regularly evaluate new claims as well as attempts to modify, suspend, or terminate clients' benefits. They also analyze cases for settlement. ■

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Registration for the fall and summer sessions is currently underway. To learn more about adult programs at CMS please call 610.489.3676 or visit www.cmsmusic.org. 🎵

PROFILE

Kirlin's Mower
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I also have 14 years' experience as a service technician in a Yamaha and EZ Go golf car dealership. I handle, sell and repair used golf cars.

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MESSAGE FROM THE CHAIRMAN

AS WE COME TO THE END OF ANOTHER CHAMBER PROGRAM YEAR...

Thank you for being a member of the TriCounty Area Chamber of Commerce.

SUPPORTING COMMERCE

The Chamber has launched some new initiatives aimed at helping Chamber Members grow their business. We hope you have placed your **2013 Chamber Member Decal**, one of those initiatives, in a visible location. Hopefully in various correspondence from the Chamber, you have seen how consumer awareness of your Chamber Membership is very beneficial to your business – as stated in the 2012 Shapiro study.

CREATING CONNECTIONS

The Chamber had the opportunity to host some successful events this past fiscal year:

The Chamber hosted a very successful Take Our Daughters and Sons to Work Day Luncheon on April 25. Refer to page 46 where you can find a recap of this year's event.

The Annual Chamber Night at the Reading Fightin' Phils was held on April 26. Please refer to page 41 for more information.

Members have had the opportunity to learn more about the products made right here in the tri-county area during our "Made in the Tri-County Area Tours." I was happy to host the most recent tour, held on May 23 at Martin Stone Quarries, Inc. Thank you to all those that participated.

On May 10, the Chamber hosted its second Chick-fil-A Leadercast. This day long event provided attendees with ideas on how to Simply Lead. I highly recommend that you attend next year's Leadercast on Friday, May 9, 2014. See page 47 for a recap of this year's event.

The Chamber's 2013 Annual Dinner was held on May 30, 2013. In a presentation full of innovation strategies, Michael Araten, President & CEO of The Rodon Group & K'NEX, shared his survival guide for businesses in the 21st century. From networking during the social hour to the 3rd Annual Casino Night at the end of the evening, the 2013 Annual Dinner turned out to be a fantastic evening to spend with fellow Chamber Members. Please check out the July issue of the Route 422 Business Advisor for a wrap up and photos from the evening.

BUILDING COMMUNITY

At some of our recent board meetings we have had the opportunity to listen to a few presentations regarding issues that affect the tri-county area. Earlier this spring, we had the opportunity to have a presentation on the Keystone Transportation Funding Coalition (KTFC). KTFC is united under one goal – that a comprehensive solution to the transportation funding problem in Pennsylvania is critical for the safety and quality of life in Pennsylvania.

At their April meeting, the Chamber Board voted to join the coalition. At our board meeting in May, Dave Kraybill and Anna Brendle of the Pottstown Area Health and Wellness Foundation presented details pertaining to a project that they are working on with the Pottstown Metropolitan Regional Planning Committee focused on the hiring of a Pottstown Regional Recreation and Parks Coordinator.

The Chamber's Pro Business Council has been busy this past program year – please refer to last month's Newsmagazine article to read more about the Pro Business Council.

Please join us for our final breakfast of the Chamber's 2012 – 2013 program year. The June 13 Breakfast will focus on the topic of Health Care – a topic that the Membership is most concerned about as determined from the results of the Pro Business Council's January 2013 Survey. Joseph F. Shirley, Employee Benefits Consultant, Maillie, LLP will present "Health Care Reform and Employer and Individual Mandates and Penalties." June's Breakfast is from 7:00 AM – 9:00 AM at Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464.

On a final note – there have been a few changes to the Board over the past year. We have had the opportunity to welcome two new Board Members. Bill Breslawski, CPA at Maillie, LLP, joined the board in January 2013. Frank Strunk, Senior Vice President of National Penn Bank, replaced Evan Hand's position on the board in April 2013. Also, effective June 30, 2013, Matt Campbell, Facility General Manager of Global Advanced Metals, will be stepping down from the Board of Directors. We welcome the participation of our new Board Members, we thank Matt for his support and we thank existing Board Members for their commitment to the Chamber!

Ultimately – we thank you for your participation in this business advocacy organization and your ongoing support.

Rod Martin

TCACC Chairman of the Board



TRICOUNTY AREA
CHAMBER OF COMMERCE

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

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– unknown author

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(ACCORDING TO TCACC RECORDS)

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Tri County Area Federal Credit Union

25 YEARS

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20 YEARS

Economy League of Greater Philadelphia

10 YEARS

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1 YEAR

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Are you Celebrating 25, 50, 75 Years?

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



TRICOUNTY AREA CHAMBER OF COMMERCE

LEARN WHAT THE CHAMBER HAS TO OFFER

Thursday, June 6, 3:30PM & Tuesday, June 18, 8AM

Chamber's Conference Center,

152 E. High St., Suite 360, Pottstown PA, 19464

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

CHAMBER MEMBER UPDATES

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

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



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CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE

TRICOUNTY AREA
CHAMBER OF COMMERCE

EVENTS

Thurs., June 6
3:30 PM
CHAMBER 101
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., June 18
8 AM
CHAMBER 101
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

Thurs., June 13
7 – 9 AM
MEMBERSHIP BREAKFAST
Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
Joseph F. Shirley, Employee Benefits Consultant, Maillie LLP will present on the topic of “Health Care Reform and Employer and Individual Mandates and Penalties”. The presentation will focus on the mandates and penalties for employers to offer Affordable Health Coverage to employees and for individuals to acquire Health Coverage.
\$25 per Member; \$50 per non-member
Sponsored By: Main Line Financial Advisors, LLC; O'Donnell, Weiss & Mattei, P.C.; Yucha & Associates

Tues., June 18
11:30 AM – 1:30 PM
WOW LUNCHEON
Frederick Living, 2849 Big Rd. (Rt. 73), Frederick, PA 19435
Tori DeSimone, a “beauty guru” with thousands of followers on Youtube, may only be 15 years old but she already has a steady stream of repeat customers for formal events and live demonstrations. She will be presenting “Make-Up Essentials for Everyday Professional Women”. Tori will cover the tools and cosmetic products for both business during the day and for after hours events. Make-up demonstrations and make-overs will be available for anyone interested.
Members Only; \$28 per Member (prepaid); \$36 per Member (invoiced)
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Weds., June 19
4:30 – 6:30 PM
JUNE BUSINESS CARD EXCHANGE
Delaware Valley Christian Camp, 33 Camp Rd., Douglassville, PA 19514
Enjoy hamburgers and hotdogs on the grill, great networking, and demonstrations of the camp's new climbing tower and zip line. Casual attire accepted.
Members Only; No Charge
Sponsored By: Delaware Valley Christian Camp

SAVE THE DATES

Tues., July 23
8 – 10 AM
JULY BUSINESS CARD EXCHANGE
Chamber Rooftop Deck, 152 E. High St., Suite 360, Pottstown, PA 19464
Other Sponsorship Opportunities Available
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Mon., Sept. 16
10:30 AM
11 AM
12 PM
4:30 PM
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ANOTHER SUCCESSFUL CHAMBER NIGHT WITH THE READING FIGHTIN' PHILS!



Thanks to all the Chamber Members who attended this event! 4,500 Chamber tickets were turned in at the game held Friday, April 26th. This night brought in a great crowd for the Reading Fightin' Phils game against the New Hampshire Fisher Cats. The event would not have been possible without the help of our Chamber Member sponsors and the support of the Fightin' Phils!

Thank you to the following sponsors who participated in making this event successful:

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***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.

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<http://tricountyareachamber.com/refer-a-business/> or scan this QR Code to refer a business now!

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- Dues?
- A Sponsorship Opportunity to Promote Your Company to Chamber Members?

You refer a business to us, they join, you receive a \$50 Referral Reward. It's that simple! The \$50 can be designated towards many Chamber programs and events, including your dues. Go to

We share your news
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SAVE

SAVE ON YOUR SUMMER EXCURSIONS!

If you are planning your summer excursions, remember YOUR Chamber offers consignment tickets to many summer attractions including: **Adventure Aquarium, Carmike Cinema, Dorney Park, Dutch Wonderland, Hersheypark, Knoebels, Movie Tavern, National Aquarium, Pennsylvania Renaissance Festival, Philadelphia Zoo, Please Touch Museum, Regal Cinema, and Six Flags Great Adventure!**

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

SHOP WITH CHAMBER MEMBERS AND SAVE

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

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

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

DISCOUNT FOR CHAMBER MEMBERS



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

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

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

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

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

MORE WAYS TO SAVE

Route 422 Business Advisor

The Chamber has a unique partnership with the *Route 422 Business Advisor* — TCACC Members are able to advertise in the newsmagazine at a discounted rate (distribution is over 10,000 monthly).

Package Sponsorship Opportunities

Purchase 3 or more sponsorship opportunities at one time and get a discount!

MyOSHASTore.com

Get discounts on labor law posters as well as updates on the ever changing laws.

Shipping Solutions

Save on FedEx, YRC, and UPS shipping rates.

Verizon

Receive a \$200 Verizon Visa® Prepaid Card when you purchase new or upgrade your existing services.

Creating
Connections

Building
Community

Supporting
Commerce



TRICOUNTY AREA
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WOW - WOMEN OF THE WORKFORCE

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

The next WOW Luncheon is **June 18th** from **11:30 AM to 1:30 PM** at **Frederick Living** in Frederick.



Tori DeSimone, a "beauty guru" with thousands of followers on YouTube, is only 15 years old but already has a steady stream of repeat customers. She will be presenting "Make-Up Essentials for Everyday Professional Women."

She will cover the tools for both business during the day and for after hour events.

Sponsored By: **Frederick Living & Schultz Technology**



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!

The Chamber would like to thank all of our recent sponsors!

Thank you to Schultz Technology for being the May Coffee Sponsor



Thank you Main Line Financial Advisors, LLC for being the Chamber's May Email Sponsor.



Thank you to the following companies for being the Chamber's May Newsmagazine

Insert Sponsors:



SUMMER INTERNSHIPS AVAILABLE

Are you or someone you know 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.

JOB POSTING & RESUME SERVICE

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

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!

APRIL BUSINESS CARD EXCHANGE

On April 23rd, Chamber Members gathered at Sly Fox Brewing Co. in Pottstown for the April Business Card Exchange. Members were able to network, enjoy food and beverages with fellow Chamber Members while touring the new Sly Fox Brewery.



1) From left to right: Al Patel, Comfort Inn & Suites of Pottstown and Drew Carlson, Independence Planning Group



2) From left to right: Darvin Levensgood, Manatawny Creek Winery, Inc.; Susan Davis, Pottstown Regional Public Library; Brian Loughnane, Synergy Environmental, Inc.



3) From left to right: Kimberly Lattanze and Cedric Lourie, Comcast Spotlight; Casey Fritz, South Eastern Economic Development Company of Pennsylvania; Dawn Carrion, Comfort Inn & Suites of Pottstown

Sponsored By:



The next Business Card Exchange will take place on **June 19th** from **4:30 to 6:30 PM**

at **Delaware Valley Christian Camp**, 33 Camp Rd., Douglassville, PA 19514.

Enjoy hamburgers and hotdogs on the grill, great networking, and demonstrations of the camp's new climbing tower and zip line. Casual attire accepted.

Register at tricountyareachamber.com, call 610.326.2900, or email kitty@tricountyareachamber.com to let us know you are coming.

Business Card Exchanges happen monthly, are for Members only, and are free of charge!



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TCACC ANNUAL DINNER

Thank You to Our Gold Sponsors



Maillie LLP - Certified Public Accountants & Business Consultants

Maillie LLP (formerly Maillie Falconiero & Company, LLP) is a CPA firm with over 60 years of experience in business, government and non-profit accounting, and business advisory.

They offer broad accounting capabilities to track, analyze and manage every financial aspect of your business, agency or organization. But where they excel is in recognizing that success is not just about the numbers. It's the story those numbers tell – and how they influence both the daily narrative and the next chapter in the life of your enterprise.

Maillie LLP is a "Top 25" Accounting Firm as ranked by the Philadelphia Business Journal, and in 2012, Inside Public Accounting named Maillie one of the "Top 200" firms in America. Today, they continue to grow, leveraging their six decades of experience to help their clients achieve success.



National Penn Bancshares, Inc., with approximately \$8.3 billion in assets, is a bank holding company based in Pennsylvania. Headquartered in Boyertown, National Penn Bank operates 120 branch offices comprising 119 branches in Pennsylvania and one branch in Maryland.

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

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



O'Donnell, Weiss & Mattei, P.C. has offices at 41E. High Street, Pottstown, PA and 347 Bridge Street, Phoenixville, PA. With 13 attorneys and a dedicated staff of fourteen, including a legal administrator, paralegals and legal assistants, they provide legal representation to clients throughout southeastern Pennsylvania.

The attorneys at OWM Law are committed to providing quality legal representation in the most expert and cost-effective manner when representing individuals, families, businesses, municipalities, banks, and charitable organizations. In addition, several OWM attorneys are also licensed title agents who conduct residential and commercial real estate settlements.

In order to provide clients with counsel and service from a dedicated group of lawyers, paraprofessionals

and staff - all experienced in a particular area of law - OWM is organized internally into 9 client-focused teams. This team structure allows OWM to handle both complex and routine transactions, providing the service and solutions our clients need and want, and on a timetable meeting our clients' expectations.

Those client service teams or Practice Groups are:

- Banking & Business Law
- Elder Law
- Family Law
- Litigation & Personal Injury
- Municipal/Zoning/Land Use
- Probate & Estate Administration
- Real Estate/Title Insurance
- Social Security Disability
- Wills/Estate Planning/Tax

Directions, individual attorney listings and additional information about OWM Law can be found on their website www.owmlaw.com.

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At Body-Borneman their goal is to provide our clients with the best coverage and service available, at the lowest net cost.

When it comes to protecting your assets, they believe in taking second place to no one.

With Body-Borneman, you'll experience the same personal service our first handful of clients received back in 1962. Many of them are still with them today. Perhaps more than anything else, they value their commitment to dedication, customer service, and innovation. This is nowhere better exemplified than in their three unique niche areas of in-house service: a dedicated Claims Administration Department; Bond Department; and their invaluable Risk Management Division, complete with the expertise of their staff Safety Consultants, committed to your workplace safety and profitability.

These are areas where they have truly worked hard to excel over the years.

Today, their 45 member staff services over 17,000 clients and works in four office locations, including a sophisticated 10,000 square-foot main headquarters facility, equipped with state-of-the-art automation to service your needs on demand.



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

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

Middleton is proud to partner with the TriCounty Chamber Foundation's "Leadership Tri-County" program, which equips new and emerging community leaders for nonprofit board service. Middleton is also a

member of the Founders Club for the Pennsylvania Free Enterprise Week, which is a program that creates an educational experience in which Pennsylvania youth work in diverse teams for a week to learn about private enterprise and what it means to our democracy.

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

Middleton employs approximately 580 people in Pennsylvania with the vast majority in the tri-county area. The average tenure of Middleton employees is ten years. About 170 retirees of Altria's companies reside in Pennsylvania and contribute to the state's economic base.

Altria and its operating companies actively support programs that strengthen and enrich the communities where its employees live and work. In 2012, the Altria Companies Employee Community Fund, which includes Middleton employees, donated \$172,000 to organizations based in greater Philadelphia.

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

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

Taxes paid by Altria and its companies, as well as taxes on tobacco sales, represented 5.5 percent of Pennsylvania's total tax revenue in 2012.

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



At Keller Williams Realty Limerick, they like to think they stand out from other real estate firms in many ways, but these areas in particular define Keller Williams Realty as an industry innovator and leader: Culture, Education, Profit Share, and Technology.

They are a company built and shaped by talented, driven real estate professionals who know the value of having a great career, accomplished colleagues, work-life balance, and a reputation for being the best in the business.

They are focused on providing their clients the best Real Estate service and look forward to earning your business. Please contact them at 610-792-5900.



Lewis Environmental, Inc.

Founded in 1996 by Thomas Lewis, Sr., Lewis Environmental is headquartered in Royersford, PA. Lewis' corporate facilities sit upon 18 acres of the former Buckwalter Stove Company location along the Schuylkill River.

Ownership in the business transferred to the second generation in 2010 and Richard Lewis credits the company's sustained growth to their commitment to the company's Core Values: Safety, Quality, Integrity and Accountability. Economic conditions as they are, the team at Lewis believes quality employees and a commitment to service are the keys to their success.

2012 saw the opening of two additional operations centers in Danville, Pennsylvania and New Castle, Delaware with an additional satellite office located in Marcus Hook, PA. These offices combine for more than forty new employees, and, along with the organic growth at the Royersford operations center, the company added nearly fifty full-time positions during the last calendar year.

Lewis' growth is attributed to their diverse service offerings including site remediation, industrial cleaning/maintenance, waste disposal and emergency response. Lewis has earned a reputation for producing the highest quality services utilizing the safest approach possible. They work alongside our customers, during planned remediation and emergency response projects in an effort to maintain a healthy balance between industry and the environment. The combination of delivering safe, high quality services and their commitment to satisfying their clients with professional and cost-effective solutions, has enabled Lewis to steadily expand their capabilities and service territory in order to meet the increasing needs of their customers.

Lewis employs a range of professional and field services personnel uniquely qualified and prepared to Manage the Expected and Respond to the Unexpected. Fully compliant with all Federal, state and local rules and regulations, Lewis's experienced staff efficiently manage a wide variety of environmental challenges every day. Lewis provides solutions and support for a variety of projects while ensuring utmost discretion 24 hours a day, 365 days a year.

Through the company's internal training and workforce development programs, efforts are underway to formalize the Lewis University which will place new and veteran employees through Operational, Managerial, Career Path and Industry-specific training. Many of the company's employees have advanced through the ranks, and due to the growth, the company realizes the importance of formalizing this development program.

Lewis is committed to smart, controlled growth and believed their platform of providing safe, high quality, reliable service, via some of the most talented people in the industry, will allow them to experience similar success in years to come.



Martin Stone Quarries, Inc. is a family owned and operated business in Bechtelsville. Martin Stone Quarries offers a wide variety of quarry products for many commercial and residential applications including stone for concrete, asphalt, roadway bases, bedding for pipe, special sand for sand mound drainage systems, and even Martin Infield Mix for baseball and softball infields.

In business since 1953, Martin Stone Quarries cares about their people. Using a combination of the latest technology in equipment, responsible mining practices, and ongoing safety training, Martin Stone Quarries strives for a safe and healthy workplace. Commitment is the key word when it comes to their interest in their community. They have been longtime supporters of many area programs including local baseball associations, Colebrookdale Township Shop with a Cop program and many others.

Martin families live in the area surrounding the business and care about the present and the future of its company, employees, and community. Martin Stone Quarries is and always will be dedicated to manufacturing a high quality product, providing excellent customer service, and recognizing the needs of our employees and our community.

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



The Pottstown Area Health & Wellness Foundation is a community non-profit organization whose mission is to enhance the health and wellness of area residents by providing education, funding, and programs that motivate people to adopt healthy lifestyles.

The Foundation awards grants to area non-profit organizations which use their resources and services to develop and enhance programs that support our purpose of promoting health and wellness. Through the nine years ending December 31, 2012, the Foundation has awarded more than \$20.9 million to support 528 grants (through over 100 different non-profit organizations).

Grant awards are based on defined priorities that include a focus on long-term improvement in healthy behaviors through schools, parks and social networks. Emphasis is placed on programs based around physical health and emotional well-being, in addition to providing learning opportunities and strategic planning to strengthen non-profits.

Community Health & Dental Care and Creative Health Services are two of the Foundation's larger grantees which exemplify the meaning of the community working together to improve the overall health and wellness of area residents. Local public and private schools are key avenues of incorporating nutrition and physical activity into the lives of area students. Other examples of the Foundation's grant dollars at work include Bike Pottstown, River Front Park, Boyertown Rotary Park, PEAK, YWCA Tri-County Area, Pottstown Cluster and Pottstown Area Senior Center.

In short, the Foundation's role is to help area residents improve their health and well-being every day. By doing so, we are creating a more dynamic and more vibrant community in which to live.



Building Relationships for Better Business

At Susquehanna Bank, building enduring relationships with customers is the key to success. For more than a century, businesses and families have been relying on Susquehanna Bank to help them save, borrow and invest. Over the years, the bank's team has developed valuable experience that they put to work for customers each day.

Founded in 1901, the bank has grown to encompass more than 260 branches in Pennsylvania, New Jersey, Maryland and West Virginia. It is part of Susquehanna Bancshares, Inc., a holding company that also includes subsidiaries that offer other valuable financial services, such as commercial leasing, asset management, insurance, retirement planning and pension programs for businesses.

Susquehanna Bank can offer a wide variety of loans and financing for expansion, construction and operating equipment. The bank is an SBA Preferred Lender. For small business lines of credit, it offers standardized terms, simplified applications and streamlined processing to allow for quick review of loan applications.

Susquehanna Bank also offers an array of services for consumers, from deposit accounts and loans to mortgage services. The bank continually works to offer greater convenience, and customers can take advantage of internet, mobile and text banking services.

tage of internet, mobile and text banking services.

To discover more about how Susquehanna Bank can help you achieve your financial goals, please visit them online at www.susquehanna.net, stop by one of our local branches or contact Katrina Belcher at 484.369.1399 or at Katrina.Belcher@susquehanna.net.

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Valley Forge Casino Resort located in King of Prussia is Pennsylvania's most exclusive casino resort. Come stay, play, dine, and unwind and enjoy all their resort has to offer:

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Valley Forge Casino Resort is the perfect venue for corporate meetings, trade shows, conventions and special events. Our experienced event specialists will work one-on-one with you through every detail, guaranteeing a memorable occasion with everything you need to plan your next function under one roof; Valley Forge Casino Resort is the ultimate meeting and event playgroup.

CASINO

Valley Forge Casino Resort is the region's only full-amenity gaming resort with live table games and all the latest and greatest slot machines.

From the excitement, sound, décor, vibe and vast selection of games, there's no question that Valley Forge Casino Resort is the classier place to play. Choose from table games like Blackjack, Craps, Roulette, Pai Gow Poker and Mini and Midi Baccarat or make your way to your favorite slots for even more ways to win.

DINING

Valley Forge Casino Resort offers a feast for the senses, with dining that promises to delight all tastes and appetites.

Discover the trailblazing selection of American wines while enjoying the freshest seafood and finest steaks at Pacific Prime.

Indulge in authentic Italian cuisine and an exceptional wine list at Viviano.

Looking to kick back? Grab a pint at Valley Tavern or enjoy three micro-restaurants offering quick and tasty options from burgers to sushi.

**STAY TUNED
NEXT MONTH FOR
MORE COVERAGE
ON THE
ANNUAL DINNER**



POWER NETWORKING BREAKFAST

On April 30, 2013 a group of Chamber Members eager to network gathered at Keystone Villa at Douglassville for a Power Networking Breakfast. Attendees began the morning by getting a few tips



from a Chamber networking pro Matt Robb of M&T Bank. Then, they rotated from table to table to promote their products and services with a one-minute commercial. Stay tuned for the next Power Networking event in the fall!

RIBBON CUTTING



KEYSTONE VILLA AT DOUGLASSVILLE

1152 Ben Franklin Highway East, Douglassville, PA 19518

Keystone Villa's groundbreaking for the Personal Care residence expansion accommodating three programs: Personal Care, Enhanced Personal Care and Secured Memory Care.

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"Take Our Daughters And Sons To Work Day" Luncheon

Chamber Members and their daughters and sons came together at Brookside Country Club on April 25th for the Chamber's first "Take Our Daughters and Sons to Work Day" Luncheon. We are very pleased to report what a successful event this was. Over 100 Chamber Members and their children joined us! Thank you to everyone who participated in this event.

This event included activities for the kids such as an opportunity to make and exchange their own business cards and practice their networking skills.

To help celebrate the achievement of young people in our community and to inspire others to aim high the Chamber honored members of the Spring-Ford Girls State Champion Basketball Team for their accomplishments.

The speaker for this event was Kevin Ostromecki, a 2012 Boyertown grad who started his own custom shoe design company, Altix Clothing. Ostromecki told the story of how his company has grown and gave words of inspiration to the young people in the audience. "Follow your dreams, push for what you want to achieve," said Ostromecki in his presentation.

Diamond Credit Union President & CEO, John Faust, said this about the event:

"I wanted to congratulate the Chamber for what I've viewed as a highly successful, inaugural Take Our Daughters and Sons to Work Day event. I truly felt that the program made a positive and inspirational impression on the approximately 75 young boys and girls in attendance."

Diamond was pleased and honored to help make this event possible and we look forward to doing so in the future as we hope that the Take Our Daughter and Sons Work Day event becomes a recognized regional leadership event to mentor and promote our community's youth."

**A special thank you
to our sponsors for this
event Diamond Credit Union
and Montgomery County
Community College.**



Spring-Ford Girls State Champion Basketball Team receiving their award at the Luncheon.



TCACC President, Eileen Dautrich, and her daughter Ashley at the "Take Our Daughters & Sons to Work Day" Luncheon.



Putting a little twist on the title of the event - Kevin Ostromecki brought his parents - Arlene and Walter - to work instead of vice versa.

**Another thank you to
Greater Pottstown SHRM
for partnering with the
TriCounty Area Chamber to
bring you this presentation.**



Kevin Ostromecki, Altix Clothing, gave the keynote address at the "Take Our Daughters and Sons to Work Day" Luncheon.

Kids learned to network and exchange business cards!



And - a special thank you to Sealstrip Corporation for organizing and providing all of the necessary supplies for the business card activity.

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

Chick-fil-A LEADERCAST®

TRICOUNTY AREA CHAMBER OF COMMERCE



Attendees participating in a Navy Seal exercise with Chick-fil-A Leadercast speaker LCDR Rorke Denver

On May 10, 2013, the Chamber held the Chick-fil-A Leadercast for a second year. It was a full day of leadership training by world-renowned speakers broadcast to 750 locations around the world from Atlanta and the tri-county area was one of those locations!

Speakers for the event included:

- 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

It was a day full of inspiration and motivation. Attendees were even given opportunities to give back by writing personalized notes to the women and men serving in our military overseas at lunch and donating to the World Vision Micro Loans program!

Next year's Leadercast is already scheduled! Mark your calendars for May 9, 2014.



THANK YOU TO OUR SPONSORS!

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Also, thank you to
Chick-fil-A of Royersford
for providing breakfast,
lunch, & snacks for the day
and to **Coventry Christian
Schools** for providing the
facilities for the day!

BLOOD DRIVE

On May 6, 2013, the Chamber held a blood drive through the Miller-Keystone Blood Center. The Chamber collected 10 units which is 30 lives saved through blood donation! The blood collected plays a critical role in the care of premature infants, cardiac patients, accident/trauma victims, cancer patients, and burn victims. Check the Chamber calendar at tricityareachamber.com for our next blood drive. Thank you to those that participated!



GET PREPARED FOR NONPROFIT BOARD LEADERSHIP IN JUST 10 MONTHS

**Join Leadership Tri-County and
Be a Leader in the Community**

- Program runs from September 2013 to June 2014
- Participants meet once a month for programs covering topics such as: Arts & Culture, Business, Communications, Economic Development & Infrastructure, Education, Government, Health & Human Services, and Justice
- Participants tour the community and attend a variety of meeting and events in the area as well as participating in educational workshops.
- Participants will complete a group project on behalf of a local Chamber Member non-profit organization.
- Upon completing, participants are accepted into active service with a local board or committee of a local non-profit organization.

**Please contact Kitty Papp or
Eileen Dautrich at 610.326.2900 or
kitty@tricityareachamber.com
or eileen@tricityareachamber.com
to obtain an application or
for more information.**

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THE BRIDGE TO PENNSYLVANIA'S FUTURE



Shayne Trimbell,
Project Coordinator,
GVF Transportation



On May 3, Senator John Rafferty (R-44) introduced Senate Bill 1 of 2013, a comprehensive transportation funding bill entitled "The Bridge to Pennsylvania's Future". The bill will increase funding for transportation infrastructure, and save costs within PennDOT. The bill closely follows recommendations made by Governor Tom Corbett's Transportation Funding Advisory Commission; the commission released a report on transportation funding options in 2011. The bill proposes an additional \$2.5 billion annually in addition to the \$4.5 billion currently spent on infrastructure.

The Bridge to Pennsylvania's Future increases funding for critical infrastructure such as bridges, roads, freight rail, passenger rail, ports, aviation, and bicycle and pedestrian infrastructure. The bill also reduces operating costs within PennDOT by extending the length of time on vehicle registration and driver's licenses. Included in the bill is a program to bundle bridge repair and replacement to save time and money.

Achieving the increased revenue comes with increase costs for residents. The costs, however, will be introduced over time and some come with a greater convenience. The largest block of funding comes from uncapping the Oil Company Franchise Tax. The Oil Company Franchise Tax is a tax levied on the wholesale price of fuel prior to distribution. The current tax was capped in 1983 at \$1.25 per gallon, which was not an issue until 2007 when the wholesale price of fuel rose above the cap. By removing the cap on the taxable value, almost \$1.8 billion dollars will be infused into the transportation fund. To accompany this increase, the retail gas tax (which is paid at the pump) will be reduced from \$0.18 per gallon to \$0.11. The bill raises

fees on moving violations, vehicle registration, and driver's license in addition to the fuel taxes. Under the legislation, vehicle registration will increase from \$36 annually to \$52 bi-annually; driver's license renewal will increase from \$29.50 for four years to \$42 for six years; commercial vehicle registrations also increase, along with various permits required to haul products on public roads.

With all the additional revenue, many programs will see an increase in funding, as well as the creation of new programs. The bill makes significant investments in our public transportation network statewide: the Public Transportation Fund increases annual revenue from \$250 million per year to \$450 million per year. The bill invests in areas often neglected: aviation, rail freight, rail passengers, ports and waterways, and bicycle and pedestrian mobility through the Multi-Modal Fund.

A noteworthy new program introduced in the bill is the Bridge Bundling Program. The program enables PennDOT to bundle repair and replacement for bridges that share similar designs in geographic proximity to each other under a single contract. The program saves both time and money in the design and construction phases of the contract. The program is not limited to state owned but also includes municipal owned bridges. The intent is to accelerate the repair and replacement of the 6700 structurally deficient bridges in the state.

The Bridge to Pennsylvania's Future is a bold plan to fund our critical infrastructure. Without additional revenue to maintain and rebuild transportation infrastructure, conditions will continue to decline. This bill represents an opportunity for our leaders to set the course for improved transportation options that will facilitate economic growth. We will be following this bill closely as it advances through the legislative process.

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

MARKETING WITH THE CHAMBER



Ashley Slaughter

As stated in the Message from the Chairman, the Chamber's 2012-2013 program is winding down. We have been working non-stop this year to bring you the best opportunities to grow your business and we are already beginning to plan the next year of events, but it isn't over quite yet.

June 13th is the Chamber's last Membership Breakfast of the program year. The presenter, Joseph F. Shirley, Employee Benefits Consultant, Maillie LLP, will speak on the topic of *Health Care Reform and Employer and Individual Mandates and Penalties* at the Breakfast. While this presentation will be very informative and help you and your company take steps to understand the mandates and penalties for employers to offer affordable health coverage to employees, and for individuals to acquire health coverage, it is also a great **networking event**.

We have a lot of ways for you to market your company to the membership. You can be included in our weekly emails, have a flyer inserted into the newsmagazine, post your company information around our office, not to mention the many event sponsorship opportunities we offer to help your business get noticed. We will have more

information on these opportunities coming soon for the 2013-2014 program year, but right now we have an excellent opportunity for you to network!

Providing opportunities for you to network with others local businesses and organization is what we live for here at the Chamber. We are always asking the question: How can we create effective opportunities for our Members to connect?

Since our last Membership Breakfast in March, we have had 12 new businesses join the Chamber and they are all invited to the June Breakfast! Use this opportunity to make connections with these new Chamber Members and take time to reconnect with some of our more seasoned Members.

Join us on June 13th and market your business to the Chamber by networking. We schedule in time for you to network from 7-7:30 AM, so make sure to arrive promptly at 7 AM!

June Membership Breakfast

HEALTH CARE REFORM AND EMPLOYER AND INDIVIDUAL MANDATES AND PENALTIES

Ashley Slaughter, Marketing and Communications Assistant, TCACC

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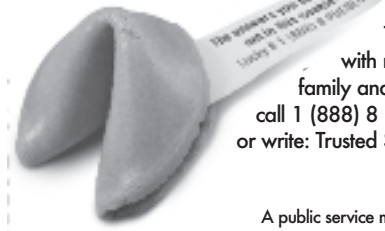
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COVER STORY

(Continued from page 6)

"I think we have a great staff," Hallman continued. "Larry Hoffman heads up Chummy's Lounge and does an excellent job." SunnyBrook also recently brought Graham Crouse on board, as general manager. Crouse was a long-time manager of The Loft at Limerick Golf Course and the Sandtrap Grille. "It's unusual to get a guy who has experience in both the restaurant and the entertainment business, as well as with weddings," Hallman said. "We're really pushing to get more weddings, and he has experience in that."

Expos, wedding receptions, family reunions, community gatherings, high school proms, political rallies, and the magic of Big Band music and other events have once again come alive in the Grand Ballroom. Professional organ builders donated their time to completely rebuild and update SunnyBrook's historic organ, a 1928 opus 101, theatre pipe organ named "Ursula." Delicious Sunday Brunches and happy-hour celebrations on the outdoor deck at Chummy's Lounge are once again gaining popularity at SunnyBrook.

But the task of revitalizing this venerable institution is not yet complete. The Foundation has secured \$750,000 in state and

HUD grants, to construct a two-story shell replacing the north alcove, the last remaining part of the structure to be rehabilitated. "We need to have matching money for \$250,000 of it before we can start construction," Hallman explains. "And that \$1 million then will build the shell of it," he said. "It will not build everything."

An additional \$850,000 will be required to complete the 15,000-square foot two-story addition that will eventually house a new catering kitchen, additional restrooms, and new adaptable conference/performing arts rooms to accommodate multiple events simultaneously, and break-out sessions for larger corporate events and meetings.

"That's what we want there," Hallman said. "That means we'll have flex rooms on the second floor, which will make this into a true convention center. Groups will be able to come here with 600-800 people, sit in the ballroom, do their thing, break out into four, five, or six flex rooms, and then come back and join the larger group. That's what we really want."

"Not only that," adds Tom Oehme. "We can have an event going on in the ballroom, and at the same time could do a wedding for 150 people upstairs. We could do multiple things at one time, instead of using just the ballroom, and the little wine and cheese room, and the restaurant. We can do a lot

more. We can hold simultaneous events, with parking for 500 cars."

The Foundation will soon launch a capital campaign to raise the money needed to complete the Foundation's vision. "We do want to bring down the debt service," Hallman said, explaining that doing so will allow the community to have a non-profit self-sustaining arts/entertainment/conference center for everyone in coming generations to use.

"A lot of money has been sunk into this place," he said. "When we came in, in 2007 to try to renovate the place, we saved it from the wrecking ball. We dealt with the bank directly, and got a loan to buy it back. In 2007 we did many of the renovations. We had to rebuild the entire (south) alcove. We had to put footings and foundations under portions of the ballroom floor. There are hundreds and hundreds of thousands of dollars unseen here. We had to renovate it to look like it was, but there was a lot of work to it," he said.

"We need to raise about \$1 million to complete the restoration, and utilize the grants that are there," he continued. "I'm hoping we can get the support to do that." (Tax deductible contributions to "The SunnyBrook Foundation" are encouraged and can be made in person, by mail, by phone at 484.624.5187, or online at www.TheSunnyBrookBallroom.net.)

"We're really trying to make this place, as

flexible as it can be," Hallman said. "We want the restaurant and Chummy's Lounge to bring in a nice cash flow. But (the Ballroom) is the main supporting thing for the organization, and we need to emphasize it. We need more weddings here, more shows," he said. "We want everybody to know this is a non-threatening atmosphere, where everyone is welcome, regardless of political persuasion. We've had multiple presidents here. We want political events here. Come here non-threatened, and have your event."

Hallman emphasizes that all proceeds from the ballroom, restaurant and Chummy's Lounge go back into the preservation of the facility.

"We usually discount the rent for non-profits," Hallman continued. "If we get our rent, and we can have the bar open and make some money on the bar, it's a good event for us," he said. "Come down for your Christmas party, whether you have 25 employees or 50, or 150, or 400, we'll set things up for them, and we try to accommodate."

For additional information on SunnyBrook Ballroom, SunnyBrook Restaurant, and Chummy's Lounge, please call 484.624.5187, and visit www.TheSunnyBrookBallroom.net. "Like" SunnyBrook on FaceBook (SunnyBrook Ballroom, Restaurant and Lounge). Follow SunnyBrook on Twitter @SunnyBrookBall. 



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BUSINESS PROFILE

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Science and Health with Key to the Scriptures by Mary Baker Eddy is available to purchase or borrow from the Lending Library. It is published in 17 languages for spiritual growth and healing and is based on the King James Version of the Bible.

The international publication, *The Christian Science Monitor Weekly* is sold here. Free samples are displayed regularly in a dispenser on the sidewalk outside the Reading Room. It is also available Daily online at www.CSMONITOR.COM.

The Hours of the Reading Room are Monday, Wednesday, and Thursday from Noon until 4:00 PM except on major holidays. Phone: 610.323.7388. For information about Christian Science, click on www.christianscience.com.

PENN LIBERTY BANK VOTED TOP WORKPLACE 4TH CONSECUTIVE YEAR

Penn Liberty Bank has been recognized as a 2013 Top Workplace in the Philadelphia area by Workplace Dynamics for the 4th consecutive year.

The award is based on a comprehensive employee survey administered by Workplace Dynamics, conducted and announced by the *Philadelphia Inquirer*, with questions focused on company leadership, growth potential, career development, competitive compensation, family-friendly policies and other categories.

"We are honored that our employees have once again voted Penn Liberty Bank a Top Workplace. Their passion for providing superior customer service has distinguished us among banks within the Philadelphia region," said Patrick J. Ward, Chairman and Chief Executive Officer of Penn Liberty Bank.

Brian Zwaan, President and Chief Operating Officer of the bank said, "Our employees' dedication to excellence in customer service is the driving force behind Penn Liberty's impressive growth over these years."

ABOUT PENN LIBERTY BANK: Penn Liberty Bank is a community bank focused on providing personal, high touch service offering ten conveniently located branch offices throughout Chester and Montgomery Counties. Combining state of the art technology with highly talented, customer service oriented employees and a full suite of consumer and business products and services has resulted in the bank's growth to over \$540 million in assets.

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





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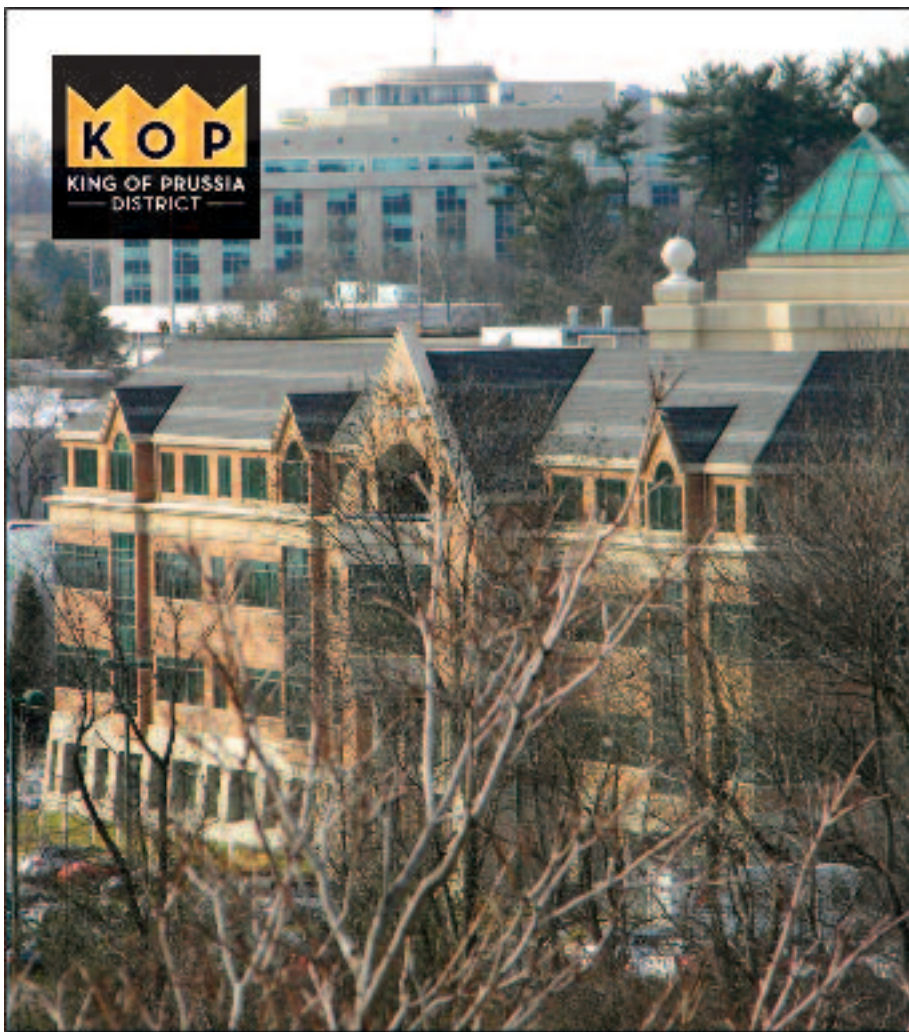
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**Not a complete listing of all leases. Leases signed/renewed before 5/7/13.*

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King of Prussia District Set to Launch Shuttle Bus Service to Regional Rail

theconnector Launches June 17, 2013

The King of Prussia District (KOP-BID) recently announced plans to launch a new commuter shuttle bus service, theconnector, for King of Prussia business park employees beginning June 17, 2013.

theconnector links the King of Prussia business park to Regional Rail at the Norristown Transportation Center and Wayne Station during the AM and PM rush hours. The comfortable, 14-passenger shuttles have free Wi-Fi, bicycle racks and are ADA compliant.

"For King of Prussia employees looking for an alternative to driving along congested roadways, theconnector is a viable and affordable solution," said Eric Goldstein, King of Prussia District Executive Director. "We hope to get people out of their cars, onto SEPTA's Regional Rail and then onto theconnector."

Tickets for the AM and PM shuttle service are \$1 per ride for employees of participating companies and \$2 per ride for all other riders. Ten trip ticket booklets are available.

Tickets can be purchased at:

- KOP-BID Office: 234 Mall Boulevard, Suite 150, King of Prussia PA 19406
- GVF Office: 1012 W. 8th Ave., Suite A, King of Prussia PA 19406
- Online at connectKOP.com

In 2012, KOP-BID was awarded a \$500,000 three-year CMAQ Grant from the Delaware Valley Regional Planning Commission (DVRPC) that will partially fund the shuttle service. Additional funding for theconnector comes from the King of Prussia District, participating King of Prussia commercial property owners, ticket purchases and advertising revenue.

Participating commercial property owners include: Arkema; Brandywine Realty Trust; GSI Commerce, an ebay inc. company; MIM- Hayden Real Estate Funds; Keystone Property Group; and Liberty Property Trust.

theconnector is managed by KOP-BID and King of Prussia-based GVF. KOP-BID selected King of Prussia-based King Limousine Service, Inc. for the shuttle buses through a competitive bid process.

Find shuttle schedules, routes and more at KOP-BID's new transportation related website, connectKOP.com. Stay connected on Facebook.com/connectKOP and Twitter.com/connectKOP.

ABOUT KING OF PRUSSIA DISTRICT:

King of Prussia District (KOP-BID) is a 501(c)(3) not-for-profit, special services organization. KOP-BID engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive and prosperous. Visit the King of Prussia District online at www.VisitKOP.com. 'Like' KOP-BID on Facebook. Follow KOP-BID on Twitter and LinkedIn. 📱



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St. Basil the Great Catholic School has been successfully educating children for over forty years. We are a small school offering many advantages to our students. Students receive an excellent education in a faith-based environment at the primary, elementary and middle school levels. In addition to superior academics, our students feel a sense of belonging—we become an extended family.

Academically, our students consistently score above average on the Terra Nova nationally standardized tests. Graduates are well-prepared for the rigors of high school, and many are able to take honors and AP courses. All children are given opportunities to experience activities that cannot always be offered to those who attend much larger schools. Our 4th through 8th graders are able to participate in an annual Science Fair and 7th and 8th grade compete in annual History Day. Our students often progress to higher levels of competition. Recently, for Odyssey of the Mind, a national problem-solving competition, three out of our four registered teams took first or second place in their division and will now move on to the county competition this month.



St. Basil offers weekly instruction in music, art, computers, gym, and Spanish to enhance regular curriculums. In addition to “specials”, children may join an after school art club, take private music lessons, join our school band, or partici-

pate in the annual school musical. Spring and Christmas concerts feature our band as well as vocal presentations by every student in the school to add to a child's well-being and self-confidence.

As a faith-based institution we emphasize the teaching of respecting and helping others. Students participate in service projects on a regular basis. Students raise monies for charities such as Mom's House, the Phoenixville Clinic, and St. Jude's Hospital and they write letters to elderly community members who are disabled. Every year the kindergarten maintains a wonderful relationship with the local retirement home. Students visit residents to sing and perform and in return, residents visit us to read to the kindergarten class. Presently, our school is forming a team to walk for the Relay for Life that is held in Phoenixville in May.

Over the past year, we have upgraded a large portion of our facility. The classrooms were reconfigured to create primary, elemen-



tary, junior high wings. Promethean Boards, which are interactive white boards, were installed in most classrooms, and we are in the process of upgrading all computers in our computer lab. In our lower level, four classrooms were created to house an art room, a music room, a science lab, and an advanced math program.

St. Basil's offers classes from Pre K-3 to grade 8, which provides for unique opportunities for mentoring. We share a “buddies” program among all grades by which a younger child is paired with an older student to work on short projects and seasonal activities. Older students learn compassion for younger students while the younger ones gain confidence and an older friend in the school.

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DOWNTOWN CONSTRAINTS



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

Any time you start working in a new town you must analyze what constitutes the downtown, and how existing elements can work for or against the revitalization. I always spend some time observing the downtown. You can learn a lot just by watching.

I can remember like it was yesterday when I took over Kensington Avenue in Philadelphia. The area under the elevated Frankford line was a little dangerous. My first interaction was with a working girl who wanted to know what I was doing at the corner of Kensington and Lehigh Avenues. I was a little taken back by the low prices on my street, but it was endemic to the area.

I knew that hookers walking the street were not good for nighttime traffic, but nothing was open, so why should I care? I quickly realized that the activity, which took place mostly at night, gave the area its reputation. It was not that it was singularly a nighttime activity, but the swarms were more prevalent at night.

Some constraints are not so obvious. These constraints have built up over the years by folkways, disbelief or that something should happen over a long period. In Phoenixville, the free parking on the street enabled some storeowners to park in front of their store all day. People were upset when I asked them not to park in front of their store. This activity had gone on for so long that people were outraged that I would even ask something that ridiculous.

I remember in Lock Haven how everyone used to close on Wednesday because they played golf. Long after those merchants had retired, died or moved elsewhere, people were still closing on

Wednesday. No one knew why other than that was the golf day, even though no one was playing golf any longer.

Some of the constraints are real constraints. The fact that hookers are hanging out at the corner deterring people from coming to your downtown is a real constraint. That is their livelihood.

Some of the constraints are a little bit subjective. With a one-hour parking limit on the street, the police could easily make the cars move that were parked there all day. To make an impression it would have to be done regularly and that was the problem. The constraint was not really a parking constraint because the enforcement of the rule had a fiscal impact constraint.

Other constraints are hocus pocus! Having some group from the 1930s establishing a golf day when the golf course just opened has nothing to do with what was happening in the mid 1980s.

When assessing the constraints that are encountered during a revitalization process, it is imperative that one is able to distinguish between what is a real constraint and what is an artificial constraint. It is not as simple as it seems. Determining what is the truth is difficult at times, because truth is relative to ones perspective.

(See "Downtown Marketing And Development" on page 54)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 53)

If you are taught in school that $1 + 1 = 3$ it would be truth to you. It will not be a universal truth but it is truth to you based upon your experience and what you were told. I remember going to the shoe store and taking an x ray of my foot to see if the shoe was too close to my toes. It was safe at the time and my mom encouraged me to take that x-ray as many times as I wanted to do it.

The same goes for folk knowledge. People understand something based upon what they know. There are times that the knowledge given to them is patently false, and this affects everyone. There is some bit of knowledge that you believe you understand and it may be based upon a misconception.

The real problem comes to play when there are people in positions of authority in the revitalization effort, that have little understanding of what they are talking about. I remember being in DuBois and having a Bank President on my nonprofit board who was against historic restoration. Although the project was a main street project that had its roots in historic restoration and design, we almost sent back \$50,000 in façade money because we would be identifying with the "hysterical society."

There are people whom you will never convince, but most matters relating to the

revitalization can be dealt with by presenting information and educating people. Education is the term. You are not trying to change their mind or convince them... you are trying to educate them. Let them take that knowledge and realize for themselves that their ideas may need updating.

The bank president board member and I discussed the need for new windows in some of the upper floors of buildings in the downtown. He agreed that it was a major concern when some glass fell out of a window and crashed on the sidewalk. I mentioned to him that the façade program covered issues like window replacement, and he was sold. The improvement was what was necessary and not the result of someone tying themselves to a bulldozer when they tried to knock down the old library building twenty years before.

It takes tact, and some ability, to deal with people in order to combat wives tales, legends and folklore gone awry. Although not an easy task, it is one of the most important parts of the revitalization, as one tries to find the proper path to take to ensure results without involving yourself in controversy repeatedly.

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

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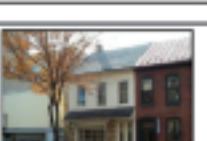
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BUSINESS PROFILE

NATHAN ALTENOR'S JANITORIAL SERVICES, INC.

Nathan Altenor's Janitorial Services, a provider of commercial and residential cleaning services, is committed to ensuring all customers are fully satisfied . . . every time! They deliver the highest level of quality with reliability second to none.

Providing consistent attention to even the smallest detail, you will always have access to the management staff. The professionals at Nathan Altenor's Janitorial Services are committed to providing dependable, flexible services designed to be responsive to the things that matter to you the most. Customizing their services to your needs is a standard of Nathan Altenor's.

Nathan Altenor's Janitorial Services customers come from a wide range of settings, including: churches; medical offices; car dealerships; supermarkets; retail stores; offices large and small; banks; new construction cleaning; and residential homes.

Altenor's also provides window cleaning, tile floor re-finishing, and carpet cleaning. Moving in, or moving out? Nathan Altenor's Janitorial Services can prepare your apartment, home or office.

Nathan Altenor, a resident of the Pottstown area for over 20 years, has a proven record of providing reliable, professional, and meticulous janitorial services.

With over 20 years of experience, Nathan's professional expertise distinguishes his firm's work from the rest. He has built his company with the commitment to thoroughly understanding the needs of each customer. Focusing attention to even the smallest of details, Nathan wants to be certain his valued customers always experience a naturally superior service each and every visit.

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One of the many things that sets Walnut Woods apart would be our live-in managers. They are available any time of the day or night, offering peace of mind for our residents. They foster a genuine feeling of family, and Walnut Woods wouldn't be the same without them.

Beyond being nutritionally balanced, our food is simply delicious.

Everything from our entrée to dessert is made fresh from scratch and served by our gracious wait staff in our restaurant-style dining room.

So join us for a complimentary lunch or trial stay and experience for yourself the ease of an all-inclusive lifestyle and warm

sense of community you'll find at Walnut Woods.

After a lifetime of hard work and responsibility it's time to relax and enjoy yourself. That's what independent retirement living is all about. Walnut Woods is the ideal setting for seniors who are ready to simplify their lives and live the carefree lifestyle they've earned.

Did I mention Boyertown's small-town charm and natural beauty.

We are just minutes away from shopping, churches, restaurants, and healthcare. You will want to visit the Boyertown Historical Museum, the Automobile Museum, and the Daniel Boone Homestead. With our inviting facilities, caring staff and family-like community you will be happy to call Walnut Woods your new home.

Walnut Woods Independent Retirement Community is located at 35 N. Walnut Street, Boyertown, Pa. 19512; 610.367.6616.



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QUICK TECHNOLOGY TIPS

By Rick Megni, President, CMIT Solutions of Northern Chester County

Have you ever thought about what business data is on your employee's personal equipment that they use for work? Have you considered the consequences of that data falling into unauthorized hands?

Did you know that mobile devices have come to the attention of cyber criminals as the perfect piece of property to exploit for their own gain? Often a mobile device has all your business contacts, emails and other intellectual property, which in the wrong hands could spell doom for you and your team.

As mobile devices embed themselves more and more into our personal and professional lives, a diligent executive needs to consider these questions. Consider all the business and personal transactions you do on your mobile device and home computer. Those tasks are increasingly becoming a hybrid of both business and personal activities. This trend is increasing in popularity among cash tight businesses that don't have the budget to purchase and manage employees' mobile devices and home computers.

The convenience we all see in bringing our devices to work needs to be balanced with their potential risks. Employees see convenience, some managers see increased productivity without increased cost, while others see employees squandering time on personal surfing. IT specialists see viruses and other bugs that get into computer networks through both personal and business devices every day, and deal with dead devices that aren't backed up completely and correctly.

The problem with BYOD or "Bring Your Own Device" is that consumer products like smartphones, laptops and tablet computers were not designed for business usage off the shelf. They require aftermarket security considerations like testing, secure firewalls,

encryption, and controls on sending company data out of the network. Given the absence of antivirus software, proper patching, upgrades and backup solutions, working on personal devices is an accident waiting to happen.

Consider these things before using personal devices or consumer software in the workplace:

- Software and hardware needs to be vetted before being introduced into the business environment. Consumer product vendors are less likely to patch security problems quickly.
- We continue to see an increase in the exploitation of vulnerabilities in computers and mobile devices over the last year.
- Smartphones and tablets are easily stolen or lost and often not everything is backed up. If home computers are being backed up it is with consumer grade backup solutions which are not as reliable and secure as business grade vendors with monitoring. (Need help finding back-up solutions for your business?)
- All of the apps made available in your mobile device app store are not ready for consumer or business usage. Malicious software can find its way onto your hardware through seemingly benign software downloaded from these app stores. Technology can be tricky to keep up with. Best usage practices and security are the best way to protect your information and productivity.

Visit www.cmitsolutions.com to read eight actions you can take to protect your business and your hybrid devices. ☑



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LOCAL FAMILIES FIND NEW CARE FOR SENIORS

Local in-home care companies offer solution

A new government report revealing seniors receive substandard care in some taxpayer funded nursing homes has some families in our city, and throughout the nation, turning to an alternative — in-home care for their elderly loved ones. According to the newly released report from the Department of Health and Human Services, Medicare paid for patients to stay in nursing homes that were not meeting basic care requirements and in some cases are dangerous and neglectful. In fact, one out of every three times patients wound-up in nursing homes in 2009, they landed in facilities that failed to follow basic care requirements.

That's why Visiting Angels, one of our nation's largest in-home senior care companies with a center in our area, offers families an alternative — care for seniors right in their own homes. In-home senior care is a growing concept here in our city and nationwide; it allows seniors to stay at home with dignity while caregivers come in to help with a variety of tasks such as bathing, medication reminders, running errands, cooking meals, or simply keeping seniors company.

“We are not saying all nursing homes are bad. We are saying in-home care provides families with an alternative if they don't want to put their loved ones in a home,” says Larry Meigs, President and CEO of Visiting Angels, a national in-home care company with a center in our city. “We offer seniors one-on-one personalized care they often can't get in facilities. Many facilities are understaffed and Visiting Angels can fill that void. The elderly want to stay in their own homes and families often feel guilty taking them out of their homes. That's why in-home care is a solution that can make everyone feel at ease. And it's often the most cost effective solution.”

Pros of In-Home Care Vs. Nursing Homes

- **COST:** The average cost for in-home, non-medical care is \$19/hour. If you calculate care for 4 hours a day/5 days a week, that adds up to only \$19,760/year. *From 2005-2011, the cost of facility living increased more than 4 percent/year — while the cost of in-home care has slowly climbed by about 1 percent/year.

- **RELATIONSHIPS:** In-home care offers one-on-one service/relationships with the senior on the senior's schedule, not the facilities' schedules. In nursing homes, caregivers often deal with a number of patients and follow a schedule that may not align with the senior's needs.

- **CHOOSE YOUR CAREGIVER:** With Visiting Angels, you can select your caregiver to make sure he/she is the right fit for your elderly loved one. At a nursing home, you usually can't choose.

- **LONGER LIFE:** A U.C. San Francisco study reveals seniors don't live very long once placed in a nursing home. According to the study's sample of nursing home patients who died between 1992 and 2006, 80 percent had died within one year of moving into the nursing home (Journal of the American Geriatrics Society). *53 percent of the nursing home residents in the study pool had died within just six months.

Researchers say 1/4 of Americans now die in nursing homes.

Nursing Home Allure

- When families choose a facility, they often want peace of mind for themselves vs. listening to the wishes of their elderly loved ones.

- Families are often lured by the idyllic, plush settings of facilities but lose sight of familiar knick knacks and surroundings in seniors' homes that make them feel comfortable and safe.

- Families often see an upfront cost of a facility and assume that will be the total. They don't realize that rates often go up and can be more expensive than anticipated.

“In the U.S., someone turns 65 in this country every 13 seconds,” says Meigs. In-home senior care is booming as an option because families realize it's the best way to give their elderly loved ones the one-one-one, specialized care they need with a caregiver who often becomes like part of the family. Plus, in-home care alleviates the guilt of ‘sending a loved one away’ and helps ease the tremendous burden and pressure caring for an elderly loved one can bring on a family.”

What Lies Ahead for the U.S.*: Source: U.S. Census Bureau

- There are currently about 37 million seniors in the U.S.

- Seniors account for 12% of the population

- As Boomers age over the next 2 decades, there will be more than 70 million seniors in the U.S.

- Seniors will account for more than 20 percent of the population by 2030

- At that point, 1 in 5 Americans will be a senior

About Visiting Angels Living Assistance Services: Visiting Angels was established in 1991 in Baltimore as an independent agency caring for seniors in their homes. Today, Visiting Angels has more than 450 private duty agencies throughout the United States. Visiting Angels agencies employ only experienced caregivers and conduct the most comprehensive background screenings to ensure that their caregivers meet or exceed the company's high standards. For companion care, Alzheimer's care, Dementia care and the country's best palliative care program, make Visiting Angels your choice in senior homelcare. For more information, please contact Visiting Angels, 100 Porter Road, Suite 112, Pottstown, PA 19464; 610.906.1924; dwertman@visitingangels.com; www.visitingangels.com/pottstown.



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HELPING PEOPLE FACE THE FUTURE WITH CONFIDENCE...

Is there a gap in your plans?



THE MEDICARE MOMENT

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

With the right supplemental Medicare Insurance in place seniors can wake up every day and know 100% what financial out of pocket costs they will face and thus determine their household budgets and protect their savings from catastrophic medical losses.

Strategically planning your monthly household budget to include fixed certainities today, seems like a request that is down-right laughable, when in reality is not impossible at all; actually quite attainable.

You have much to consider in your retirement planning. Rising inflation, extended life expectancy, increasing health-care costs, and the uncertainty of Social Security income. To help reduce any uncertainty in your plans, it's a good idea to explore the difference in your retirement expenses. This difference represents the gap you may have in your retirement plans.

Example:

Income: \$4,500.

Needs: \$6,000.00

Gap: \$1,500.00

Annual Gap: \$18,000.00

"Boomers" are the 77 million Americans born from 1946 through 1964. Beginning Jan. 1, 2011, 10,000 a day will turn 65. That

will continue for the next 19 years. The growing concerns are causing indecision and apathy at a time when Boomers need to be more involved in their retirement future, financial planners say. As pensions disappear, many of them must rely on 401(k) plans.

"They woke up one day to find themselves responsible for saving and investing and generating retirement income," says David Ramirez, portfolio manager at Financial Engines, which interviewed more than 300 retirees and near-retirees.

Because of the stock market crash, real estate downturn and recession, many Boomers are now terrified that they will outlive their retirement savings.

Allianz Life Insurance asked 3,200 adults (ages 45 to 75) which they feared the most: dying or running out of retirement money before they died.

(See "Medicare Moment" on page 61)

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LOCAL RETIREMENT COMMUNITY EXPANDS TO MEET PERSONAL CARE DEMAND

Keystone Villa at Douglassville Personal Care, located at 1152 Ben Franklin Highway East, in Douglassville, PA, is expanding its Personal Care residence by 38,000 square feet. Construction on the three-story addition will begin in April, and take eight to nine months to complete. When the expansion is finished, the number of apartments in the Personal Care building will increase from 83 to 125. The new space will accommodate three programs; Personal Care, Enhanced Personal Care and Secured Memory Care.

High occupancy, combined with a waiting list of individuals ready to move in, initiated this expansion for Keystone Villa at Douglassville Personal Care, which originally opened in June 2009. The Personal Care residence is located adjacent to Keystone Villa at Douglassville, Independent Living. The retirement community campus has all the amenities of a continuing care community without the expense of a large initial buy-in fee. Residents at Keystone Villa at Douglassville can move from building to building, as their health needs change.

"We're building more than a building, we're building a community for seniors to live in, a place where they can feel secure, where they can meet new friends, where they can stay active," said Jim Elliott, general partner.

Apartment styles in Personal Care feature spacious studio, one-bedroom and two-bedrooms, that are complete with wall-to-wall carpeting, kitchenettes, and large bathrooms. Residents can relax in the outdoor courtyard, escape to the beauty salon, take a good book from the library, or meet friends in the living room. An impressive package of amenities such as meals, house-keeping, linen service, transportation to local outings and an abundance of social, recreational and educational activities are all included.

Residents are able to receive 24-hour supervision and daily assistance with dressing, bathing, medication administration, mobility, safety checks and an emergency call system in Personal Care. Our new Enhanced Personal Care program will open when the expansion is complete. As an alternative to nursing home care, this program will offer additional supportive services for residents who need a higher level of assistance. Our Secured Memory Care program will also expand the number of apartments available for residents with memory

impairments. The Memory Care program is dedicated to providing an atmosphere that promotes independence, dignity, privacy and personal choice.

"The difference is not in the services that we provide, but in the human approach that we take when we are delivering those services: a smile, a friendly greeting, a hug, a word of encouragement and time to listen," said Chris Henderson, Regional Director of Operations.

Keystone Villa at Douglassville is a distinctive retirement community offering Independent Living, Personal Care and Memory Care to residents at an affordable month-to-month rent, with no buy-in fees or hidden costs. It is conveniently located on Route 422 in Douglassville, PA. To schedule a personal tour, please call 610.385.5002 or log onto www.KeystoneVilla.com. Pre-construction wait-list deposits are currently being taken, so be the first to choose your apartment! 🏠

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MEDICARE MOMENT

(Continued from page 59)

It turns out that three out of five people (61 percent) say they fear outliving their retirement savings more than death itself. Ninety percent of boomers and members of the Silent Generation, (Nearly fifty million Americans were born to the Silent Generation in America from the beginning of 1925 through 1942), concur that the U.S. faces a retirement crisis, and they are getting pretty nervous about it, concludes the study.

Boomers as well as any Medicare beneficiary approaching or in retirement and worried about the negative effect of a volatile market on their savings might want to give annuities a closer look —

An annuity is an insurance product that pays out income, and can be used as part of a retirement strategy. Annuities are a popular choice for investors who want to receive a steady income stream in retirement.

Here's how an annuity works: you make an investment in the annuity, and it then makes payments to you on a future date or series of dates. The income you receive from an annuity can be doled out monthly, quarterly, annually or even in a lump sum payment.

Lifetime pensions are fading into history. Only 14% of private-sector workers had a job that offers a traditional pension as of 2010, according to the Employee Benefit Research Institute. That's way down from 28% in 1990. One way to keep the cash flowing in retirement is to buy an annuity.

In particular, buying an immediate income annuity —lets you skirt two big retirement risks:

- 1) that a market crash will decimate your savings
- 2) that you'll outlive your money.

What once was a tried and true source of income during retirement is now subject to uncertainty. Recent market downturns and market volatility have been a wake up call for many investors. Even with regular contributions and sensible allocations, market downturns can cause problems for many retirement portfolios. And, once upon a time, workers could count on

(See "Medicare Moment" on page 63)

WHAT COULD YOU DO WITH \$11.6 MILLION?

You might not know it, but burglary and theft are a major problem that costs American home and business owners \$11.6 million per year. That's a lot of money needlessly lost. What's more? It's preventable.

Dave Kriebel and Dave "Czar" Czarniecki are two of the Tri State Area's foremost security experts. To keep your assets, money, and families safe they have formed one of the most knowledgeable residential and commercial security companies with the expertise to design, build, and install the most advanced security systems for home, small business, and banks.

So why does this matter to you? Well, here are a few sobering facts:

- According to the FBI there are over 2,000,000 home burglaries every year.
- Only 17 % of the homes in the U.S. have a security system.
- Homes without security systems are 300% more likely to be broken into.
- The number of larceny-thefts is 1,976 per 100,000 people.
- According to the National Fire Protection Association (NFPA) estimates that there were 3005 deaths as a direct result to fires.

In short, security is a major concern. But it's not enough to just install a system, you want a trusted professional who knows how to protect you.

With 55 years combined experience between them, Dave and Czar have installed and serviced more than 3,000 financial institutions' security needs — protecting everything from drive thru windows, to bank vaults, to people's homes.

To help you better understand how to protect your home or business, Dave and Czar will be sharing their insight through this column — answering your security questions and sharing insight into recent developments in the industry.

And when you are ready to install a system, make sure to contact Kriebel / CzarStar Security at 215.679.5921 and we can walk you through your options. 🗑️



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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



May 8, 2013 – Breakfast Mixer at Costco

Over 40 members and guests attended a breakfast Mixer at Costco Wholesale on Wednesday, May 8th from 8:00a.m. to 10:00a.m. The event featured a delicious complimentary continental breakfast from Costco's on-site bakery, and attendees received FREE goody-bags filled with product samples and coupons and choice of travel mug, travel pillow or canvas tote. Costco Wholesale is located at 14 W. Lightcap Road, Pottstown.

Monday, May 13, 2013 – Memory Training Luncheon



Matthew Goerke, regarded as one of America's leading experts in the field of memory development, was the guest speaker at May's Build Your Business Luncheon held at The Trappe Tavern. Matthew's presentation was both educational and entertaining. Matthew focused on the topic of instant recall memory and covered two of six steps in his "Memory Switch Program", designed to improve memory skills by over 300%. Matthew conducted an exercise that exhibited the power of memorization as attendees in the room dramatically improved their ability to memorize 15 unique items.

Local Business Gives Back to the PV Chamber!

PV Chamber Board Directors and Ambassadors welcomed Greenwald's home grown alternative to the tent guy! Greenwald offers **locally grown** seasonal plants to our community... sold by a local, long established Main Street floral business - Greenwald is at 360 E. Main St., Collegeville. The Tent is open 9 a.m.- 7 p.m. and offers a wide selection of bedding plants, herbs, vegetables, container gardens, and hanging baskets. All plant material is part of the Pennsylvania Preferred Program and grown right here in Collegeville. **A portion of the proceeds will be given to the PV Chamber of Commerce and the CEDC to support small business in our community.** For more information contact Jenny Greenwald at 610-551-0535 or email jennygreenwald@comcast.net.

PERKIOMEN VALLEY CHAMBER OF COMMERCE EVENTS CALENDAR

June 13, 2013 – Mixer at The Victory Bank

PV Chamber members are cordially invited to attend a Business Card Exchange hosted by The Victory Bank. Join us from 5:00 – 7:00 p.m. and enjoy great networking, music, food and drink. Meet the bank's team and learn why The Victory Bank was custom built to be different. Enjoy musical entertainment by pianist Jeremy Fanucci, while enjoying hors d'oeuvres catered by Yellow Spring Caterers.

584 W. Lewis Road, Limerick

5:00 p.m. – 7:00 p.m.

FREE for members; \$10 Guests

Call 610-489-6660 or email

info@PVchamber.net to register.

June 20, 2013 – Mixer at Simply Be Well

At Simply Be Well Natural Healing Center we've created a quiet, casual environment where people can come to relax and heal themselves through massage, bodywork, harp/sound therapy, reflexology healthy lifestyle coaching and spiritual counseling. Join us for a Business Card Exchange in our tranquil office conveniently located off of Route 73 in Skippack. Light appetizers and wine will be served. At the Mixer, the team at Simply Be Well will pamper you with complimentary services including 10 minute mini-reflexology or Reiki treatments, Chair Massage, Qigong, or a bodywork session. Additional information and coupons for future services will be awarded to all attendees. One lucky winner will receive a gift certificate redeemable for a free massage.

1246 Collegeville Road, Skippack

4:00 p.m. – 6:00 p.m.

FREE for members; \$10 Guests

Call 610-489-6660 or email

info@PVchamber.net to register.

June 26, 2013 – Build Your Business Luncheon

Joan White, TD Bank, will present "Are You Making Money, or Losing Your Shirt?" at the June monthly Chamber luncheon. Joan will discuss the process to run a profitable company. The presentation looks at profitability analysis, self assessment and competition. Time will be allotted for Q&A and 30-second commercials. Don't forget to bring business cards and brochures for the display table.

DaVinci's Pub, 217 E Main Street, Collegeville

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.

July 18, 2013 – Ladies Network Luncheon



The PV Chamber Women's program, PV WIN, invites you to attend a networking luncheon at American Treasure Tour, a fun and eclectic look into

all things Americana. Tens of thousands of items amalgamated by a private collector are on display over 3 acres of warehouse space. The Nickelodeon room is the backdrop for this unique networking luncheon. Hear the sounds of nickelodeons, band organ music boxes and calliopes. Feast your eyes on the sights of beautiful stained glass artwork and vintage dolls.

This unique gathering will begin at 11:30a.m. with networking and Chamber updates. At noon, the ladies will enjoy a catered buffet-style lunch featuring assorted sandwiches, drinks and dessert. Guests will then take pleasure in a guided tour of the Nickelodeon Room.

Registration deadline is Monday, July 18th. Cost \$25.00 (includes lunch and mini-tour). Bring a friend and save...\$40 for two!

For additional information, contact the Perkiomen Valley Chamber of Commerce at 610-489-6660 or email info@PVchamber.net. Event registration form available online: <http://perkiomenvalleychamber.org/events/upcoming-events>.

July 29, 2013 – PV Chamber Night at the Reading Fightin' Phils

Back by popular demand! PV Chamber's annual night out at the Reading Fightin' Phils. On Monday, July 29th, the Perkiomen Valley takes over the ballpark to cheer for the R-Phils as they take on the Erie Seahawks. For a small investment of \$385, your company logo will be printed on 10,000 tickets distributed throughout the Valley, and sponsors receive 400 tickets to give to clients and friends. The tickets are a great "thank you" gift for vendors, clients, employees, friends and family. Enhance your sponsorship with optional VIP packages with food and beverage for your extra special clients! Food court opens at 5pm, seating at 6pm and game starts at 7:05p.m. Limited to only 24 sponsors. Hurry...this event is close to sell-out.

For additional information, contact the Perkiomen Valley Chamber of Commerce at 610-489-6660 or email info@PVchamber.net. Event registration form available online: <http://perkiomenvalleychamber.org/events/upcoming-events>.



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REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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

Building a Better Community Through Business



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.

Visit www.springfordchamber.com

for Chamber Events, Press Releases, Online Newsletters and more!

SPRING-FORD CHAMBER EVENTS CALENDAR

Thursday, June 6, 2013 – Happy Hour at Copperfield Inn

It's Happy Hour time again. Please join us Thursday, June 6, 2013 from 5-7 PM for a fun-filled evening at Copperfield Inn. Free appetizers will be provided. Copperfield Inn's Happy Hour specials include: \$3 house wines, \$2 Coors Light draft, \$4 well drinks, and \$3 calamari. Please feel free to bring a guest.

Tuesday, June 18, 2013 – June Chamber Mixer at Penn Liberty Bank

Penn Liberty Bank is hosting the June Chamber Mixer on Tuesday, June 18, from 5-7 PM. Food catered by Oscar's Catering and drinks will be provided! This event draws a good crowd so don't miss out on this networking opportunity!

Saturday, August 24, 2013 – Limerick Community Days

11:00 AM – 3:00 PM at Limerick Community Park, home of the Manderach Memorial Playground.

New businesses and vendors are always welcome!

• Business Expo • Farmers Market Vendors • Nonprofit & Community Organizations

For questions or more information please contact: Linda Knox, Spring-Ford Chamber, 610.489.7200 or Allyson Knight, Limerick Township, 610.495.6432x150.

SPRING-FORD SUPERINTENDENT SPEAKS AT LUNCH

Spring-Ford School District Superintendent, Dr. David Goodin, was invited to give an update on the district at The Spring-Ford Chamber's April lunch. In his second year on the job, Dr. Goodin summed up the district as "progressive." He singled out the strings program in which 365 students participate and said that it is unusual for a high school to have an orchestra as well as a band. The Spring-Ford band is exceptional, winning many awards, and the orchestra is outstanding as well. Among the many athletic accomplishments this year most noteworthy is the state championship win by the girls' basketball team, the first ever state win for the district.

In his administration he has been focusing on the vision for the district's future. Public schools no longer have a monopoly on education, he pointed out. Parents have the option of charter, home, cyber and private schools and the government is tending toward having education funds go with the student rather than the public school district. Goodin is working to make Spring-Ford a district of choice as this happens. Decisions are being made within the framework of three points: (1) Is it academically relevant? (2) Does it focus on student achievement? (3) Does it make people a priority?

Among the initiatives is the pilot program of hybrid learning at Spring City Elementary School. In each class, students are divided into three groups, some with the teacher, some with computerized learning and some working collaboratively on a project. Students rotate from area to area throughout the school day. Software provides immediate feedback for each student enabling the teacher to customize instruction where it is most needed.

At the high school level, a global studies track is being developed with Arcadia University, one of the leading colleges in this field. The courses of study will culminate with a foreign exchange program in conjunction with Arcadia freshmen. Stem tracks emphasizing one career discipline are being developed. The first will be engineering. A biomedical track developed with the Western Montgomery Career and Technology Center is also in the works.

Goodin pointed out the value of vocational education saying, "Hard skills are needed in today's world. Graduates are more likely to get jobs when they have hard skills rather than just an academic education." Now that he is more acclimated in his new position, he hopes to be able to focus more time on hard skills education.

Among the challenges the district is facing is coping with new initiatives required of the districts by the state. These include a new method of teacher evaluation and of administration evaluation as well as changes in school performance profiles. Requirements for these initiatives are very data-intensive and labor-intensive. In some cases the regulation documentation is a foot high. In other cases, a date for implementation has been given, but no detailed requirement information has been made available.

Dr. Goodin concluded by saying that the Pittsburgh Business Times ranked the Spring-Ford School District 29th in the state based on a number of parameters. While he said that this was something of which we can be proud, he pointed out that socio-economics are a factor in these statistics. He does not intend to rest on laurels such as these but continue to make the district's schools academically relevant, focused on student achievement and sensitive to the needs of its "clients."

The lunch meeting was held in the dining room at the Western Montgomery Career and Technology Center. The delicious three-course meal was prepared and served by students in the culinary arts department. Students from protective services also helped in the dining room.



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MEDICARE MOMENT

(Continued from page 61)

receiving a pension after you worked with a company long enough. But now, pension plans are cutting bank or failing. State and local governments are cutting budgets and are raising retirement ages. Coupled with the uncertainty of Social Security income these inevitabilities need to be considered.

Which would you choose?

When preparing for retirement, your aim is to preserve more and risk less. On the other hand, you may need some growth to meet long-term needs. If your only options are traditional financial products, then you often have to choose between risk and reward.

Bank

CDs, Savings Money Market

BENEFITS: Safety, Liquidity

DISADVANTAGE: Time

Longevity risk due to rates/yields

Your retirement could last 20 to 30 years or more. One member of a 65-year old couple today has a 50% chance of living to age 92 and a 25% chance of living to age 97.

These products may not provide the growth you need to stretch assets over the entire course of retirement.



Market

Bonds, Stocks, Mutual funds

BENEFITS: Growth potential, Returns

DISADVANTAGE: Market Volatility



greater than 50% to less than -40%.

We have covered the value of pension income and looked at the basic issues every investor will face as they attempt to put in place a solid retirement income plan. We also looked at the financial threats investors face in retirement as well as the

unpredictability of the traditional management approach to income planning.

The next step is to explain how pension-like income offers benefits critical to ultimate retirement security and maximum lifetime profitability. It is often overlooked that something as simple as a pension can form the foundation of a truly optimal asset distribution strategy.

If you don't expect to receive a pension from your company or employer, don't worry, few people do these days, you can create one with an income annuity. You can simply roll over any Roth, Traditional IRA, or retirement funds easily as well as monies from CD's, money markets, etc.

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