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In This Issue | JULY 2013



"Through a managed services contract, or a flat-rate, pay-as-you-go arrangement, CMIT Solutions of Northern Chester County offers a complete array of IT services at a fraction of the cost of an on-site IT support person."

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mistakes that reduce
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accounts receivable
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Fortunately, there are many options for meeting your company's information technology needs, and that's where Rick Megni and CMIT Solutions of Northern Chester County can provide a cost effective alternative to doing everything on your own, or entirely with an "in-house" IT support system.

CMIT Solutions of Northern Chester County is a full service IT firm organized to support the needs of businesses of all sizes. As a local company with the support of a national network behind them, CMIT Solutions is a nationwide provider of infor-

mation technology services and solutions for small and mid-sized businesses. With a network of more than 800 consultants and technicians, CMIT has expertise in nearly all technologies and industries.

Megni opened CMIT Solutions of Northern Chester County in May of 2007, following 25 years as a consultant in the pharmaceutical, financial, manufacturing and aerospace industries, performing in various capacities, including software development, system architecture and design, and project management. Searching for an entrepreneurial opportunity, Megni found a good fit with CMIT. "CMIT Solutions appealed to me with the breadth of services they offer and the level of support they give their franchisees," he said.

Megni opened his CMIT office in the Pottstown area with the belief that, combined with exceptional service and trust-based relationships, managed services can provide small and mid-sized businesses with quality computer support at a fraction of the cost of an on-site IT support person. Megni's team includes Chris Clemmer, IT Technical Specialist, and Lindsay Inger, Account Executive.

CMIT Solutions of Northern Chester County provides a wide range of affordable services and technology solutions that can help your business effectively capitalize on available resources, while maximizing your



Rick Megni and his team outside the CMIT office at 11 Freigh Lane, Pottstown

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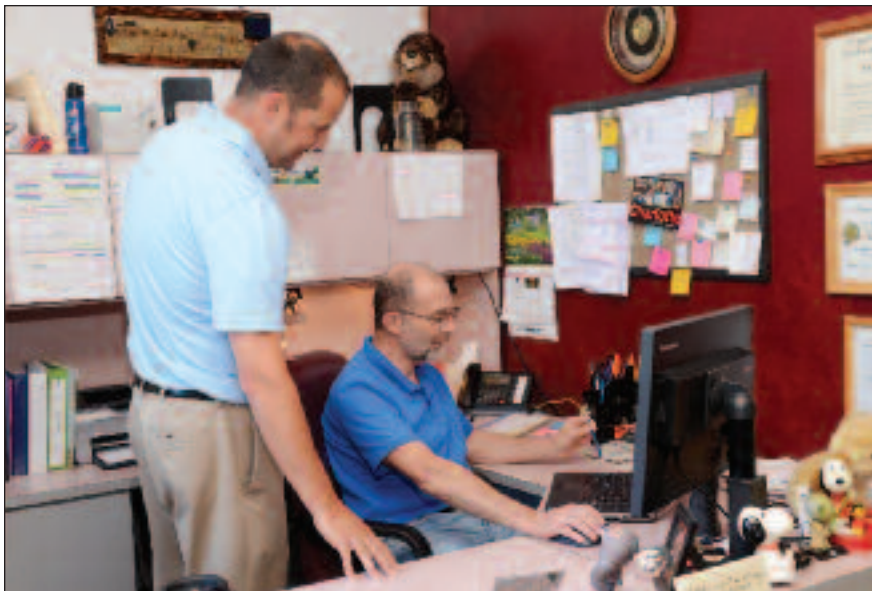
Rick Megni, President



Chris Clemmer IT Technical Specialist



Lindsay Inger, Account Executive



Chris Clemmer IT Technical Specialist, CMIT Solutions of Northern Chester County and Dave Focht Business Administrator, NorthPointe Community Church.

productivity and bottom-line results.

CMIT Solutions of Northern Chester County offers a free infrastructure and network assessment performed by a highly trained team of engineers. Through a managed services contract, or a flat-rate, pay-as-you-go arrangement, they offer a complete array of IT services, including, but not limited to: Troubleshooting and computer repair; Network configuration and consultation; Technical help with projects; 24X7 systems monitoring and support; 24X7 Help Desk services; Data backup and disaster recovery; Anti-virus protection and spam filtering; Hosting services and cloud computing; Network performance analysis and tuning; as well as Preventative maintenance.

"We're a full service IT company," said Megni. "CMIT Marathon gives our clients unlimited IT support at a fixed price so there are no surprises when it comes to IT support. We do break/fix work. Hardware refresh. Software purchases. Network setup. We'll go in and build out a full network for you. Through CMIT Print we offer managed print services. We offer telecom services through CMIT Voice. CMIT Impression is a video collaboration device and service package that allows you to videoconference up to 12 remote sites, and it's touch-based, so it can even serve as a whiteboard, so you can scribble on it. And because it is also a computer, you can collaborate with other documents then export and share all of your notes electronically. It's all built in. It's fun and intuitive to use."

Any small business can benefit from partnering with CMIT Solutions of Northern Chester County. But even if your company has an internal IT support department, a collaborative arrangement with CMIT Solutions of Northern Chester County would be beneficial. "We'll supplement," Megni explains. "A lot of the time we take away the monotonous day-to-day activities. This allows the client to focus on strategic planning, and the next thing coming down.

The back end support just chews into their time and their resources. We can come in and fill that gap. No problem. We can take over that. We have a help desk. We can take away those user calls that eat up their day."

CMIT Solutions of Northern Chester County is prepared to service businesses of all sizes. "We scale up pretty nice," Megni said. "That's the great thing about being part of a franchise system. We have vendor relationships, and we work with them, and that's really what makes up our services. So when we're monitoring your systems, we have the tools in place to do all that, and there's a network operations center with over 600 employees helping us – doing the behind the scenes work. We service, in terms of clients, anywhere from 1-100 employees, but we can scale up pretty easily because we have those vendor relationships that enable us to do so. Additionally, we're partnered with a lot of major vendors — Dell, Microsoft, Continuum, a lot of the big players," Megni said. "Due to our collective size, when we go to purchase equipment, we're getting heavy discounts on hardware and software. We can pass that on to our clients. That's an advantage for us," he said.

Being in a franchise system also gives Megni and his team access to tech support personnel throughout the system, with the other franchisees. "If, by any chance, we can't come up with a solution, or we haven't come across it, we can reach out to the network and 99.9 percent of the time, somebody has an answer," Megni said.

In terms of what kinds of businesses most benefit from CMIT Solutions of Northern Chester County's services . . . "Professional services are where we shine a lot," Megni said. "It runs the gamut. For the most part, when you look at a small office, beyond the mission critical software, the infrastructure is similar. They have a network. Maybe they have a server. They have a number of PCs. That is common. But it's that mission critical software that is the wrinkle."

(See "Cover Story" on page 6)

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COVER STORY

(Continued from page 5)

CMIT Solutions of Northern Chester County focuses on making your business run better by understanding your business and technology needs. "We're looking at your network and we're understanding your business needs," Megni explains. "It's not only support. It's really about meeting with the client, and having that face time, and discussing what they are seeing, what the issues are, in terms of challenges in their business," he said. "We really want to understand everything about them. It's not just the IT side. Because the only way you're going to give them the tools that they need to efficiently run their business, is to really understand what they're trying to do."

Business owners are often frustrated with the amount of time and budget they must spend to manage their computers and networks. Instead of technology hassles, Megni and his associates offer solutions that help business owners to learn how to use IT to maximize efficiency, increase productivity and boost revenue.

To achieve this goal, they spend time learning about their clients' overall business strategies, objectives and short- and long-term requirements. Clients receive a monthly report with statistics about system performance, which enables them to make informed decisions about their technology investments. CMIT Solutions of Northern Chester County engages only the best IT professionals and alliance partnerships, so that their clients have access to a wide array of diverse technology skills and expertise. They provide clients with creative and best-of-breed technology solutions, and their reputation is grounded on delivering superior customer service, regardless of the complexity or length of the engagement.

"Each solution that we look at is really tailored to each individual client," Megni said. "It's not a cookie-cutter, and it really is about what their needs are and then what their budget is, and then collectively coming up with a plan that works within that. I enjoy

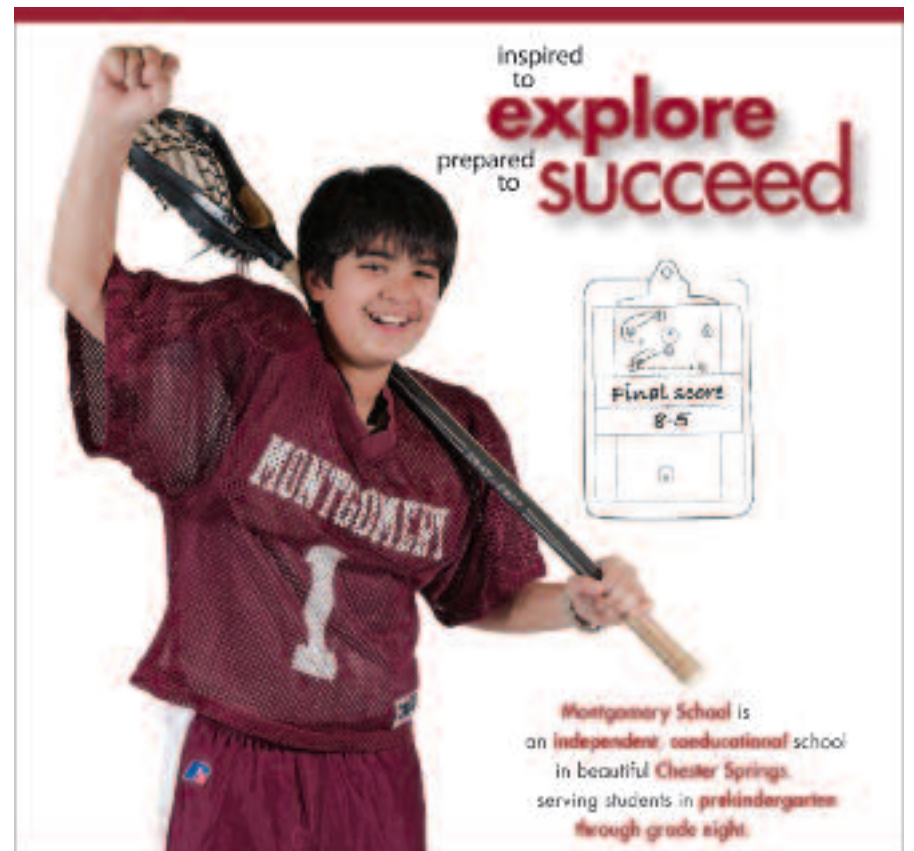
working with clients who really understand, and say 'Let's go that route, because that makes the most sense,'" Megni said. "I might have a service that could possibly work for them but it might be overkill, so I wouldn't even recommend it," he continues. "I may think it's a great service, but they are really not there yet, so I step it down. This is a service that works. I might not make as much money on it, but that's not the important part. It's really about advising them on the correct solutions for their particular situation."

Looking toward the future of how technology will impact business, Megni said, "The biggest thing is the Cloud. Cloud services. That's talked about all the time now. It's still evolving. It allows small businesses to scale up really quickly without the large capital investment for hardware, servers. Our CMIT Anywhere offering allows our clients to store their files in the cloud. Additionally, we provide hosted exchange and servers. You, as a small business, are just buying a slice of the server, versus having to buy a server. It's thousands of dollars if you want to do it on your own, plus the maintenance. So now, with all these services, as a small business, you can get away cheap and have a good experience. The Cloud services work well," he said, adding that while your data is protected in the Cloud, should you lose your Internet connection, you lose your access, and for some businesses, time down is lost money.

"That's something that you have to think about when you look at those types of services, because the critical points change," he said. "Instead of the server going down on site, it's now the Internet pipe going out to the server that could die. . . It's critical data. You want proof that they're doing their due diligence. They're backing up the data. Their centers are hurricane protected. Whatever is important, in terms of protecting the data, you have to look at that closely when you're looking into Cloud services."

Another emerging technology issue affecting businesses is the BYOD (Bring Your Own Device) issue, individuals utilizing their own personal tablets and smart phones as part of

(See "Cover Story" on page 8)



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COVER STORY

(Continued from page 6)

their job. "As a small business owner, you don't have to pay those capital costs for the hardware," Megni explains. "You allow your employee to bring those devices to work and use them to be productive. But the flip side to that is that it is their equipment, so you've got to establish rules around data, who owns what, and how it is to be used. You want to make sure they have anti-virus protection and malware protection on those devices, because you have no control over that, and if they bring something in, and it infects the network . . . so there are challenges on both sides. You see it a lot. Small business owners are trying to save money, which is important, and these are ways they're looking at doing it."

In terms of the future of CMIT Solutions of Northern Chester County, Megni is focused on building a quality support team and expanding his client list. CMIT Solutions of Northern Chester County's highly-trained and certified staff can pro-

vide you with specific, one-time solutions, or serve as your complete outsourced IT department. Megni and his staff have set themselves apart from their competitors by establishing a reputation for delivering quality results, professionalism, affordability, customized solutions, and reliable partnerships.

"It's really about what's differentiating us, because there's a lot of competition," Megni said. "I'm sure they're all good. The way we stand out is, we're a franchise organization. We have this great backing from our home office, the 125+ franchisees, and 800 technicians that represent and work in our system. Personally for me, I want to build trust-based relationships with clients, because really it's a long-term relationship. I'm not here to do a quick fix and get out. It's really about building a relationship, meeting with the clients. I want them to come to us when they have questions about their IT. I want them to feel that Rick's the IT go-to guy. CMIT Solutions is the place to go to, ask questions, and get answers for IT, and get support." 📞

For additional information about CMIT Solutions of Northern Chester County, please call 484.944.0019 and visit www.cmitsolutions.com/nochestercty



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How to Find Customers on Twitter



MARKETING & SOCIAL MEDIA

By Shannon Coghlan Reiss

If your business is serious about implementing a social media marketing plan, you probably have a Twitter account by now. And hopefully, you post on it from time to time. While you no doubt realize that posting items — links to stories, photos, videos, and other content — relevant to your business, will get you some followers, that alone is hardly the solution to finding throngs of appropriate prospects. Furthermore, you need the kind of followers who will one day become your customer, because otherwise, what's the point?

What is a hashtag?

The secret to finding influencers and customers on Twitter is the use of relevant hashtags. *Wikipedia* defines a hashtag as a word or phrase prefixed with the symbol #. That word or phrase which begins with the # symbol then becomes a searchable meta-data tag on social media sites such as Twitter. So if you click on it, or enter it into the search box on Twitter, a full list of recent posts also containing that hashtag will appear on your screen, all of which can be traced back to their original poster, i.e.: your target customer.

Who is your target customer?

To determine which hashtags to search and post, first identify your target customer. If you own a local landscaping business, your target client might be a suburban working parent. If you own a hair salon,

one target client is a 20-something, fashion-conscious female. If you own an insurance company, you might be looking for a mature professional with an interest in investing. Think about the types of things those people might be searching for or posting on Twitter.

For instance, the landscaper's target client might be using hashtags such as: #homelife, #yardwork, #suburbs, #gardening, #mowing. The hair salon's target client might be using hashtags such as: #pretty-hair, #fashion, #hairstyle. The insurance company's prospect? Try #investing, #retirement, #newbaby. Not only should you be searching for Twitter users who are using these hashtags, but you should be posting items to your own Twitter feed which contain these hashtags.

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

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MARKETING & SOCIAL MEDIA

(Continued from page 9)

Where is your target customer located?

Other hashtags to search and use are those associated with the geographical area where you do business. In our locality, you might use hashtags such as: #Collegeville, #Limerick, #Phoenixville, #422Corridor, #KOP, #MainLine, #WesternPhillyBurbs, #Oaks. You get the idea.

Mix those geographic hashtags with other subject matter hashtags relevant to your target customer and you can start to whittle down those Twitter users who are searching for your type of business or service.

Who are influencers and why are they important?

Influencers are the folks using Twitter consistently, who have become considered experts in a certain topic, based upon their experience, job title, and the types of items they post and respond to within their Twitter stream. They are important because they usually have hundreds or thousands of followers who read their tweets, trust them, and take their recommendations. If an influencer in your industry suggests that their followers look at your Twitter stream or better yet, purchase

your product or service, you could immediately gain clout and/or customers.

There are many ways to find influencers, such as the use of hashtags as mentioned above. But also consider using third party services to reach the most influential tweeters in your market category. Some of the most reputable websites for helping you find influencers include: Listorious, Sulia, FollowerWonk, SocialBro, Klout, Topsy, and Twellow. Each one of these has unique features that make them work, so you just have to find the one or two sites you're most comfortable with, and get accustomed to using them regularly.

Now that you found them, how do you connect with prospects and influencers on Twitter?

Let's face it. You can get really good at this and collect tons of followers. And if you know what you're doing, hopefully most of those followers will be relevant to your business — namely prospects, customers, and influencers. But you need to keep them engaged to keep them following, and reach out to them regularly to encourage them to buy from you.

(See "Marketing & Social Media" on page 12)

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MARKETING & SOCIAL MEDIA

(Continued from page 10)

The secret to engaging your followers is to reach out to them directly through @ messaging and retweets. If someone mentions you on Twitter, please respond to them. If their message is relevant, important, or interesting, then absolutely retweet it. Twitter users expect there to be a high level of interaction, which is what keeps them coming back to the site. The more

you interact with your followers (and those you are asking to follow you), the better chance you have of eventually making more sales as a result of your social media efforts.

This is just the tip of the iceberg when it comes to Twitter. As the site has evolved, it's become so much more useful and searchable across many platforms. If you find that Twitter is working for you, then you should definitely dig deeper into the Twitter-verse. Eventually, consider hiring a social media expert who can spend time each day working on your Twitter, Facebook, Pinterest, Tumblr and other social media resources. Because if you get just a few clients this way, I can guarantee you there are many more where those came from! 📧

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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The "granddaddy company," Empire Wrecking Co. dba as Empire Services, continues to deliver specialized demolition services through its highly skilled and veteran team of craftsmen and their arsenal of specialized equipment including high reach excavators, remote controlled backhoes and a diverse collection of industrial tools and attachments. Their scope of work includes civil site preparation, waste treatment plant cleanouts and strong collaboration with sister companies for the remediation, transportation and disposal of both hazardous and non-hazardous materials of all kinds.

Elk Environmental, Inc. has been serving the Mid-Atlantic States since 1988 specializing

in emergency response, environmental remediation, waste management and industrial services. With decades of experience, Elk has consistently delivered reliable, high-value, and technically proficient services to a wide range of industrial, transportation and commercial businesses locally and regionally. With a broad array of licensing and certifications, Elk offers a complete spectrum of services to address the environmental remediation and waste management needs of both today and tomorrow.

The "youngest" in the Empire Group family of companies is Delaware Valley Utility Contractors, Inc. (DVUC). Founded in 2011, DVUC has already distinguished itself from others in the market with its outstanding customer service, flexibility and sensitivity to the needs of their clients and the property owners served by their clients. Specialty services include directional drilling, utility installation and certified pipe fusion. Markets served include residential, commercial, construction, industrial, municipal and agricultural.

(See "Empire Group of Reading" on page 14)

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EMPIRE GROUP OF READING

(Continued from page 13)

Supporting these companies and the greater Reading community with waste recycling and environmentally sound disposal, is the Empire Group's Berks Transfer, Inc. Situated on the firm's 12-acre facility on Willow Creek Road in Reading, incoming solid waste is weighed and uploaded inside a cavernous 10,000 square foot transfer building. Workers separate the wood, metal and cardboard for consignment to area recycling firms while processing concrete into aggregate — a pulverized mineral mixture — that is sold to contractors or private homeowners for use as sub roadbed material. Most recently, solidification mixing pits have been installed to convert liquid and sludge into solid waste for more economical and environmentally favorable disposal. Berks Transfer uses 280 roll-off containers in various sizes ranging from 12 cubic yards to 40 cubic yards, which can be placed at job sites or commercial businesses until summoned for pickup by their own trucks.

Delaware Valley Contractors, Inc. (DVC) is Empire Group's owned and operated trucking company providing transportation services of bulk commodities and equipment to both residential and commercial

contractors and developers. DVC offers transportation for small and large earth moving operations throughout the Mid-Atlantic and has been a premier provider of these services in Pa since 1990. They are expert in hauling soil (both haz and non-haz), sand, stone, salt and asphalt operating an extensive fleet of triaxles, roll-offs, walking floors, low-boys and flatbed trailers.

Last but not least, the Empire Surplus Home Center sells a comprehensive line of closeout, buyback, liquidation and other hard to find products for the building and remodeling industry. Empire Surplus has been providing builders, contractors, home centers, and consumers with savings on windows, doors, flooring, whirlpools and spas, faucets, and kitchen and bath products for many, many years. We sell both A-grade (new) and B-grade (floor models) products, ensuring the greatest variety for our customers.

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FACING UP TO EVERY BUSINESS CHALLENGE



By Joseph J. Hirsch, The Accu-Facts Company

Across America, business owners face huge challenges to grow their businesses, compete effectively with local, national or with international firms, improve and execute a reasonable "Return on Investment," commit significant effort to contain relevant labor, commodity, and regulatory costs related to your products or services, along with technology advancements beyond our imagination, just a few years ago.

In general, the aspects to running a business can be "all-consuming" and you can use a lot of "energy" to keep it afloat today. Success means "facing up to every business challenge."

So, "How" does one cope with all these challenges? "What" should management address as priority issues? "Who" is or should be responsible for overall success: Management alone or the Employees that work for the firm . . . ?

These discussions will most likely foster and cover a full spectrum of responses, depending on the industry or type of product or services offered, at your firm. In the aggregate, there are many things to worry about in today's economy, and especially for the business owners, management, and employees, for sure.

Our firm helps our Clients with precise areas of their business: hiring, background screening, security related matters to these functions, matters of HR and mandatory hiring compliance, and we help management meet these challenges under their terms and their conditions. Our professional services will help corroborate and vali-

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Is Your Business Prepared for a Disaster?



QUICK TECHNOLOGY TIPS

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

The recent string of tornados that ripped through Oklahoma should remind business owners of the repercussions that can occur with catastrophic data loss. According to *The Underwriting Guide for Insurers*, only six percent of medium-size companies that suffer catastrophic data loss ever fully recover. More than 43 percent never reopen, and 51 percent close within two years of the disaster.

When one considers the degree to which most businesses rely on electronic data for their operations, one quickly understands the devastating consequences of a catastrophe such as a tornado, flood or earthquake. A business could lose everything, from its customer database to its sales records, payroll info, inventory numbers, and financials.

A study conducted by the *National Archives & Records Administration* in Washington discovered U.S. businesses lose more than \$12 billion per year because of data loss. It can take an average of 20 days and cost \$18,000 just to retype 20 megabytes of sales and accounting data.

"Unfortunately, data loss is a relatively common occurrence. Hard drives die, and even automated backups sometimes fail to archive every single file correctly. Data loss becomes catastrophic when a sizeable or vital set of data becomes unrecoverable," argues Rick Megni, President of CMIT Solutions of Northern Chester County, a leading IT management and monitoring solutions provider for small and mid-sized businesses throughout Southeastern Pennsylvania.

According to Rick, every business should have a contingency plan in place to protect against catastrophic data loss. He says, the person in charge of contingency planning must act professionally, rationally and efficiently in the worst of times.

Of course, businesses shouldn't place all their eggs in one basket and rely on their IT team to save the day in wake of a disaster. Rather, companies should take a few preventative measures to ensure their data is recoverable after the catastrophe.

The steps to safeguard against data loss require a two-pronged approach. First, business owners need to have an effective and automated backup system that secures and protects all data. Manual back-ups are insufficient, as businesses often forget to do them and they often do them improperly. It's best to have a solution that backs up automatically in real-time and stores a copy to the cloud. These back-ups should be tested once every quarter to ensure they're working properly.

(See "Quick Technology Tips" on page 18)



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Mason Craig

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QUICK TECHNOLOGY TIPS

(Continued from page 16)

“We recommend companies follow the ‘three-two-one rule,’” explains Rick. “Businesses should have three copies of their data on two different media, one of which is off-site. This added level of security will certainly pay off if a disaster strikes.”

The second prong—one that a shocking number of businesses overlook—is having a reliable, effective, and tested disaster recovery (DR) plan in place. Merely having a backup copy of business data won’t do much good if no one knows how to restore it to the server. An effective DR plan should include written procedures for restoring data that minimizes the risk of corrupting the system any further. It should also include a “chain of command” that details which employees are authorized to implement the DR plan, and under what circumstances.

The disaster recovery plan should cover all the bases. Procedures that may seem obvious such as finding a power outlet or locating a Wi-Fi hot spot need to be detailed within the document. Not only do these procedures vary from business to business, but variables such as companies with multiple offices, remote workers or virtual offices make it even more critical. Employees will feel more secure if given

specific direction on how to proceed before and after disasters.

In the event an office is damaged or inaccessible during or after a disaster, cloud computing is vital to ensuring a business is able to operate off-site. Businesses can simply load their data stored in the cloud onto a remote virtualized server. However, prior to installing and configuring the cloud, it is critical that businesses choose the right cloud solution for their business.

It is important to select cloud-computing solutions that are housed in credible data centers that offer an adequate level of protection and security. In addition to checking to ensure the cloud is secure and complies with appropriate standards, it is also important for businesses to choose the right type of cloud for their business needs. Whether it’s a private cloud, public cloud, hybrid cloud, or community cloud, this step is vital in ensuring your data is stored securely.

These safety measures will minimize disruption to a business in the wake of a catastrophic event such as a fire, flood, or earthquake. However, the key to such safeguards lies in having these measures in place before a disaster strikes. 🗑️

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IT'S THE SMALL THINGS



SUCCESS THROUGH TRANSFORMATION

By Peg Calvario, Empowerment Partner and Mentor

We often hear, "It's the little things in life that matter." That small remembrances or thoughtful gestures are what really count, and make the biggest difference in

life. Yet, it is easy to get caught up in the "big stuff" — creating a successful business or trying to get that next promotion, finding the perfect partner, being the best parent, building wealth, designing the ideal home, publishing a book, perfecting the body.

When attempting to achieve our dreams, the small day-to-day acts of kindness are sometimes quickly dismissed, easily forgotten or completely overlooked. In trying to achieve those soulful aspirations, the people and things we care most about often get ignored, sidelined or even dismissed.

There is nothing wrong with setting out to accomplish great things, but the journey along the way matters, and you might just get there quicker and more graciously by paying attention to the details. It's like trying to run a marathon. If you have trained slowing and steadily over a period of time, you can achieve it more easily and with less damage to your body than if you just go out and run 26.2 miles the first time.

I believe in doing the small deeds consistently in order to build trust, stay on track, create sustainability and build ultimate success. It's the cumulative effect of doing small tasks, and it can be used in most life areas, especially in creating healthy relationships with people, your work, your money, your body and your spirituality.

In intimate relationships, people want to feel heard, respected, acknowledged, cared for, appreciated and loved. My clients share with me their desire for love letters from

their spouses, as opposed to a big piece of jewelry. They are dazzled by daily "I love you"s, and other kind gestures on a consistent basis. Also, when people do what they say they are going to do and their actions meet their words, then that is what counts in the long run. All of these nurturing deposits into the emotional bank account help to build trust and safety, all based on the small acts of love and affection.

In the workplace, people want to hear about their triumphs and to be recognized in small ways, not just at their annual review. It's the validating feedback along the way that will synergize and motivate an employee to keep showing up to give their best, not just a bonus or promotion once a year. Even the smallest recognition can change an attitude and brighten someone's day.

In reaching for a goal such as losing weight, saving money or writing a book, the steady, consistent, purpose of an action builds momentum and eventually leads to success. Slow and steady wins the race, especially when a project is large in scope. For example, when writing a book, it takes many drafts and several hours of dedication to create the final product. Sometimes people look for large blocks of time to get it done.

(See "Success Through Transformation" on page 21)

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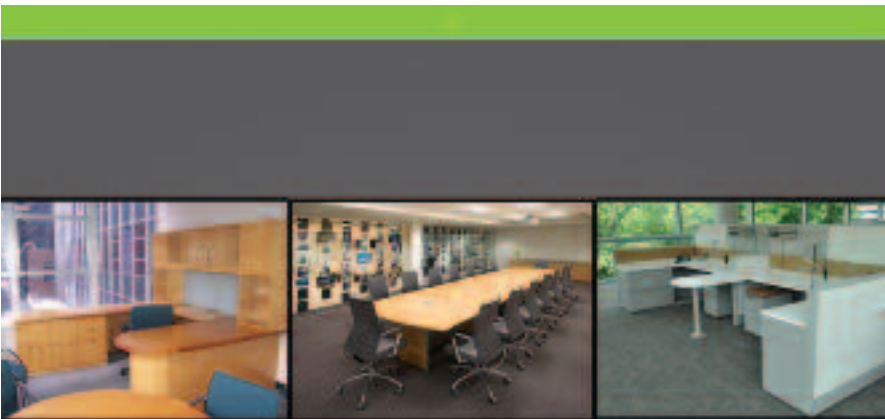


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"We are very excited to bring our huge selection of premier office furniture, new and pre-owned, to the greater Philadelphia area," says John Gallen, Jr., president and owner of EthoSource. "EthoSource Office Furniture in King of Prussia will appeal to image-conscious companies looking to save money furnishing entire buildings with beautiful furniture, as well as individuals searching for the perfect desk or chair for their home office. EthoSource prides itself in 'refreshing workspaces'."

EthoSource Office Furniture is located at 411 Yerkes Road at the corner of

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SUCCESS THROUGH TRANSFORMATION

(Continued from page 19)

In reality, the accumulation of smaller chunks of time every week allows a successful finish. The same principle applies to saving money. Making smaller persistent investments earlier on will build more wealth than larger deposits inconsistently. It is the regular installments, disciplined action and commitment to the goal that build up a bank account, whether it's financial or emotional; a full reservoir happens over time.

And finally, faith is built upon a daily practice of spiritual connection and creating a relationship with your Higher Power. By regularly meditating, praying, journaling, reading, worshipping and learning, you are investing in a relationship that will support you and keep you stronger, grounded and more peaceful during the good times and the bad times as well as transition and uncertainty.

Small Acts to Lead to Ultimate Success:

All desires can be achieved by the accumulation of doing the small things. Learn to be giving in kind ways and create your own

list of good deeds. Here is a list of "small things" that can make a big difference in others' lives:

- Share positives.
- Smile.
- Say please and thank you, genuinely.
- Show appreciation.
- Set aside 15-30 minutes each day to work on your dreams.
- Practice gratitude daily.
- Buy for their preferences, not yours.
- Be gracious.
- Listen actively without fixing.
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- Send handwritten thank you notes.
- Pay for the person's coffee behind you in line.
- Send flowers for no reason.
- Give it your best.
- Be generous with your time, money and energy.
- Tip well.
- Say you're sorry when you need to, and make an amends.
- Be of service to others first.
- Do something uncomfortable or out of your comfort zone for the sake of helping another.

(See "Success Through Transformation" on page 23)



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Healthcare for Women Only a Division of Women's Healthcare Group of PA is now accepting new patients at its new location, 1590 Medical Drive, Suite A, in Pottstown.

"We made this move to better serve our patients," explains Robert N. Neilson, M.D., who with Elisa K. Ross, M.D., has built a well-respected, comprehensive practice specializing in Obstetrics, Gynecology, Basic Infertility, Urogynecology, and Office Surgery.

Neilson explains that the new, ground-level location provides easier access for the practice's older patients and patients with disabilities, eliminating the need to use an elevator. The successful practice outgrew its previous office space, at 13 Armand Hammer Boulevard in Pottstown.

"Our work space almost doubled, so we can provide more in-office services," Dr. Neilson said. "Our office now includes a surgical room for minor procedures and in-office surgery," he said.

The beautiful new environment, created by Powanda & Son Carpentry, was designed and

decorated for women, and to be feminine, Dr. Neilson explained. The added space allows for multiple providers to work simultaneously, with efficient patient flow and privacy, and greater capacity.

It was also designed to allow for an additional doctor. "This opportunity provided itself sooner than expected," Dr. Neilson said. "Our new physician, Beth Maisel, M.D., will be starting with us this August," he said.

The business section of the office was also designed for greater efficiency, to meet the increased insurance needs that the new "Affordable Care Act" is bound to bring, Dr. Neilson said.

"The waiting area is larger, open and spacious, to provide a comfortable place for patients," Dr. Neilson said, "in an attempt to reduce any anxiety our patients may have."

"Most importantly, the office was designed and decorated for women, and to be feminine," he added.

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SUCCESS THROUGH TRANSFORMATION

(Continued from page 21)

Not only do we achieve our dreams by consistently doing the small things, but we also become better people as well. We are the sum accumulation of all of our experiences, good and bad, big and small, pretty and ugly. Take the opportunity to grow, learn and transform . . . and let nothing be wasted. As Aristotle said, "We are what we repeatedly do. Excellence, therefore, is not an act but a habit."

A Coaching Perspective and Exercise:

The accumulative effect will make your vision doable, attainable, peaceful and enjoyable. Feeling like there is success along the way will give you the inspiration to keep going.

What are you investing in?

How are you showing generosity? Kindness? Love?

How does something big and juicy that you long for contribute to your definition of success? What will you get when you get

there? In other words, why this goal? Right-size your goal by designing the steps you will need to take in order to attain this while maintaining balance and order. What are the ways in which you are showing up for your dreams? What action steps are you taking on a consistent basis to move forward?

Now, break it down further to only three small tasks per day. With this method of 3 tasks per weekday, that is 15 items per week, 60 per month, 180 per quarter and 720 steps per year you can take to reach your goal. Imagine what 15-20 minutes per day devoted to your vision can do! 📅

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




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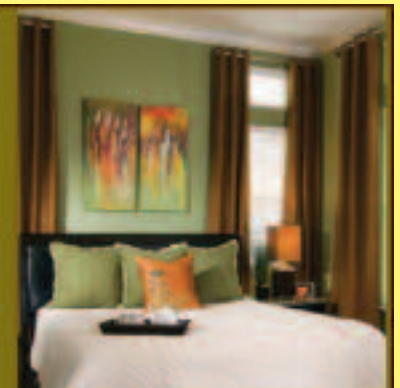
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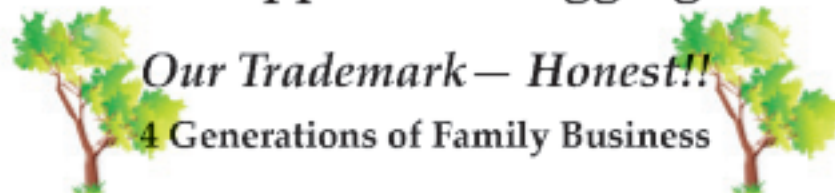
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LEADERSHIP AND SUCCESS

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

Using hard data such as productivity and profit margins, psychologist and business specialist Dan Goleman has demonstrated the importance and power of "emotional intelligence" as a determinant of financial success. His work should not be confused with various fads that have ruined workplaces in the past. It's serious business and should not be taken lightly.

Most people have run across the term "emotional intelligence" (also known as social intelligence), but understandings of it range from the vague and imprecise to the ridiculous and erroneous. Such tends to be the case with popular trends in business. But let's take a look at Goleman's work and why it should be of interest to those who seek to improve themselves and their profit margins.

Goleman's work: Serious business

Rather than dabbling in theory, Goleman developed a data driven view of what he chose to call "emotional intelligence" (often abbreviated as "EQ"). He started with individuals whose performances were identified as stellar, and contrasted them with persons whose performances were mediocre to poor in search of what could account for the differences between these groups.

He then developed profiles of persons who were objectively identified as "good" or "not-so-good" at contributing to their companies' success. From this he was able to determine what seemed to be most predictive of their performances. Included in his analysis were variables such as technical knowledge, IQ, various other cognitive skills, as well as assessments of emotional intelligence (EQ).

The best predictor of success

Let's not downplay technical expertise—his results indicated that knowing the technical end of one's business was indeed

(See "Leadership and Success" on page 30)

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LEADERSHIP AND SUCCESS

(Continued from page 29)

crucial. IQ scores were also somewhat predictive. But by far the strongest predictors of performance were his assessments of EQ.

Lumping together employee data from the lowest to the highest levels of the organizations he studied, he found that EQ was twice as important at the other variables included in the analysis. No matter what level in an organization, higher levels of EQ predicted greater success.

Granted, other factors did matter, but EQ was the most powerful single determinant of performance. Goleman suggests that higher levels of emotional intelligence allowed those he studied to put their other skills to more productive use.

EQ: Essential for effective leadership

Perhaps most dramatic were Goleman's findings as they related to leadership positions. The higher up in the organizational hierarchy a person was, the more her or his level of EQ distinguished them from their more mediocre counterparts.

Among the highest levels of leadership, EQ accounted for about 90 percent of the differences between star performers and their

more average counterparts. Yes, technical knowledge surely matters. But the world is full of technical experts who blunder through life offending others and doing immeasurable damage to their business.

Granted, there are those individuals who succeed despite their insensitivity and abrasiveness, giving rise to illusions that ruthlessness and sheer determination are necessary for success in business. But ruthless individuals rarely achieve the levels of success that they might have had they been stronger in those areas of function associated with EQ.

This behooves us ask some questions regarding just what EQ consists of and how it contributes to the success who are gifted with it.

The nature of emotional intelligence

Critics of Goleman's work tend to be academics whose objections revolve around theoretical clarity and precision. The critics point out that rather than being a singular attribute, EQ is actually an array of separate and distinct abilities. I prefer to let the academic theorists worry about that.

(See "Leadership and Success" on page 32)

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BUSINESS PROFILE

P. RICHARD FRANTZ, AIA, REGISTERED ARCHITECT

P. Richard Frantz, AIA, is a registered architect who has brought design solutions to clients throughout southeastern Pennsylvania. His proven design approach creates beautiful, functional, and efficient spaces in a range of styles from historic to contemporary. With new office space located at 127 N. Hanover Street, Pottstown, he has begun a new era of architectural service to Pottstown and surrounding communities.

In today's times, an architect is often a problem solver. He is called upon not only to design new buildings but also to evaluate existing construction, improve the use of existing facilities, solve difficult site problems, and adapt existing structures by designing alterations and additions. Through a network of design, engineering, and construction professionals established over a lifelong career, Mr. Frantz has the solutions to meet a wide variety of commercial and residential needs. Specialty solutions include schools, churches, and historic preservation. Core services include design, construction drawings, bid management, construction oversight, and final inspection support.

Richard Frantz has solved problems for hundreds of clients to date. He has the ability



P. Richard Frantz

and expertise to design economical, energy-efficient, practical, and aesthetically pleasing projects. He is flexible, listens to, and works with his clients, earning him an excellent reputation in his field.

Frantz's architectural firm offers his personalized attention to every project, throughout every phase, because clients work directly with him, the principle. When required, he'll bring in trusted outside consultants for a fresh approach to complicated assignments, and by networking with other architectural, engineering or construction firms, his combined workforce easily expands to complete the requirements for larger projects.

Typical Frantz design projects range from mid-size new construction and additions to renovations, rehabilitation, and restoration of existing structures. His client list includes municipal, religious, institutional, commercial, educational, health, and residential projects. Two recent projects were completed for Creative Health Services, Inc., located on Robinson Street, Pottstown, with combined construction costs exceeding \$4,000,000. He also designed a 40,000sf office and truck maintenance facility for Venezia Hauling in Limerick. Other projects include facilities for

National Penn Bank and Susquehanna Bank, located on High Street, Pottstown, and High Street storefront rehabilitation design for Art Fusion, Affinity Property Management and Real Estate, and Nationwide Insurance. Frantz also designed the interior and exterior of Positively Pasta, and he worked on Pottstown School District, Borough of Pottstown and the Hill School assignments.

Mr. Frantz is registered in the Commonwealth of Pennsylvania. He is a member of the American Institute of Architects, and graduated from Pennsylvania State University with a Bachelor of Architecture degree. He serves as an arbitrator for the American Arbitration Association and is often called on as an expert witness. He is a member of the Rotary Club of Pottstown and has served on the Historic Architectural Review Board, is a member of the Board of Trustees of the Pottstown Memorial Medical Center and Pottstown Area Industrial Development, Inc. (PAID) and is a former member of the Board of Directors of the Pottstown Area Health and Wellness Foundation and the Pottstown Downtown Improvement District Authority. Frantz can be reached at prf@prfrantz.com and welcomes a visit to his website at www.prfrantz.com. 🗑️

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LEADERSHIP AND SUCCESS

(Continued from page 30)

Goleman is a problem solver, not a theoretician. What is certain is that what he chooses to refer to as EQ is measurable and does indeed predict performance in real world business settings. That's what matters to most of us.

Let's take a look at what Goleman defines as the ingredients or components of EQ and why they would contribute to success in the world of business. Actually, it all adds up if regarded through the lens of what used to be called "common sense." From my experience with academic theorists, that's probably why they don't like it.

Self-awareness

This is the foundation for EQ. Individuals who are high in this attribute are aware of their own strengths, weaknesses, moods, and drives. They are not what we would refer to as "in denial." The old adage, "to thine own self be true" defines their outlook on themselves and their activities.

Their reality contact is excellent, and they tend not to be defensive regarding their own strengths and limitations. When they make mistakes, they are quick to identify and correct them. They value honest feedback and useful criticism. This is a great foundation for those who intend to perform at their highest levels.

Self-regulation

Along with possessing a high degree of self awareness, those who are high in EQ are excellent managers of themselves. Knowing those areas in which they might be impulsive or defensive, they turn this knowledge into constructive action.

They are good at deferring gratification and are very good at putting their time to very good use. In a world in which so many people are their own worst enemies, individuals high in EQ avoid self-destructive activities and channel their energy into the pursuit of realistic, predetermined goals. They know where they're going and keep themselves on course.

Strong needs to achieve

Individuals Goleman identifies as high in EQ are also driven by a strong desire to be excellent at what they do. This is to be distinguished from a drive for money per se. If they're "only in it for the money", that's not EQ—that's greed.

They succeed by excelling at what they do in an intrinsic sense, and not through cheating or deception. By knowing what their strengths and limitations, they avoid those activities in which they would have to cheat

(See "Leadership and Success" on page 34)

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FOR SALE- (ZC2122) 124 NORTH CHESTNUT STREET, BOYERTOWN- 3,825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **Reduced \$189,900**

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(ZC2033) North Keim Street, **North End, Pottstown-** 1,850SF retail/office space. plenty of offstreet parking. \$8-10/SF

(ZC2070) 100 Portor Road, **Pottstown-** Professional office building situated in the immediate vicinity of PVMC. Handicapped accessible, elevator, ample parking and various size suites from 200-600SF. Competitive rates and flexible terms. Call for more details!

(ZC2080) Lamon Street, **West Pottsgrove-** 10,000SF to 15,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates.

(ZC2088) 261 High Street, **Pottstown-** 2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, elec. and 1/2 water invoice.

(ZC2112) 933 North Charlotte Street, **Pottstown-** 1 office suite available. Approximately 1,000SF w/bathroom, internet availability and on the bottom floor. This suite is set up for a medical office with plumbing in exam rooms. \$1,025/Month + utilities.

(ZC2114) 1153 Main Street, **Lindfield-** Downtown office complex with over 8,000SF. Can be subdivided into smaller suites, great location. Call for details.

(ZC2118) Manastown Road, **Boyersville-** 1,200SF retail/office space w/powder room. Possible storage space behind office/retail area. \$900/month + heat & electric. Call for details.

(ZC2130) 1258 Reading Road, **Bowmansville-** 4,300SF Professional Office Building. Ideal for medical or legal offices. Many other possible uses. Building is completely updated w/all modern amenities including lunch room, 9 private offices, conference room & 5 other work stations. Oversized storage space. Geothermal heat, room to expand. Convenient location close to turnpike, Reading, New Holland, etc. Also available for sale. \$3,600/Month (Gross Lease)

(ZC2132) Route 100 & Farmington Ave., **Pottstown- Brand NEW Office Building** Situated off Rt. 100 between Pottstown & Boyertown. 5000SF available in 2 story office building. Owner will fit out space to suit. Call for details on rates and availability. \$15,000/SF Triple Net

(ZC2134) 371 Circle of Progress, **Pottstown Airport Campus-** 4,200SF warehouse, 2,000SF attached garage area and 800+/- office space. Can be leased together or separately. Loading docks and drive-in overhead doors. Call for rates.

(ZC2135) 2183 E. High St., **Pottstown-** Medical office bldg. situated with great exposure on High Street in Lower Pottsgrove. 4,360SF +/- to be leased. Offstreet parking lot. \$13/SF + Utilities.

(ZC2136) 355 Circle of Progress Drive, **Pottstown-** 1,770+/-SF of Pottstown INDUSTRIAL office space for lease. Close to Airport and other major thoroughfares. This space inc 3 offices, operations/comm. office, order office, rest/bel, kitchenette & 2 bathrooms. Also available parking for approx. 15 cars on the side of the building + a drop off area in front of building. There are many possible uses: gym/training/school or general offices. Call for details. \$1,195/Month

(ZC2137) 1871 Route 100, **Bechtelsville-** 2,000+/-SF RETAIL/OFFICE commercial space with powder room. Many possibilities with plenty of parking. Call for details. \$1,100/Month + utilities.

(ZC2138) 258 High Street, **Pottstown-** Pottstown Borough, former bank building, which can be used for retail/office etc. Ample parking available in the adjacent borough parking lot. 2,254SF plus full basement area for storage. \$1,800/Month

(ZC2139) 256-260 E. Ben Franklin Highway, **Birdsboro-** 2.6 Acres featuring large 2.5 story colonial house w/alcidion on 1 side, previously utilized as a Beauty Salon. House features 2.5 baths, sunroom, wall to wall carpet, ceramic tile throughout, gas hot air heat, central air and 200AMP service. Large bank barn featuring several private offices, kitchenette and powder rooms on both upper and lower levels. Both levels are fully finished and ready to be rented. Also available on property is a 2 car garage + additional bay area. \$6-\$8/SF. **Also For Sale at \$525,000.**

(ZC2140) 28 Sunnysbrook Road, **Pottstown-** Brand new space situated in Lower Pottsgrove just off of High Street. The 3,700SF suite is self contained and can be completed to fit your exact needs. Office/Medical space with large private parking area. Call for details. \$16/SF + CAVI + Utilities.

(ZC2142) Route 100 North, **Bechtelsville-** Berks County outside of Boyertown along Route 100 approximately 2 acres of open ground for lease. \$1,500/Month

LEASED (ZC2141) 56 S. Adams Street, **Pottstown-**

LEASED (ZC2134) 215 East 1st Street, **Birdsboro-**

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LEADERSHIP AND SUCCESS

(Continued from page 32)

or employ deceptive practices in order to succeed. Whatever they do, they're in it for the long haul.

Empathy

Critics of EQ generally reduce it to sensitivity and concern with the feelings with others, excluding the other dimensions. To do so is to misconstrue its nature. Goleman is quick to point out that empathy alone is not EQ.

It is true that there are many people whose concerns with the feelings of others are neurotic and impractical. Research on leadership has long shown that attempting to please everybody is a formula for organizational disaster.

But coupled with self-awareness, self regulation, and strong needs to achieve, the ability to understand the feelings and perspectives of others is an invaluable business tool. In isolation, any of these attributes can be problematical. Together, however, they render one well equipped to deal with employees, clients, and potential customers.

Social skill

We all know that the ability to cultivate constructive long-term relationships with others is an essential in business. Goleman is quick to point out that social skills naturally flow out of being high in the other four dimensions of EQ.

Can emotional intelligence be learned?

Research indicates that it can indeed be "sharpened up" in individuals who are highly motivated to improve in that area. But it doesn't happen in response to one day seminars or reading self help books. It takes effort, time, and some profound changes in personal routines.

Goleman warns that changes in EQ are rooted not in higher level "cerebral" brain centers, but is dependent upon changes in the limbic system, which is a much less accessible and mysterious area of the brain that is associated with gut emotional reactions. Until recently, the limbic system's role in higher functions was overlooked.

Books and training seminars are designed to appeal to the verbal or "logical" brain functions. This is why the bromides offered by so many self-proclaimed "experts" on leadership fail. The keys to improving one's EQ are rooted in much more obscure and mysterious brain functions that books and one-day seminars rarely touch.

Keys to change: Coaching and commitment

Goleman cites numerous cases of executives who, deciding that they had a problem, were able to improve by committing themselves in earnest to working with prop-

erly qualified business coaches over relative long periods of time.

They generally found that they had to make changes on a scale described by Charles Dickens in his fictitious account of the callous Ebenezer Scrooge in A Christmas Carol. Now that's dramatic!

Improving your levels of EQ is a serious undertaking, but can be well worth the effort in terms of improving your effectiveness as a professional as well as your relationships with family and friends. But again, genuine improvement generally requires the services of a good business coach or other type of confidant. Your other option, however, is to wait on visitations from the Ghosts of Christmas Past, Present, & Future. ☛

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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FIVE COMMON MISTAKES IN BUSINESS COLLECTIONS

LEGAL PERSPECTIVES

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



In these days of shoe-string budgets, many small businesses try to get by with do-it-yourself solutions to a variety of business problems, including collections on their accounts receivable. In the process, these businesses often reduce the chances of actually getting paid. Here are five common mistakes.

NO WRITTEN CONTRACT. With relevant exceptions for contracts involving real estate and sales of goods with a price in excess of \$500.00, contracts generally need not be in the form of a signed writing in order to be enforceable. This doesn't mean that contracts shouldn't be reduced to writing.

For a variety of reasons ranging from payment due date to warranty terms to indemnification obligations to intellectual property issues, contracts should generally be committed to a signed writing. And if a business must file suit to collect a debt, it is far easier to prove to a judge that payment in a certain amount was due by a certain date if there is a written contract spelling out the nature and amount of that obligation.

NO INTEREST CLAUSE. Pennsylvania law provides for the recovery of interest at the legal rate of six percent (6 percent) on liquidated or fixed dollar obligations. The result is that even if there is no written contract or if there is a written contract that is silent on the question of interest, then if the creditor must sue on an account receivable, it can generally collect at least 6% interest.

The problem with 6 percent interest is that, particularly in age of credit cards and other

obligations providing for interest of 18 percent or higher, 6 percent interest doesn't provide the debtor with much of an incentive to pay the debt before the creditor files suit. That is, if the debtor is in a position where it is choosing which bills to pay and which bills to defer, that debtor will almost certainly prefer to pay higher interest obligations first.

Thus for any business that is typically paid after the completion of its work, it is critical that the business include in its contract, or at least in its invoice, a provision calling for interest at 1 percent to 1.5 percent per month (12 percent to 18 percent per year) on any invoice not paid within 30 days. This will help get invoices paid before going to court and will also help cover the tangible and intangible costs of collection if the claim does go to court.

NO ATTORNEY FEES CLAUSE. With certain exceptions that don't apply to most business collection scenarios, Pennsylvania law does not permit the prevailing party in a lawsuit to recover the attorney fees it incurs in collection unless there is a contract clause specifically allowing for the award of attorney fees. As a result, some debtors will feel

(See "Legal Perspectives" on page 37)

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Wolf, Baldwin & Associates, P.C. announces the launch of their recently overhauled website, www.wolfbaldwin.com as well as a mobile version which allows users to view a site specifically tailored for use with a smart phone or tablet. The firm launched its first website in 1996 and has been a local leader in web advertising ever since.

"Our law firm has always made a conscious decision to stay ahead of the technology curve," said Attorney Levi Wolf, the son of firm founder Jack Wolf. "Whether it has been computerized case management or legal research, Wolf, Baldwin has taken advantage of technological advances to better serve our clients. Having a robust website is no different." The website contains dozens of articles on various legal topics.

The firm also has a site specifically dedicated to its Workers' Compensation practice at www.workerscomplawyerpa.com. This site also has a dedicated mobile version.

Attorney Dan McCabe explained why the firm has two websites. "We felt the need to provide the public with a separate workers' comp website. We devote a significant amount of our practice exclusively to workers' compensation, and we wrote numerous articles for the workers' comp website to help injured workers learn about the system so they can make informed decisions. We continually add new content to the site to keep up with new developments." Both Levi Wolf and Dan McCabe were recently 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.

Wolf, Baldwin & Associates, P.C. has offices in Pottstown, Reading, and West Chester. The firm relocated its Pottstown office to 800 E. High Street in August 2012, after 37 years on North Hanover Street. The firm was founded in 1973 by Jack F. Wolf, Esquire. Bruce Baldwin joined the firm in 1987. The firm currently employs 17 people. 📄

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LEGAL PERSPECTIVES

(Continued from page 35)

comfortable rolling the dice on getting sued, knowing that if they lose, their loss will be limited to what they were already obligated to pay, plus interest, which may or may not be substantial.

Because attorney fees are often far more substantial than potential interest obligations, a clause allowing the creditor to recover any attorney fees incurred in collection can change the debtor's calculation, and thereby make it easier for the creditor to collect. Contract clauses allowing for the recovery of both significant interest and attorney fees can maximize the chances of getting paid without having to file suit.

NO DEMAND LETTER. The law does not strictly require that a creditor make a written demand for payment before filing suit. But failing to do so can create unnecessary risks.

If a creditor sues without first making a written demand for payment, the court may well be persuaded that the creditor jumped

the gun or was unnecessarily litigious, making an award of interest or contractual legal fees less likely. Further, in the absence of a prior written demand, the debtor has more opportunities to claim it didn't know payment was due or didn't know the amount due, and in general, more opportunity to dissemble with fabricated excuses.

On the other hand, if a creditor sends a written demand for payment before filing suit, and if the debtor fails to respond, that demand letter can often be used as evidence in court. Specifically, the demand letter can be used to show not only that the creditor exhausted other avenues for collection before filing suit, but also that any excuses for non-payment that the debtor offers in court but didn't raise before suit was filed are just that – excuses.

RELIANCE UPON AFFIDAVITS. Many lay people, creditors included, assume that they can prove some or all of their case in court by bringing in sworn affidavits of witnesses in lieu of having those witnesses appear to testify live. This is a mistake. For if the opposing party knows well enough to object to the

introduction of such an affidavit into evidence, that objection should be sustained on grounds that affidavits are hearsay.

In general terms, and subject to many exceptions, any out-of-court statement, oral or written, which is used in court to prove the truth of the matter asserted in that statement is hearsay, and sworn affidavits are no exception. However, there is one important exception to the hearsay rule for proceedings in magisterial district court (where most smaller collection suits are filed), set out in the *Pennsylvania Rules of Civil Procedure Governing Actions Before Magisterial District Judges*, at Rule 321. Rule 321 provides that "[t]he magisterial district judge shall be bound by the rules of evidence, except that a bill, estimate, receipt or statement of account which appears to have been made in the regular course of business may be introduced in evidence by any party without affidavit or other evidence of its truth, accuracy or authenticity."

As a result, while an affidavit as to the quality of work or as to reasons for non-payment, for example, is hearsay and is typically not

admissible as evidence on a business collection matter, a written statement of account or an invoice typically is admissible even if there is no witness present in court with firsthand knowledge of the preparation of the document. This will allow a business to prevail upon a lawsuit without bringing its billing department or A/R administrator into court to testify. But there is no substitute for bringing into court the witnesses with firsthand knowledge of the transaction to provide unequivocal testimony as to why payment on that invoice is due.

All persons and businesses who regularly use contracts should consult with legal counsel to discuss how they can craft their deals to avoid future problems and to minimize collection efforts. ■

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

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E. John Roach

Meridian Bank has announced plans to establish banking and ancillary financial operations in Berks County. The effort will be spearheaded by veteran commercial banker, E. John Roach.

Roach, a Sinking Spring resident, began his Berks County banking career in 1993 with the original Meridian Bank and was most recently with National Penn Bank. He joined the “new” Meridian Bank, based in Chester County, in March, and will be partnered in lending to Berks County businesses by Erwin K. Wenner, also a former Reading banker with American Bank.

Roach noted, “I feel very comfortable representing the new Meridian in my home area. It’s an outstanding bank with the same type of quality banking products and services and the same high level of customer commitment that I was able to provide with the old Meridian. We’ve just added a whole layer of efficient banking technology.”

Roach can be reached at 610.413.1776, or at JRoach@MeridianBanker.com.

About Meridian Bank: Meridian Bank is a full service commercial bank serving Southeastern Pennsylvania. It offers a complete range of business banking, wealth management, commercial real estate and residential mortgage products and services, based on a philosophy of high-touch, personal service and innovative technology. Follow Meridian on Twitter: @MeridianBank. 📱

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O'Donnell, Weiss & Mattei, P.C.

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Steady Moono, Montgomery County
Community College

Baran Schultz,

Schultz Technology Solutions, LLC

MESSAGE FROM THE PRESIDENT

In last month's issue of the Route 422 Business Advisor, Chamber Chairman of the Board, Rod Martin, highlighted various accomplishments that the Chamber made in the last fiscal year by Building Community, Creating Connections and Supporting Commerce.

This month I wanted to recognize one of the new initiatives started last fiscal year – the **TriCounty Worksite Wellness Initiative Team**.

TriCounty Worksite Wellness Initiative Team Vision: To develop strategies to assist businesses in becoming competent to implement their own worksite wellness programs.

The TriCounty Worksite Wellness Initiative Team is a team of organizations dedicated to promoting wellness in the workplace. The team aims to train and guide businesses to develop and maintain healthy wellness initiatives in the workplace. After a workplace assembles a motivated team or committee of employees, the worksite wellness team will work closely with your group for six months. This can include planning events, healthy activities, and learning opportunities to help spark healthier opportunities in your workplace environment. After the six month initiation is complete, a worksite wellness relationship will continue to be maintained, giving support and guidance when needed.

One of the Worksite Wellness pilot programs is currently taking place at Sealstrip Corporation in Gilbertsville. Since January 2013, Sealstrip has promoted health and wellness in the building as well as out in the community.

On April 18, 2013, the Sealstrip Special Projects Team held the *Grow Smart Grow Healthy!* Fair. The fair included a variety of health screenings and demonstrations including cooking and stretching demonstrations and cholesterol, blood pressure, and BMI screenings. The TriCounty Worksite Wellness Initiative will continue to support Sealstrip on its continuing efforts to improve the overall health and wellness of their employees.

The team is currently looking for businesses to be in the next pilot program. Currently eligible businesses must be Chamber Members who employ fifty or less employees. Interested in healthier, more productive employees? Please contact me at the Chamber for more information on becoming one of the next pilot worksite wellness programs.

The Pottstown Area Health and Wellness Foundation (PAHWF) will be hosting "Healthy Bodies, Healthy Minds" – a two-day training institute being held on August 6 & 7, 2013 at The Hill School. This event is an expansion on the Boyertown Area School District Summer Health & Physical Education Conference. Some of the concepts that will be covered at the institute will include information from the book *Spark* by John J. Ratey, MD. On December 4, 2012, participants at the Chamber's WOW Luncheon had the opportunity to discuss *Spark* with

Dr. Laurie Betts, PAHWF. For more information and to register for the "Healthy Bodies, Healthy Minds" two-day institute, please visit the PAHWF's website – www.pottstownfoundation.org/summerinstitute/

A Special Thank You to the TriCounty Worksite Wellness Initiative Team

Eileen Dautrich, TriCounty Area
Chamber of Commerce

Dave Kraybill, PAHWF

Laurie Betts, MD, PAHWF

Irene Shetron, Chester County Health
Department

Teri Wassel, Montgomery County
Health Department

Diana Gulick,
Independence Blue Cross

Robin McMonagle, Pottstown
Memorial Medical Center

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricountyareachamber.com

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

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

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

Betsy Chapman, Sales Associate, betsy@tricountyareachamber.com

Melissa Shainline, Administrative Assistant, melissa@tricountyareachamber.com

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



JOIN FORCES!

"You don't buy membership in your Chamber – you buy the cooperation of the ablest men and women in business and industry, with whom you can join forces to do those things which cannot be done alone."

– unknown author

WELCOME NEW MEMBERS!

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

Bellewood Country Club
400 E. Schuylkill Rd.
Pottstown, PA 19465-7544
610.718.9100
www.bellewoodgolf.com
Country Clubs

Bellewood Country Club is a 200 acre private club. Amenities include a main clubhouse, 18 hole Tom Fazio designed golf course, and a swim complex. The clubhouse offers casual dining, weddings, banquets, and meeting space. The golf course offers a golf shop, driving range, golf outings and is a par 71, 6900 yard course. The swim complex offers a splash park, competition pool, recreation pool, outdoor casual dining with a fire pit. The club is for members only and memberships are available upon request.

DeVry University
150 Allendale Rd.
King of Prussia, PA 19406
610.205.3130
philly.devry.edu

Schools / Colleges / Education
DeVry University offers Associate, Bachelor's and Master's Degree programs. DeVry University's King of Prussia Center is easily accessible and offers spacious classrooms, an information center/computer lab with online access, academic support center, and a lounge.

Pottstown Downtown Improvement District Authority (PDIDA)
17 N. Hanover St.
Pottstown, PA 19464
610.323.5400
www.downtownpottstown.org
Economic Development; Nonprofit Organizations
The Pottstown Downtown Improvement District Authority was created to help in the revitalization of downtown Pottstown. Many changes have been made in recent years. Most recently, PDIDA has proven that working together gains momentum and strength. Their goal is to be a destination town in the next several years.

SEI
One Freedom Valley Drive
Oaks, PA 19456
610.676.1000
www.seic.com
Banks / Credit Unions
SEI is a leading global provider of institutional and private client wealth management solutions, including asset management, investment processing, and investment operations. They help professional wealth managers, institutional investors and private investors create and manage wealth – and enable their long-term success by providing solutions that are both comprehensive and innovative.

StandingStone Media / SSM Creative
224 Main St., First Floor
East Greenville, PA 18041
215.679.3380
www.ssmcreative.com
Advertising Agencies
StandingStone Media / SSM Creative is an advertising and marketing agency that specializes in brand development online and off. They work with large and small companies to help them set goals and achieve them with consistency of brand across all marketing efforts.

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.



LEARN WHAT THE CHAMBER HAS TO OFFER

Thursday, July 11, 3:30PM

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 MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

35 YEARS

Oletowne Jewelers

32 YEARS

Diamond Credit Union

30 YEARS

World Travel, Inc.

29 YEARS

New Hanover Township

26 YEARS

Boyertown Area School District
Judson A. Smith Co.

25 YEARS

Colorworks
Graphic Services, Inc.
The PCTV Network
Schuylkill Valley Regional
Dance Company

10 YEARS

The Perkiomen School

5 YEARS

Complete Family Eyecare, Ltd.

1 YEAR

Jeffery Jackson Enterprises, Inc.
Reading Art Works
VideoRay LLC

Member Renewals

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

Advanced Disposal
AE Solutions, LLC
Bella Vista Golf Course, Ltd.
The Body-Borneman Companies
Boyertown Area Youth Baseball, Ltd.
Catagnus Funeral Home
John J. Cione and Co.
CMIT Solutions of Northern Chester County
Coventry Corners
Eagle Microsystems, Inc.
Embody's Sunoco Service Center
Epps Advertising
Frederick Living
Furniture Soup, Inc.
Global Advanced Metals
Greater Pottstown Area HR Association
Hallman Retirement Neighborhoods
Harris Broadcast
Innovative Kitchens and Baths
JWM Business Services
Marshall Geoscience, Inc.

Michael G. Marwick, D.D.S.
Max & Erma's
McGee Electric, LLC
Miller-Keystone Blood Center
Mishock Physical Therapy & Associates, LLC
Montgomery County Economic Development Corp.
Motel 6 at Tri-County Business Campus
PA Industrial Equipment, Inc.
Penn E&R, Inc.
Philadelphia Premium Outlets
PNC Bank
Pottstown Auto Wash and Detail Center
Pottstown Industrial Complex
Sigel Insurance Group
Superior Tube Company, Inc.
The Victory Bank
Wanner Associates
Wyndcroft School

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

For more info on Membership, call 610.326.2900 or visit us on the web at tricountyareachamber.com to APPLY ONLINE

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



CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE

TRICOUNTY AREA
CHAMBER OF COMMERCE

EVENTS

Thurs., July 11
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

NETWORKING

Tues., July 23
8 – 10 AM

JULY BUSINESS CARD EXCHANGE

Chamber Rooftop Deck, 152 E. High St., Suite 360, Pottstown, PA 19464
Join us for a morning of great networking and a continental breakfast outside on the Chamber's Rooftop Deck.

Members Only; No Charge

Sponsorship Opportunities Available

Co-Sponsors: Nathan Altenor's Janitorial Services, Inc., Main Line Financial Advisors, LLC

SAVE THE DATES

Tues., August 27
4:30 – 6:30 PM

BUSINESS CARD EXCHANGE

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

Enjoy refreshments and networking with fellow Chamber Members on the newly refurbished patio.

Members Only; No Charge

Sponsored By: Brookside Country Club

Thurs., Sept. 12
7 – 9 AM

SEPTEMBER MEMBERSHIP BREAKFAST

Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
This education focused event will feature a panel of area Superintendents and other leaders in education discussing career and vocational programming in our area.

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

Sponsored By: Foundation for Pottstown Education; McCormick Chiropractic; Pottstown Downtown Improvement District Authority (PDIDA)

Mon., Sept. 16

GOLF OUTING & CLAMBAKE

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

Registration

Buffet Lunch

Shotgun Start

Social Hour & Clambake which will again be provided by Moyer's Catering
\$150 per Golfer (includes golf, lunch, & clambake); \$600 per foursome; \$40 for clambake only

Other Sponsorship Opportunities Available

Lunch Sponsor: National Penn Bank

Putt for Cash Sponsor: Exelon Nuclear

Rain date: Mon., Sept. 30

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

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



TriCOUNTY AREA CHAMBER OF COMMERCE
Presents the
**33rd Annual
Golf Outing &
Clambake**

Monday, September 16, 2013 • 12 PM Shotgun Start
Hickory Valley Golf Club • 1921 Ludwig Road, Gilbertsville
\$150 per golfer or \$600 per foursome
Includes Lunch, Golf, & Clambake

**DON'T
GOLF?**

Join us for the
Clambake portion
of the event at
4:30 PM for great
food from Moyer's
Catering and
networking!

**\$40 per person for
Clambake only**

MEMBERSHIP REFERRAL INCENTIVE

Refer a business & they join, you receive a \$50 Referral Reward. It's that simple. The \$50 can be designated towards many Chamber programs and events, including your dues.

Referred a new member? Call 610.326.2900 or visit us on the web at www.tricountyareachamber.com

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



SAVE. SHOWCASE. SHARE.

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

DISCOUNT ON SPONSORSHIP OPPORTUNITIES

FEATURED MEMBER BENEFIT OF THE MONTH

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

Contact Kitty at kitty@tricountyareachamber.com or call 610.326.2900 to schedule an appointment with a Chamber staff member to help you choose the sponsorship opportunities that will best help you achieve the goals for your business!

**PICK 2,
GET 10% OFF**

**PICK 3,
GET 15% OFF**

**PICK 4,
GET 20% OFF**

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.

SHOWCASE

CHAMBER MOBILE APP

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

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



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

SHOWCASE YOUR BUSINESS IN THE CHAMBER'S OFFICE

Various Chamber and community meetings are held monthly in the Chamber's boardroom. By sponsoring the coffee station, your promotional materials are prominently displayed at the coffee stations.

*Thank you to the
June Coffee Sponsor:*



Months still available for sponsorship: August to December 2013

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

PROMOTE YOUR BUSINESS VIA EMAIL

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

*Thank you to the
June Email Sponsor:*



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

SHOWCASE YOUR BUSINESS AT AN UPCOMING EVENT

We are scheduling sponsorships for our 2013-2014 program year! If you want to showcase your business, this fall is the perfect opportunity!

September Membership Breakfast – This is our first big event of the fall and sponsorships for this event are already taken! Make sure you secure your sponsorship opportunity for our other fall events before they fill up!

Golf Outing & Clambake (September) – One of our Members favorite events. Showcase your business all over the course!

Business Equipment Recycling Day (October) – We collect and recycle used business equipment at no charge to Chamber Members.

Economic Development Luncheon (October) – Biggest Luncheon of the fall!

College Fair (October) – Be seen supporting local students.

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

REACH 800 POTENTIAL CUSTOMERS WITH ONE MAILING!

Have a SUMMER related product or service to promote?

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

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

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

This is a limited opportunity with a maximum of 4 inserts per Newsmagazine.

Call Kitty NOW at 610.326.2900 or email her at kitty@tricountyareachamber.com.



SHOWCASE THAT YOU BELONG TO THE CHAMBER

HANG YOUR CHAMBER CERTIFICATE FOR CUSTOMERS TO SEE

Recently we sent you a framed Chamber Certificate stating that you are a Member of our organization. These framed certificates were created to replace the plaques given for the same purpose in previous years. Take a moment to check and make sure that you have replaced your plaque with your new framed certificate and hang it for customers to see!

WINDOW DECALS

Chamber Members received their Window Decals in February! Place your decal in your store front and send us a photo of the decal in place or let us know it is up and we will stop by and take a picture. We will post the photo on Facebook and Twitter letting potential customers know you are a Chamber Member! Send photos to Jeff at jeff@tricountyareachamber.com.

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

CHAMBER LOGO

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

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

WE SHOWCASE YOU ON SOCIAL MEDIA

Share your press releases with us and we will post them on our website and share them via social media. Send press releases to Jeff at jeff@tricountyareachamber.com.



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

MAY BUSINESS CARD EXCHANGE

On May 21st, Chamber Members gathered at Yucha & Associates in Pottstown for the May Business Card Exchange. Members were able to network, enjoy food and beverages with fellow Chamber Members while touring Yucha & Associates' facilities.

Sponsored By: **Yucha & Associates**



The next Business Card Exchange will take place on **July 23rd** from **8 to 10 AM** on the **Chamber's Rooftop Deck**, 152 E. High St., Suite 360, Pottstown, PA 19464.

Co-Sponsors: **Nathan Altenor's Janitorial Services, Inc., Main Line Financial Advisors, LLC**

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!



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.

Tori DeSimone, a 15 year-old "beauty guru" with thousands of followers on YouTube, presented "Make-Up Essentials for Everyday Professional Women."

This event was sponsored by:



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.



Please keep an eye out for more information regarding the next upcoming WOW meeting in September.

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



On May 23rd, Chamber Members visited Martin Stone Quarries, Inc. for a tour of the local quarry.



INTERNSHIPS AVAILABLE

ARE YOU OR SOMEONE YOU KNOW LOOKING FOR COURSE CREDIT AND BUSINESS EXPERIENCE?

The Chamber is 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.

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

TCACC ANNUAL DINNER

On Thursday, May 30th, over 200 TriCounty Area Chamber of Commerce (TCACC) Members gathered at RiverCrest Golf Club & Preserve in Phoenixville for the Chamber's Annual Dinner. The night began with a social hour followed by the presentation of the "Chamber Stars" awards, and TCACC would like to congratulate the winners of the night's awards:

Entrepreneur of the Year – David Telstar, Reading Art Works

The Entrepreneur of the Year Award was presented to David Telstar, owner of Reading Arts Works (RAW). The recipient is an individual who is committed to working on their business and who demonstrates innovation in business thinking.

David started renovations on an old, run down factory building in 2005 and envisioned a thriving arts center. The building was restored keeping a lot of the original beams, doors, and architectural detail. RAW opened in 2009 with the vision that it would become the go-to place for up-and-coming artists; his plan was altered with the opening of a similar venue not far away. A new approach was quickly formed to keep the business afloat. Keeping the space of the building in mind, David decided to start hosting events at RAW. That decision has paid off. Following the ribbon cutting ceremony on October 24, 2012, RAW has hosted a variety of events including weddings, holiday parties, educational sessions and much more.

David's vision has allowed him to have the ability to see potential and opportunity where others may not.

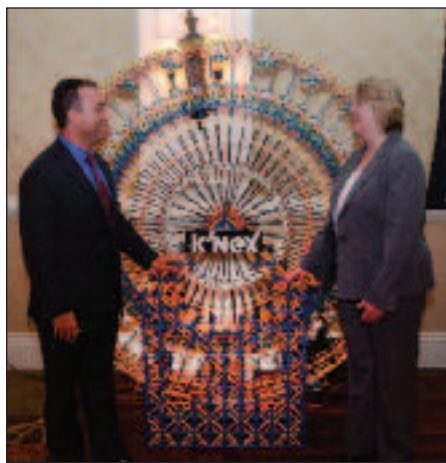


David Telstar (left), Reading Art Works, 2013 Entrepreneur of the Year receiving his award from Joe Fava (right), Clothes to Home Dry Cleaning, 2012 Entrepreneur of the Year.

Business of the Year - John Middleton Co.

The Business/Enterprise of the Year Award was presented to John Middleton, an Altria Company; a business that shows community spirit as well as leadership within its industry.

John Middleton has a long history in Pennsylvania, dating back to its origin as a retail store in Philadelphia in 1856. Middleton has operated as a wholly-owned subsidiary of Altria Group since 2007. They are the largest manufacturer of large machine made cigars in the U.S. with popular brands including: Black & Mild, Prince Albert, Carter Hall & Middleton's Cherry Blend. The company currently has around 400 employees with a vast majority of them employed at two tri-county locations – Limerick and King of Prussia.



Michael Araten (left), President & CEO of K'NEX & the Rodon Group and keynote speaker on the topic of innovation in business for the Annual Dinner, with Eileen Dautrich (right), President, TCACC

Community involvement of the evening's recipient impacts the community in a variety of ways. This company supports efforts to reduce litter in collaboration with Keep America Beautiful; they support educational programs that impact schools and the arts through Season of Service Events; and employees have donated 300 hours volunteering within the tri-county area in 2012. Their parent company, the Altria Group, donated \$172,000 to 11 nonprofits based in greater Philadelphia in 2012 through the Altria Companies Employee Community Fund.

Developing the next generation of leaders is very important to John Middleton Co. This can be seen in the many developmental training programs the company offers at management and employee levels. The company has also been a sponsor for the Leadership Tri-County program and is sponsoring this year's program beginning in September and Middleton is a member of the Founders Club for Pennsylvania Free Enterprise Week – an educational experience for Pennsylvania youth to learn about the economy.

John Middleton Co. attributes their success to the values that drive their behavior: integrity, trust and respect, passion to succeed, executing with quality, driving creativity into everything they do and sharing with others. Middleton also focuses on four key strategies: aligning with society, satisfying adult consumers, creating substantial value for shareholders and investing in leadership.



Eileen Dautrich (left), President, TCACC; Cindy Young (center), John Middleton Co., 2013 Business of the Year; Rick Lewis (right), Lewis Environmental, 2012 Business of the Year.



EVENT PHOTOS BY TOM KELLY III

The Andrew J. Paravis Excellence in Local Government and Education Award - Dan Kerr, Limerick Township

The Andrew J. Paravis Excellence in Local Government and Education Award was presented to Dan Kerr of Limerick Township. The award is given to an individual in local government who exemplifies the meaning of a dedicated public servant and excels in his accomplishments on behalf of the public.

Under Dan's leadership, Limerick Township has worked in conducting plans to benefit business, community and the environment. The township has funded design work for Sanatoga Interchange to increase development around the Philadelphia Premium Outlets. A master plan has also been developed for the land surrounding the Outlets to create a mix of businesses and employment opportunities. Zoning and development regulations have been updated on Ridge Pike to maintain a village atmosphere without prohibiting new business development.

Dan is currently the Chair of US 422 Corridor Coalition - a group of municipal, county, state leaders, engineering consultants, chambers of commerce, and businesses meeting to discuss infrastructure and economic development for the US 422 Corridor. Dan is the Vice Chair of the Greater Valley Forge Transportation Management Association (GVFTMA) Public Policy Committee; and Dan is also an active member of the Chamber's reorganized Pro Business Council.



2012 Volunteer of the Year Award winner Baran Schultz, Schultz Technology (left) accepting award from TCACC President, Eileen Dautrich.

Volunteer of the Year – Baran Schultz, Schultz Technology

The 2012 TriCounty Area Chamber of Commerce Volunteer of the Year Award was presented to Baran Schultz, CEO of Schultz Technology.

As a busy non-profit organization, continuously trying to add value to our Members, volunteers are crucial to our success and this award is an important opportunity to recognize the significant contributions of one individual over the last year.

Schultz Technology has been a Member of the Chamber for over nine years. During those nine years Schultz Technology has taken advantage of every opportunity to market their company to the Chamber Membership.

They were the lunch sponsor for the Chick-fil-A Leadercast held on May 10th, they have been a coffee sponsor, Women of the Workforce Luncheon sponsor, Membership Breakfast sponsor – and supporter of the Annual Dinner.

Baran is the Chairman of the Chamber's Event Committee that worked on the Chick-fil-A Leadercast and the Annual Dinner. He includes his employees in the process encouraging them to participate and volunteer on the event committee.

Leadership is important to Baran as he continues to serve in his board role, joining the Board in December of 2006, and as evidenced by his interest in expanding that role. He supports the Chamber through his industry expertise – providing wireless access in the Chamber conference rooms, working to grow the membership – encouraging his clients to consider joining the Chamber, and building the leadership skills of his employees by providing participants to the Leadership Tri-County program.



Dan Kerr (left), Limerick Township, 2013 recipient of the Andrew J. Paravis Excellence in Local Government & Education Award; Terese Brittingham, Keller Williams Realty Group, TCACC Immediate Past Chairman of the Board.

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

2013

Thank you to all that attended and supported the Chamber's marquee event of the year.

A special thank you to the platinum sponsors for the Annual Dinner:

 **Exelon Generation.**

 **MEDIA FUSION**
TECHNOLOGIES

 **Pottstown Memorial Medical Center**

 **PECO**

Gold Sponsors:

Maillie LLP

National Penn

O'Donnell, Weiss & Mattei, P.C.

Silver Sponsors:

Body-Borneman Companies

John Middleton, an Altria Company

Keller Williams Realty Group

Lewis Environmental, Inc.

Martin Stone Quarries, Inc.

Pottstown Area Health & Wellness Foundation

Susquehanna Bank

Valley Forge Casino Resort

Thank you to the following companies that provided donations for the Annual Dinner raffle:

RiverCrest Golf Club

McCormick Chiropractic

Sealstrip Corporation

Brookside Country Club

Limerick Golf Course

Hickory Valley Golf Course

Pottstown Area Health & Wellness Foundation

Copperfield Inn

Steel River Playhouse

Max & Erma's

Staybridge Suites

Arnold's Family Fun Center

Last Call by Neiman Marcus

Hand & Stone Massage & Facial Spa

Klein Transportation

Valley Forge Casino Resort

Prayers & Poinsettias

Red Lobster

Monte Carlo Casino Entertainment

Keller Williams Realty

Twin Turrets

Sly Fox Brewery

Schultz Technology



Attendees were able to stay and play casino games and continue to network after the dinner and presentations.

"The opportunity to interact with business owners and executives at this annual special event compliments the monthly networking activity."

-Russell Lowe,

Fraser Advanced Information Systems

"The Annual Dinner was a perfect combination of networking opportunities, business learning platform and just a good old fun time!"

-Janice Telstar, Reading Art Works

"The Annual Dinner is a great opportunity to connect and meet individuals in business throughout the Greater Tri-County Region. It has also provided me a great opportunity to network and reconnect with people that I've crossed paths with throughout my day-to-day work!"

-Tom Thunstrom, Penn Liberty Bank

"Keller Williams cannot imagine missing the Annual Dinner. The networking, information, awards and fun at the end of the evening make this a very well rounded event. I am amazed at how the staff pulls it all off in four hours."

-Terese Brittingham,

Keller Williams Realty Group

"The Annual Dinner provides a wonderful venue to entertain clients and prospects; and is also the best networking opportunity for the year."

-Katrina Belcher, Susquehanna Bank

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422 CORRIDOR PROJECT UPDATE



Shayne Trimbell,
Project Coordinator,
GVF Transportation



Seven months into 2013 and construction activity is humming along for the Route 422 Corridor. Drivers in the Pottstown area should be well aware by now that 422 is undergoing a significant improvement project, but you may not be aware that a project on eastern end of the corridor is about to begin.

Pottstown Area Improvements

In the Fall of 2012, PennDOT began a seven year, \$73.3 million improvement project from Porter Road to Route 724. The project, officially known as Route 422 Section M1A, will reconstruct 1.6 miles of the Route 422 from the Schuylkill River Bridge east to the overpass at Porter Road. Included in the reconstruction is the replacement of two bridges over Norfolk Southern Railroad lines located within the work zone. The eastbound on-ramp from Route 724, also will be rebuilt and improved, and the Armand Hammer Boulevard Interchange will be reconstructed, starting with replacement of the boulevard's bridge over the Bypass.

The project is well underway and progressing on-schedule. Half of the Armand Hammer Boulevard overpass has been rebuilt, with the remaining half under construction. The bridge over the Schuylkill River is being built in two sections, the eastbound side is being built first and will temporarily carry both directions of Route 422 while the existing bridge is demolished and rebuilt to carry westbound traffic; the eastbound side is currently under construction. Westbound traffic on the roadway has

been shifted to what will be the medians to allow crews to rebuild the westbound lanes. Drivers are reminded that the posted speed limit is 40MPH at all times and is being aggressively enforced. Fines are doubled in an active work zone.

Trooper Road Interchange Improvements

Beginning this fall, PennDOT will begin a two year project to improve the Trooper Road interchange on Route 422. The improvements include a new on-ramp from Trooper Road to 422 westbound, a new off-ramp from 422 eastbound to Trooper Road, an additional lane on the on-ramp to 422 eastbound, widening of Trooper Road to Audubon Road, and three new traffic signals. Traffic will be maintained on Trooper Road and Route 422 with no permanent detours or reduction in travel lanes.

Betzwood Bicycle and Pedestrian Trail Bridge

Anyone who has crossed the Schuylkill River from Betzwood to Valley Forge National Historical Park is familiar with the cramped bridge attached to Route 422. It is uncomfortable to cross, and barely wide enough for two people to pass by each other. Beginning this winter a new bridge will be built in the alignment of the old Betzwood bridge. The new trail bridge will be 14 feet wide with a mid-span overlook; it will be exclusively for the use of bicyclists and pedestrians. Construction is anticipated to take two years.

To stay informed on these projects, visit www.422improvements.com. The site is updated regularly with information about ongoing construction projects, lane closures, and detours.

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

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- 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 nonprofit 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@tricountyareachamber.com or eileen@tricountyareachamber.com to obtain an application or for more information.

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TRANSPORTATION PLAN MOVES THROUGH THE LEGISLATURE

By Alex Rahn, Wanner Associates

In early June of this year the Pennsylvania Senate approved Senate Bill 1 by a vote of 45-5. Senate Bill 1 is a comprehensive transportation funding package authored Senator John Rafferty, Chair of the Senate Transportation Committee and who represents portions of the TriCounty Area.

According to the Pennsylvania Chamber of Business and Industry, who strongly supports Senator Rafferty's plan, the bill would invest \$2.5 billion over five years, with the additional revenue generated in four ways: Over three years, the artificial wholesale price cap on fuel under the Oil Company Franchise

Tax would be phased out. Licensing, registration and permitting fees would be updated for inflation and indexed to inflation moving forward. A \$100 surcharge dedicated to transportation would be added to Motor Vehicle Code violations, with fines increasing for certain traffic violations.

The TriCounty Area Chamber of Commerce has long advocated for a modern, safe and efficient transportation infrastructure. This is necessary for the free flow of commerce, and the mobility of the workforce for business and recreational activities. Indeed, managing the growing congestion on our roads is essential to the economic vitality of the TriCounty Area. Thus,

the Chamber is excited to see the State Legislature consider this legislation for a viable, comprehensive transportation funding plan that likely encompasses multiple modes of transportation.

Senate Bill 1 will now be considered in the House, where concerns have been raised about the amount of the package and increased fees. In addition, passage of the plan is potentially tied to the annual June State Budget negotiations, and privatization/modernization of the State's liquor system. The Chamber will monitor and report on the upcoming plan, and continue to advocate in favor of a comprehensive transportation funding solution.

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HEALTH CARE REFORM ACT DISCUSSED AT JUNE MEMBERSHIP BREAKFAST

On June 13, Chamber Members met at Brookside Country Club in Pottstown for the June Membership Breakfast.

Presenter Joseph F. Shirley, Employee Benefits Consultant, Maillie LLP, gave attendees information on the topic of Health Care Reform and Employer and Individual Mandates and Penalties. The presentation focused on the mandates and penalties for employers to offer affordable health coverage to employees, and for individuals to acquire health coverage.

Shirley provided attendees with a timeline of the major provisions associated with the Health Care Reform Act, but focused his presentation on the "pay or play mandate and tax penalties" that were scheduled to go into effect in 2014 but have now been delayed until 2015.

The Health Care Reform Act mandates that employers with 50 or more full time employees offer their employees affordable coverage or pay a penalty. Employers who meet this criterion will pay \$2,000 per employee if no coverage is offered. Employers will not be penalized for the first 30 employees without coverage. Employers will also have to pay a \$3,000 penalty for any employees receiving a subsidy for health care, but would never have to pay more than the penalties for not offering coverage to employees.

Shirley predicts that we will see a movement toward account based insurance plans such as a Health Savings Accounts (HSA) in response to the new laws in the same way that employers now offer 401K's for retirement.

You can find Shirley's PowerPoint presentation at tricityareachamber.com under News & Media.

At every Membership Breakfast, the Chamber recognizes and presents framed Member Certificates to our newest Members. We were very pleased to welcome 17 of our newest Members:

AC Burns General Contracting, LLC; Affinity Bank, A Division of First Priority Bank; Bellewood Country Club; Chick-fil-A at Royersford; CzarStar Security, Division of Kriebel Security; DeVry University; Gehring Mechanical; Lindt Chocolate; Nathan Altenor's Janitorial Services, Inc.; Polaris Productions' Pottstown Downtown Improvement District Authority (PDIDA); Red Lobster #789; StandingStone Media/SSM Creative; The Training Center for Sales & Business Development; UtiliTech, Inc.; We R Wireless - Verizon Wireless; Wrigley's Business Products & Services

Our next Membership Breakfast will take place on **Thursday, September 12, 2013** from 7 to 9 AM at Brookside Country Club in Pottstown and will feature a panel of area Superintendents and other leaders in education discussing career and vocational programming in our area.



From left to right: **Paul Heverly, Gehring Mechanical; Sheila Dugan and Sue Repko, PDIDA; John Prutzman, The Training Center for Sales & Business Development; Deidre Shaffer, DeVry University**



From left to right: **Pete Nugent, AC Burns General Contracting LLC; Dave Czarnecki and Mason Craig, CzarStar Security, Division of Kriebel Security; Peter Wszalek, UtiliTech, Inc.; Ron Chesler, Bellewood Country Club**



From left to right: **AnnMarie Estrella and Jessica Snook, Lindt Chocolate; Ray Maillet, Affinity Bank, A Division of First Priority Bank; Nathan Altenor, Nathan Altenor's Janitorial Services, Inc.; Jared Schenkel, Red Lobster #789; Tim Rosenberger, StandingStone Media/SSM Creative**



From left to right: **Bret Wrigley and Craig Wilhelmy, Wrigley's Business Products & Services; Jaret Mitchell, Chick-fil-A Royersford; James Michael, We R Wireless - Verizon Wireless; Dan O'Connor, Polaris Productions**

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MARKETING WITH THE CHAMBER



Ashley Slaughter

As always, I am here to help you navigate the best ways to utilize the Chamber's marketing opportunities.

I hope everyone is enjoying the summer and gets time to be with family and friends and spend some time outdoors or doing whatever it is you like to do!

The Chamber also takes a little time in the summer. We are still holding our Business Card Exchange events over the summer, but we mostly take time to plan our programs for the year starting in September.

I encourage you to take some time this summer as well. Take time to figure out how you can best showcase your business to the Chamber membership this fall. We are planning great events for the fall with great information for the business community and chances to make new contacts. There are a variety of opportunities to sponsor these events!

EVENT SPONSORSHIP OPPORTUNITIES FOR THE FALL:

- Golf Outing & Clambake
- Economic Development Luncheon
- College Fair
- Business Equipment Recycling Day
- WOW
- Business Card Exchanges
- November Membership Breakfast

Overwhelmed yet by all of the choices? Let us help you!

We plan these events for your benefit and we offer sponsorship opportunities for all of our events so that you can gain recognition and promote your products and services to influential decision-makers in the tri-county area.

Schedule an appointment with us and a staff member will sit down with you to help you navigate your way through all of our sponsorship opportunities. We will help you target the right audience with opportunities that work within your marketing budget.

Call 610.326.2900 or email Kitty Papp at kitty@tricityareachamber.com to schedule an appointment to manage your membership.

*Ashley Slaughter, Marketing and
Communications Assistant, TCACC*

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Business of the Month is chosen at random through a business card drawing at Chamber events, or by participating in other Chamber programs, such as surveys. July's Business of the Month was chosen from a random selection from those who attended the Annual Dinner.



THE RIVERCREST PHILOSOPHY

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I look forward to seeing you at the Club.

Brandon Lejeune

General Manager



MEET THE BOARD

BARAN SCHULTZ, CEO of SCHULTZ TECHNOLOGY SOLUTIONS



Baran Schultz

Company Description: A Full Service Technology Company specializing in networks, virtualization, backups, monitoring, phone systems, voice over Internet Protocol, cabling, security, fire, access control, AV, etc.

Special Interests: NHL Hockey and watching his nephew who plays for the New York Islanders.

Number of years he has worked in the Tri-County Area: 12

Personal Business and/or Leadership Philosophy: "Treat your staff and customers with respect and work together as a team."

Business Role Model: His Dad

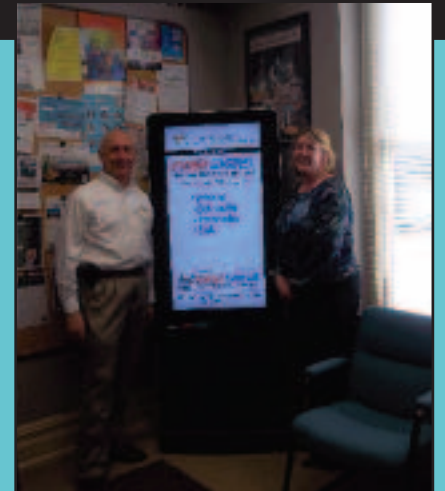
Areas of Involvement within the TriCounty Area Chamber of Commerce: Board of Directors, Event Committee, WOW Luncheons, Golf Outing, Chick-fil-A Leadercast and the Annual Dinner.

Programs and services Baran feels provide the most value as a member of the TriCounty Area Chamber of Commerce: "Sponsorship opportunities that are available help to market your business and network with potential clients."

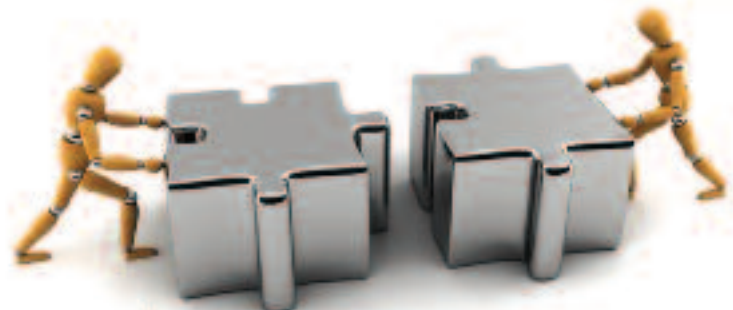
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Bill Wellen (left), FASTSIGNS, and
Eileen Dautrich (right), President, TCACC,
standing with the kiosk that
rotated ads for different
Chamber events in the lobby in May.



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#915-Route 100
-formerly Prizers of Pughtown, large appliance store adjacent to a John Deere Dealership. First floor has 3,650 square feet, plus basement large shop and storage area with 3,430 square feet. Will rent store separate at **\$2,890 per month.**



#917-Douglassville
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How to Assess Your Downtown



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

The first thing that is necessary to do is look at your downtown. I believe the best way to assess is to spend some time in the downtown sitting on a bench and observe. Watch the people come and go in the downtown and see how they react to the space. I try to just act as a normal person in the downtown and try to make it not very obvious that I am there to observe to get a true sense of what is going on.

If there is illegal activity occurring, that becomes a factor in your observations. It is better not to dwell on it too much while you are sitting there. Observe in different locations in and around the downtown at different times. Try to find out when there are many people in the downtown, and when the foot traffic starts to diminish. Visit at night and see what is happening in the downtown as well.

Try to list the observed advantages to visiting the downtown. Think of the advantages and how they could be amplified or enhanced to make the public space better. Advantages could be that people arrive at a newsstand every morning to get a paper and stop by the coffee shop for a coffee. Another advantage would be that people arrive in the downtown to pick up their mail at the post office and they have to walk by stores to get there.

There is a need to also observe the constraints concerning why people avoid the downtown. Perhaps it is garbage cans overflowing onto the sidewalk. Inadequate lighting could deter foot traffic through certain parts of town. As you assess the constraints, you will be able to recognize that some of it is interrelated.

I always like to talk to people about the downtown to get their impressions. One can learn a great deal from just chatting about certain things in the downtown with people. People, if approached correctly, will provide you with a lot of anecdotal evidence concerning why some things are the way that they are.

Reposition in the regional marketplace

What is your market position? Do you really have to know? Do you need a market analysis to tell you what your target market is for drawing customers to the downtown? Does the town really need to reposition?

They are all good questions and there really is not a good answer for all situations. If you have a downtown that has bottomed out, and people avoid it like the plague, do you really need a study to tell you that? It is always good to have a market analysis, but if

money is tight and there is little hope of amassing enough money to conduct a market analysis, a self-assessment by the town is probably adequate.

To reposition your town in the regional marketplace, means changing the perception of your town in the minds of the people who live in the general vicinity. There are various methods of doing staff-based market analysis, and by doing a little research on the Internet you should be able to come up with some guidance.

The project could be done as part of a community or a board project. A broad swath of people should be involved. It could be someone in the group that took a marketing course while in college or who works in the field. In most cases, these folks can be helpful, but sometimes they can dominate the conversation and inhibit participation by others.

The basics for your analysis should include or address the following:

Area Analysis

Area analysis will provide a good gauge of where you get the majority of your customers. Normally a downtown will look to a three to five mile radius, depending upon the location of other downtowns. Trade areas can differ for different retail and food service offerings, and time and distance to arrive at the destination. In many cases, people are willing to drive a little further to get the goods and services they need, but people try to minimize long trips and rely on traveling a shorter distance when possible.

Customer data from the stores in the town can provide significant insight into where the customers are coming from to the downtown area. Leaving a sign up sheet on the counter of stores is one way to get zip codes for an analysis. Normally a store will have a mailing list, and a brief count of zip codes will give the researcher a good cursory look at the area. If the right people are chosen, a businessperson roundtable or focus group can be helpful in determining the trade area.

(See "Downtown Marketing And Development" on page 51)

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BUSINESS PROFILE

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improve workflow to save on capital expenses, and increase capacity for additional orders.

Long Consulting Owner, Pamela Long, has over thirty years of combined technology and business management experience and has helped hundreds of companies. Pam is involved with each client project — ensuring your company gets the value of experience in every application. She helps lead you towards your long-term goals, enabling and at times developing marketing strategies and unique user interfaces. Long Consulting maintains tighter control of project deadlines and budgets so your technology project will be customized to meet your specific needs, be completed in a timely fashion and be more cost-effective than what large-scale firms with multiple layers of management can deliver.

At Long Consulting Services, they Bring It All Together. From portals and intranets to websites and custom software, together with roadmaps that keep solutions sustainable, they focus on delivering significant business value and developing the catalysts that help you reach your long-term goals.

For additional information, please call 610.917.1222 and visit www.longcsi.com.



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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 49)

It is also helpful to distinguish the trade area in terms of what destination stores or amenities are available, and where they draw customers and attendees. Many of the stores will probably have a local following from the immediate area because of the convenience of the location. Other larger businesses like a furniture store, appliance store, or concert venue will draw from a larger area.

Demographics

Demographics sometimes can become a little complicated as people rely on psychographic data developed by the consulting groups. They segment the population by psychographic profiles with population titles like Gentleman Farmer, Country Squire, Big Fish in Little Pond classifications. This is fancy and it is well worth the money, but many times in small communities, there is not a lot of funding available for these kinds of efforts.

There is census data (www.census.gov) that could be secured free, and will give you a breakdown of most of the demographics for your town as well as the U.S. Economic Census. The key items that are needed are your population, age cohort group, annual income, educational levels and housing.

The possibilities concerning what you could find on the census site is almost end-

less. You can search down to the block group of your census tract, which should give data for specific neighborhoods within your area. The census data is the most available data, and it is available for free. There is a caution with using the census data because there is no ability to have someone interpret the data, and that could be a trial and error task for the novice.

Economic Analysis

One of the hardest parts of place making is getting the right uses in the downtown buildings. Everyone wants retail, retail, retail but the truth is that retail comes and goes, along with the bank accounts and dreams of ambitious people. Getting the right mix of retail, that is relevant to your demographic, is important because it tends to make the store more successful in the marketplace.

This task sounds daunting when revitalization/public space coordinator has no training in this field. There is a U.S. Department of Commerce web site (www.bea.gov) for the Bureau of Economic Analysis. There is also employer information provided by the Bureau of Labor Statistics (www.bls.gov). The Census Bureau data could be employed to provide

(See "Downtown Marketing And Development" on page 52)



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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 51)

needed details, broken down on a level that closely mimics you census block group.

The Chamber of Commerce many times has a listing of the businesses in the area. Some of the information that you would seek could be available by speaking with the Chamber of Commerce and getting an introduction to some of the major employers. Remember, the goal is not only to get the information, but also the public's buy in, by members of the business community.

Concentrating on and using the sources listed above, you will be able to put together a decent analysis of the local work force, number and kinds of businesses, local government tax structure and incentives, retail market and housing market, and the impact of community attractions (museum, concert hall).

The need for a survey of your businesses to get some of the information is paramount. The businesses should be broken down by use code. The North American Industry Classification Code (NACIS) has been used for the past several years and has replaced the Standard Industrial Classification Code (SIC) as the standard for business classification. Some agencies use the SIC Code and the real difference is the three digits on the SIC Code versus the four

digits on the NACIS Code.

The kinds of things you would want to garner from a business survey include: employment figures, rent or own the building, how long in business, hours of operation, amount of space in square feet, where they park, hours of operation, busiest times, customer profile, and advertising strategy. These surveys should be conducted by hand delivery in the downtown.

A consumer survey will also be needed to determine the needs of the populous. I have always believed that there should be door-to-door surveys as well as incept surveys of customers in the downtown. The kinds of information you would seek involves consumers shopping habits, what they like and dislike in the downtown, when they shop, how often they shop, what kinds of goods do they seek in the downtown, what kind of advertising motivates their consumer spending, and when, why, and how they come downtown. Be sure to ask a parking question, but be careful of how it is phrased to make sure that the question is not negatively perceived. Consumer focus groups are a good idea, as a supplement to home visits and intercept surveys.

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

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THE MEDICARE MOMENT

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

IT MIGHT JUST BE ONE OF BIGGEST DECISIONS OF YOUR LIFE THAT COULD CHANGE NOT ONLY YOUR HEALTH, BUT YOUR FINANCIAL FUTURE FOR BETTER OR WORSE.

We are getting closer to the time of year when Medicare beneficiaries are faced with the decision to keep their current insurance or to make a change. **The Annual Election Period, or AEP, will start in mid October and run through December 7th.** This is the time when beneficiaries are allowed to change their drug plans or Medicare Advantage Plans that include drug coverage.

As the economy has been in a steady downfall, senior citizens have felt the pain in the form of lost money in the stock market and measly or no increases in their social security checks. It makes sense that people would want to cut costs where they can. What I'm going to explain to you is how cutting your costs for insurance may actually put you in the hole.

As you do your research on the types of plans available, you will come across Medicare Advantage, Medicare Supplement and Medicare Part D. First thing I want to tell you is that Medicare Advantage Plans are the types of plans insurance companies are pushing their agents to sell. Of course, it is illegal for an agent to bully a customer into a certain plan but companies are finding ways to make you, the consumer, believe that this is always the best option for you. For some it very well may be the best option, but for many it is not and unfortunately they regret their decision as soon as something serious comes up with their health.

The reason insurance companies want you to get a Medicare Advantage Plan is because they receive a huge monthly payment from the federal government for each person that enrolls into the plan.

They claim to be looking out for your best interest, but the almighty dollar is what is driving their sales pitch. My advice: *if you are looking at an Advantage plan then do so very carefully.* Make sure you ask if your doctor accepts the plan. And, don't just ask the agent selling the plan, *ask your doctor too!* Make sure to ask for hospital co-pay

amounts, outpatient co-pay amounts, lab work co-pay amounts and out of network charges if the plan allows it. Many agents do not disclose this information, or they skim over it very quickly so that the customer doesn't get a chance to ask questions which leaves them confused.

In my personal and professional opinion, if you can afford a Medicare Supplement policy - **get it.** We are all getting older; with age comes health complications for many.

A Medicare Supplement policy is going to give you the peace of mind that if something catastrophic happens (such as a heart attack needing open heart surgery):

You will be covered with little to no out of pocket expenses other than your premium (depending on the type of plan you choose and if you choose a plan with a deductible).

You have the freedom to choose any doctor that accepts Medicare and don't have to worry about networks and searching for a specialist that takes your plan.

You don't have to worry about claim forms or multiple bills showing up in the mail at home after a procedure.

Typically, a Medicare Supplement plan will run from just under \$100 to as high as \$400 depending on your age and which plan you choose. The earlier you get one the cheaper it will be. There are also discounts available for having the premium automatically drafted from a checking or savings account, for early enrollment and for having someone in the same household with the same plan.

When it comes to Medicare Advantage plans things get more complicated. They can have a pretty low or even no monthly premium. However, in lieu of this premium, you will be paying the co-pay for each service you receive from a healthcare provider. For example, my last clients I sat down with have a Medicare

(See "Medicare Moment" on page 54)



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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 52)

You measure the square footage, and assign the square footage number and NACIS number. You take those classifications and you seek the census data, commerce data, and the labor data that relates to those classifications. That grouping is who you are as a downtown. Look at the classifications for which you have limited or no square footage. Unless that square footage is part of a regional draw, your town will be lacking in the delivery of those goods and services.

Analyze the data

This part of the market analysis may cause problems for the committee doing the analysis. The conclusions that you draw will be the basis for your proceeding with a strategy.

You have to assess the demand and the supply and draw some reasonable conclusions.

The easiest way to start and not try to become demographers is to look up the NACIS Codes of the square footage that is available to you in the downtown, to determine how many stores are in the United States. Determine the population during the year the number of stores was deter-

mined. Divide the population of the United States by the number of stores in that NACIS listing. The number will determine the amount of people per one store of this type. You go back to your market area, and determine how many people are in the area, and how many stores the market area population will support.

This kind of analysis provides a look at what your economic strengths and weaknesses are, and determines the gaps in the market. Using the sources outlined, above you can determine market leakage to determine where the downtown is a regional draw, and the areas they have to recruit to remain competitive.

The information that has been secured through these surveys can help determine what businesses are seeking to expand or terminate. The information garnered from the local businesses concerning their perception of the downtown, parking utilization, and insights to what they need to remain competitive are valuable to future planning efforts. ■

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



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MEDICARE MOMENT

(Continued from page 53)

Advantage plan and have had it since 2009. If they go to a primary care physician that is in the network they have to pay the \$30 co-pay for each visit. My client was recently diagnosed with Coronary Artery Disease. He went to his primary doctor for his regular check up, which is a \$0 co-pay because you get one free one each year. He mentioned to his primary physician that he was having chest pains when he worked out or was working in the yard.

She immediately ordered an EKG which showed that there could be problems and she had to request approval for a stress test to be done. The insurance company denied the request. She had to request another type of stress test and it was finally approved. My client ended up having to pay \$200 of the outpatient bill for the stress test, a \$30 co-pay for the doctor, a \$15 co-pay for lab work and then he had to go back to his primary physician 2 more times within the course of 2 weeks costing him another two \$30 co-pays and another \$15 in lab work. Yes, the total bill would've been higher if he had not had insurance in addition to Medicare, but if he had gone with a Supplement plan he wouldn't have had these co-pays to worry about and he wouldn't have had to worry about the stress test not being approved by insurance because the Supplement plan does not require approval for diagnostic testing.

What is even more disturbing is if he had needed to have a stint put in then he would've had to stay in the hospital for about \$270 per day. So, in theory, a Medicare Advantage plan is a good plan, but only if you never get sick or never will have a major medical situation. It is very hard to determine what your expenses may be with an Advantage plan because you can't foresee what could possibly happen to your health in the future.

What I have personally seen in the past 6 years as an insurance agent is that the people who enroll in a Medicare Supplement policy seem to be more satisfied with their plans and are not worried about their future healthcare needs. The ones that are enrolled in Medicare Advantage tend to leave the plans as soon as they can after a health issue arises because of the surprising costs they incurred while getting treatment.

Be careful while shopping, ask questions and get the answers before enrolling, and keep

in mind that even though you might be healthy now it doesn't guarantee that you will be in the future. Protect yourself from financial ruin that comes with healthcare costs and the best advice you will receive is from people who have the insurance and have used it, not the ones selling it to you.

Don't hesitate to call us here at Main Street Financial Partners at 1-800-862-7364. We will help you and your loved one in deciding before the crunch of AEP is here. You will be able to speak with one of our Medicare experts to get the information you need to be ready for Annual Open Enrollment or visit us on line at www.MainStreetFinancialPartners.com for the most up-to-date Medicare information. ■

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The Regional Rehab Center at Phoenixville Hospital uses a multidisciplinary team approach under the direction of a physician. Patients affected by stroke, neurological disease, orthopaedic issues, amputations, traumatic injury or debilitating illness receive individualized care that may include physical, occupational, or speech and language therapy, or prosthetics and orthotics. Featuring all private rooms and gym facilities, the Center is designed to help restore patients' good health, independence, and productivity.

For more information, or to schedule a tour of our new facility, call 610-983-1614.



REGIONAL REHAB CENTER
AT PHOENIXVILLE HOSPITAL

PhoenixvilleHospital.com



REHAB – RIGHT HERE AT PHOENIXVILLE HOSPITAL



The multi-disciplinary team at the new Regional Rehab Center of Phoenixville Hospital includes a board-certified physiatrist, specially-trained nurses, physical/occupational/speech therapists, social workers and clinical coordinators. For more information about the inpatient unit, call Holly Sanborn, program director, at 610-983-1614.



The rehab gym has a complete ADL suite including a full-size kitchen, washer/dryer, bathroom and bedroom. Please mention that there are 14 PRIVATE rooms.

The new Regional Rehab Center at Phoenixville Hospital opens on July 1. Housed on the second floor of the hospital, this acute rehabilitation center will offer personalized care to people impaired by accident, injury or disease to help them return to their highest level of independence. The state-of-the-art \$4million Center includes 14 large private rooms, a gymnasium and ADL training suite complete with a bedroom, fully functioning kitchen and bathroom all designed to help patients who have suffered loss of function due to:

- Stroke
- Brain injury
- Neurological diseases (exacerbation of multiple sclerosis, Parkinson's disease, etc.)
- Spinal cord dysfunction
- Complicated orthopedic conditions
- Hip fractures
- Multiple trauma
- Amputations
- Other disabling conditions

Hospital CEO Steve Tullman is excited to bring acute inpatient rehabilitative care to Phoenixville. "The Regional Rehab Center is the latest example of Phoenixville Hospital's commitment to bringing niche services, exceptional care and advanced technology directly to our community," he said. "We saw an opportunity to offer high-quality inpatient rehabilitation services within our acute care hospital setting. Currently, there are not many facilities like this in our service area and often patients and their families have to travel farther than they would like for care or find themselves in facilities that may not provide the intense type of therapy that will best serve their needs."

Patients will receive one-on-one care and personalized treatment plans that can be

focused on any combination of the following:

- Activities of daily living (feeding, bathing, dressing)
- Mobility (walking, wheelchair mobility, stair climbing)
- Language skills (ability to speak and understand)
- Thinking skills (attention, memory, problem solving)
- Visual skills (perception, hand-eye coordination, visual attention)
- Continence (control of bowel and/or bladder)
- Pain management (control of pain to enable optimal function)
- Home modification recommendations for self-discharge
- Community reintegration skills

The experienced multi-disciplinary team at Regional Rehab Center at Phoenixville Hospital will provide patient-focused, compassionate care. Team members include:

Board-certified physiatrists trained in physical medicine and rehabilitation.

Specially-trained rehabilitation nurses who provide rehabilitation care and management of medical conditions.

Physical therapists who work with patients to improve strength, endurance, balance, and master activities such as standing, walking, use of mobility devices.

Occupational therapists who work with patients on their ability to perform tasks of everyday living and perform other functions needed to return to the community.

Speech-language pathologists who assist in areas of communication including speech, language, voice, cognitive and swallowing disorders.

Social workers/discharge planners who assist with the emotional adjustments to lifestyle changes while providing education and information about community resources and services available at discharge.

Clinical psychologists and dietitians are also available to address patient needs.

For more information about the Regional Rehab Center at Phoenixville Hospital, call Holly Sanborn, program director at 610-983-1614 📞

BUSINESS PROFILE

PHOENIXVILLE HEALTHCARE ACCESS FOUNDATION

"We never expected to be in the situation to need such services but we are truly thankful that you were there to help when needed."

We hear this frequently as more and more people are finding themselves unemployed or under-employed, and without health insurance or with very limited coverage. Last year, the Phoenixville Healthcare Access Foundation was able to provide mammograms for two women in their late 50's who had never had the means to receive one before. We also arranged to have a 23-year old victim of domestic violence seen by an eye specialist. Without our intervention, she could have lost vision in her eye permanently.

The programs of the Phoenixville Healthcare Access Foundation (Mammogram, Vision, Dental, Emergency Orthopedic, and Prescription), connect uninsured and under-insured residents of the 19 boroughs and townships surrounding Phoenixville with a



network of local health care providers and pharmacies who provide services to our clients at a reduced rate. These partnerships enable us to maximize our reach as well as our resources, and to positively affect the well-being of both the businesses and the residents of the Phoenixville community.

Eligibility may be determined right over the phone! Call us at 610.935.3165, stop by at 723 Wheatland Street in Phoenixville, or visit our website at www.phcafoundation.org for more information on our programs or to make a donation.

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BUSINESS PROFILE

O'DONNELL, WEISS & MATTEI, P.C.

O'Donnell, Weiss & Mattei, P.C. (OWM) has offices at 41E. High Street, Pottstown, and 347 Bridge Street, Phoenixville. From the original three lawyers who founded the firm in 1955, OWM has grown to become one of the largest firms in Western Montgomery County, with 13 attorneys and a dedicated staff of fourteen, including a legal administrator, paralegals and legal assistants, providing legal representation to clients throughout southeastern Pennsylvania.

The attorneys at OWM Law represent individuals and families, banks, small businesses, corporations, non-profits and municipalities. They also have attorneys who are licensed title insurance agents and conduct residential and commercial real estate settlements. In addition, the firm is strongly committed community involvement in the Phoenixville, Pottstown and surrounding areas, and several of the attorneys serve actively on local boards and non-profit organizations.

Internally, OWM is organized into nine client service teams made up of the lawyers and staff who practice in particular areas of the law. The development of well-coordinated teams allows them to handle complex transactions providing the solutions clients need and want on a daily basis.

Those client service teams or Practice Groups are: Business Law & Banking; Elder Law; Estate Administration & Probate; Estate Planning/Wills/Tax; Family Law, including Divorce/Custody/Support, Mediation, and Collaborative Family Law; Litigation & Personal Injury, including Civil/Business, Criminal, DUI, and Personal Injury—Automobile/Motorcycle Accidents/Slip & Fall/Wrongful Death; Municipal/Zoning/Land Use; Real Estate/Title Insurance; and Social Security Disability.

Please visit www.owmlaw.com for directions, individual attorney listings and additional information. 📄

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

- 171 East Bridge Street, Phoenixville, PA 19460 • 610.933.3070
- info@phoenixvillechamber.org • www.phoenixvillechamber.org



The Phoenixville Regional Chamber of Commerce is an independent organization serving the business interests of Northern Chester, Western Montgomery and parts of Delaware Counties.

The Chamber's mission is to "advance the principles of free enterprise by providing the leadership which will enhance the economic climate of the region, address the priority needs of its members, and interact with other individuals and organizations for the overall benefit of the business community."



A MESSAGE FROM THE DIRECTOR

Phoenixville is a classic town with many efforts focused on making the community a place to live, work and play. Phoenixville's eclectic vibe is contagious to those who visit, and combined with its rich history, variety of restaurants and unique shops, it is a spot you will want to revisit again and again!

The Phoenixville Chamber recognizes that a positive economic future begins with a strong community. We are thrilled to be working in the Phoenixville First collaborative to continue to bring First Fridays, the Chesco Grand Prix, and other like events to town with partners who share in the vision of growth.

This year, the Phoenixville Regional Chamber of Commerce will continue to focus on serving our membership base by surveying satisfaction, creating new networking opportunities, offering educational seminars, linking Chamber members to one another and to the community, and exploring new opportunities to strengthen our membership.

We encourage anyone to stop by the Chamber Office with any questions or comments. The Chamber offers an open door policy during our office hours of 8am to 5pm, as an invitation to meet and speak with the Office Staff. We offer our knowledge of the town, business and events, and encourage you to benefit from that!

I hope to see you around Phoenixville very soon!

Jessica Capistrant, Chamber Director

A MESSAGE FROM PHOENIXVILLE FIRST

There has never been a better time to visit Phoenixville! Phoenixville has been reborn from the ashes and rises to all time highs for 2013.

A springtime stroll down Bridge Street is sure to arouse your senses. Located just 40 minutes west of Philadelphia, Phoenixville offers beautiful views, spectacular restaurants and class-A entertainment. Hear music in the air and enjoy boutique shops, fantastic eateries, art and more. Originally an iconic steel town, Phoenixville has truly evolved to become a live-work-play town. Nestled between several hundred acres of farmland within Chester and Montgomery counties, nearly 1,700 residents enjoy employment with area Pharmaceutical, Financial and many Fortune 500 companies. Parents and children enjoy a top-rated school system rated 8 out of 10 by www.greatschools.com.

With fabulous architecture, 13 parks and an ever-evolving skyline, Phoenixville is sure to captivate your spirit. On the first Friday of the month in May through October you can come downtown to Bridge Street to enjoy sidewalk vendors, free outdoor music as well as dining. Come check out some of our many events, such as The Blobfest, where hundreds of movie-goers re-enact the scene from The Blob that was filmed right here at the Colonial Theater run out of a movie theater under attack by an alien lifeform; or the Dogwood Festival and Parade held in May put on locally by the Jaycees, and brings the entire town out for funnel cake and kiddie rides. It is then followed by a parade which starts on the town's North Side and ends at the beloved Reeves Park. More than 16,000 residents and visitors alike braved the December air in 2012 to celebrate the Firebird Festival, which celebrates the yearly rebirth and cleansing of the town by building a very large wooden Phoenix and burning it to the ground every year.

I truly hope that you get to visit our beautiful town soon. You can easily get here by car or public transportation and I promise that you will not be disappointed. Phoenixville has so much to offer that I know you will never want to leave!

Jennifer Mayo

Phoenixville Councilwoman & Chairwoman of Phoenixville First

THE CHESCO GRAND PRIX COMES TO PHOENIXVILLE JULY 11!

2013 marks the return of this high quality series of criteriums (spectator-friendly competitive cycling events) and cycling road races in towns, villages and the rural countryside of Chester County, Pennsylvania. The annual ten-day festival celebrates cycling, showcases Chester County and promotes the National Velodrome being planned for Coatesville.

All venues are returning for 2013 with a new addition in Eagle, PA. The nine event series will begin on July 4th with the return of the popular Chesco Road Race and holiday barbeque at historic Brooklawn in Unionville horse country and will end on Sunday, July 14 with the Chesco Tour for recreational cyclists.

The downtown criterium series will run daily from Sunday, July 7 and conclude with the popular Kennett Square finals on Saturday, July 13. Each criterium will feature a card of exciting afternoon and evening races for amateurs, elite women and professionals, mostly held on downtown circuits of one mile or less. Designed to bring people into town on a summer evening, the entertaining four to five-hour criteriums will again include music, professional announcing, celebrity appearances, youth races and more.

The race will come to Phoenixville on Thursday, July 11th. This race will bring lots of excitement to our community on a weeknight evening, embracing the downtown. Expo tabling opportunities are available, as well as Sponsorships. Please contact Jessica at the Chamber Office, 610.933.3070, for more information. We hope to see you there!

CALENDAR OF EVENTS

Tuesday, July 9th – July Monthly Membership Meeting

Featuring: The Annual Commissioners Forum – All 3 Chester County Commissioners (Ryan Costello, Kathi Cozzone and Terrence Farrell) will present on the issues and opportunities for Chester County. Also, State Representative Warren Kampf will join us to speak on the Governor's budget and other state-wide updates. This is a great opportunity to meet and talk with your local elected officials and voices!

Sponsor: OWM Law

Time: 3:00pm to 5:00pm Location: Franklin Commons, 400 Franklin Avenue, Phoenixville

Thursday, July 25th – Chamber 101: A Comprehensive Membership Orientation

This event offers new, existing and potential members a face-to-face opportunity to make connections with other Chamber members and staff and will provide an overview of the various tools available to market your organization.

Time: 8:30am to 9:30am; Location: Phoenixville Chamber Office, 171 Bridge Street, Phoenixville

Tuesday, July 30th – Young Professionals Networking Event

Join the Chamber and the Phoenixville Jaycees for this YPN Event at Fitzwater Station.

This event offers professionals between the ages of 21-40 an opportunity to network with likeminded individuals!

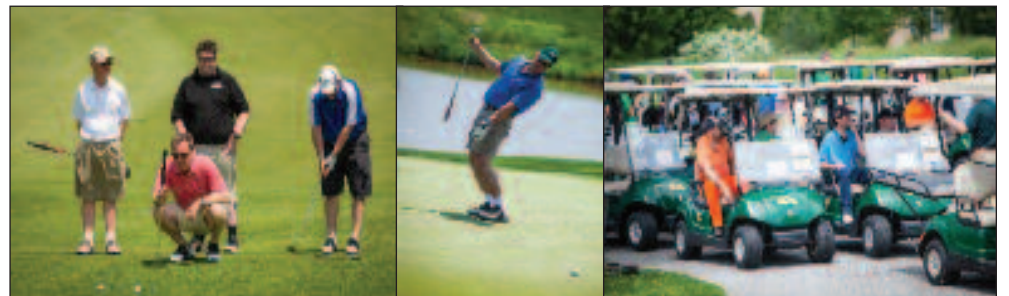
Time: 6:00pm to 8:00pm; Location: Fitzwater Station, 264 Canal Street, Phoenixville

RECENT EVENTS



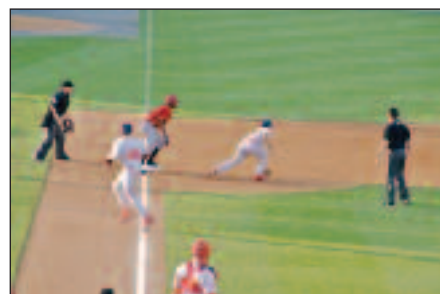
PHOTOS BY NICK LEH PHOTOGRAPHY

Thousands of people stroll Bridge and Main Streets during May's First Friday in Phoenixville.



PHOTOS PROVIDED BY VALLEY FORGE CHRISTIAN COLLEGE

Members and Guests enjoy the 2013 Golf Classic, which was held at RiverCrest Golf Club & Preserve on May 21st



PHOTOS BY NICK LEH PHOTOGRAPHY

More than 850 guests of the Phoenixville Regional Chamber of Commerce attended the Chamber Night with the Reading Fightin' Phis on May 22nd. It was a beautiful night at the ballpark!

PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426

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

Welcome to the Perkiomen Valley Chamber of Commerce!



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

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

For more information, contact Renee Blomstrom, Director of Public Relations, 610.489.6660 or renee@PVchamber.net. OR, visit the Chamber website: www.PVchamber.net.

PERKIOMEN VALLEY CHAMBER OF COMMERCE EVENTS CALENDAR

July 10, 2013 – Mixer at The Chestnut Pointe

PV Chamber members are cordially invited to attend a Business Card Exchange hosted by Chestnut Pointe. Join us from 5:00 – 7:00 p.m. and enjoy great networking, and refreshments at the Clubhouse. Chestnut Pointe is situated on 47 beautifully landscaped acres, conveniently located minutes from Route 422. Chestnut Pointe offers one and two bedroom apartments and three bedroom townhomes with luxury amenities including fully equipped kitchens, washer and dryer, fireplace and more. Take a tour of the models and learn why so many residents call Chestnut Pointe their home! www.chestnutpointe.com

Chestnut Pointe, 150 Morgan Drive, Royersford; 5:00 p.m. – 7:00 p.m.

FREE for members; \$10 Guests; 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>

FEATURED EVENT Annual Night Out at Reading Phils! July 29, 2013 –

**ORDER TICKETS TODAY
...quantities are limited!**



On Monday, July 29th, the Perkiomen Valley takes over the ballpark to cheer for the R-Phils as they take on the

Erie Seahawks. Food court opens at 5pm, seating at 6pm and game starts at 7:05p.m.

Order your tickets through the PV Chamber and SAVE 60% or more!

ALL STAR PACKAGE – Ten (10) General Admission Tickets \$30 (retail value \$80)

HOME RUN PACKAGE – Twenty (20) General Admission Tickets \$55 (retail value \$160)

DIAMOND CLUB PACKAGE – Forty (40) General Admission Tickets \$100 (retail value \$320)

Hurry...quantities are limited! For additional information, contact the Perkiomen Valley Chamber of Commerce at 610-489-6660 or email info@PVchamber.net.

PV CHAMBER – RECENT EVENTS

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

Keyser-Miller Ford was the Title Sponsor for the **PV Chamber's 28th Annual Golf Outing at Spring Ford Country Club**. The long-standing afforded members the opportunity to entertain clients and guests during a full day of networking and golf at the area's premier **PRIVATE** golf course! Golf packages included greens fees, cart, lunch, beer, refreshments and snacks at the grove all day, golfer goody-bag, dinner and awards ceremony.



First Place Foursome - Kelly Souder Collision

Keyser Miller Ford – Title Sponsor

Kelly Insurance – Gold Sponsor

Spring Ford Country Club - Host

CzarStar/Kriebel Security – Silver Sponsor

Sign-A-Rama Royersford – Sign Sponsor

Penn Liberty Bank – Lunch Sponsor

The Trappe Tavern – Beverage Sponsor

The Pizza Stop – Beverage Sponsor

Collegeville Financial Group – Hole-in-One Sponsor

Kinetic Physical Therapy – Golf Bag Sponsor

Kreider Health Solutions – Putting Contest & Dinner Sponsor

Oehlert Bros. – Putting Contest

Provision Vision Eye Institute – Grove Sponsor

Copperfield Inn at Lakeside – Grove Sponsor

Columbia Cottage – Dessert Sponsor

Rita's Water Ice – Dessert Sponsor

Edward Jones Investments - Cart Sponsor

Wood Thru The Ages – Table at the Tee Sponsor

Marshall Home Comfort – Table at the Tee Sponsor

Local Pages – Table at the Turn Sponsor

Costco / Collegeville Italian Bakery / Qdoba Mexican Grill - Snack Sponsors

Mandy Keep Photography – Photos Sponsor



2013 Golf Outing Host, Spring Ford Country Club



Keyser Miller Ford, Title Sponsor (Ron Keyser, center)

There were over 100 in attendance for the dinner and awards ceremony.

1st Place Foursome: Kelly Souder Collision (Net 56)
2nd Place Foursome: Executive Protective Services (Net 64)

3rd Place Foursome: Marshall Home Comfort (Net 64)

Men's Longest Drive Winner – Bud Souder

Women's Longest Drive Winner – Cherie Grobbel

Closest to the Pin Winner – Leo Kelly

New for 2013 – Winner of the Straightest Drive Contest – Allie Robertson

Guests took their chances to win over 50 fabulous raffle prizes. New for 2013, a separate ticket drawing for guests to win the Chairman's Award. Much appreciation to **Gailey Murray Communications** for generously donating the 2013 Chairman's Award – two Phillies tickets behind home plate in the Anro Printing Deluxe Luxury Suite (value \$600+). Lucky raffle ticket winner, Duane Brazuk of Fesnack

& Associates and a guest, will enjoy the June 21st Phillies game in style!

The success of the annual golf outing can be attributed to the wonderful staff at Spring Ford Country club (*special thanks to General Manager, Andrew Haraczak and Pro Shop staff*), the generosity of our members (through donations, sponsorships, golfers and volunteers) and the hard work of the Chamber staff and PVCC 2013 Golf Committee. Thanks to all for your dedication and support!

2013 Golf Committee Co-Chairman Brian Galie, Executive Protective Services, and Co-Chairman Tom Blomstrom, GaileyMurray Communications, along with committee members Justin Bartolomucci (Edward Jones Investments), Kip Bilo (CzarStar Security), Duane Brazuk (Fesnack & Associates, LLP), Phil White (Sign-a-Rama Royersford), Cathy McKeever (Bond, Pezzano & Etze, PC), Past Chairman Bill Penney (All State Insurance) and Leo Ayers.

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REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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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

Check out the SF Chamber Lunch and Learn Series!

Register for these events at www.SpringFordChamber.com

Social Media Marketing Made Simple – July 16

My small business or non-profit is doing just fine, thank you! What happens when you add Social Media into the mix? Is it really necessary? We will show you how to learn what your competition is up to. Social media takes too much time! Get a free tool that should cut your social media time down to no more than 90 minutes a week. Is social Media a good tool for me? I run a non-profit? Marsha can show you how to make your non-profit grow while you attend to the urgencies of the moment.

Marsha Pearson has over thirty years of business experience behind her, including ten years owning a retail specialty store in a tough economy. She has come out on top as one of the leaders in social media marketing in the Philadelphia area and readily shares the ins and outs with her audience.

Grow Your Business with Email and Social Media – August 13

This free workshop is designed to give small businesses and nonprofit organizations some simple ideas for growing their organizations using email marketing and social media. Topics include what to write about, how to get more people to stop and read your messages and how to get more action, or reaction, to your messages and offers. We will discuss what it means to run a campaign and tactics for measuring success without spending a lot of time or money. Participants will leave with a workbook full of ideas for timing their messages, how to write a winning subject line, what kinds of offers or content they want to try and how best to approach their next outreach project. This class is best suited for beginners in online marketing. We will touch on Facebook, using images for higher impact and we will even cover the importance of mobile-friendly content for higher engagement. This is a great class for beginners and smaller organizations looking to accomplish more in less time and with a small budget.



STUDENTS ORGANIZE BLOOD DRIVE

Spring-ford students Brandi Kenney, Jarred Arnold, Anna Keller, Trevor Harris, and Cindy Nguyen (shown here with Sherri Shaner, RN) recently organized a blood drive with Chamber member, Miller Keystone Blood Center. Carol Groves, MKBC said, "The students did an outstanding job with their first ever Miller Keystone blood drive, registering 158 donors."

A COMMUNITY DAY WITH A SPECIAL PURPOSE

Most of us think of community days as a time for neighbors to come together, to enjoy time outdoors and to meet local vendors. Limerick Community Day achieves all of these goals but has a special extra purpose and benefit. The day helps raise money to support the Limerick Parks and Recreation facilities and activities. The funds have enabled the department to complete the final phase of refurbishing and updating Manderach Memorial Playground last September. The money is key in supporting continued improvements of current playground structures and parks, and offering programs, camps, and events at little or no cost to the community. Going forward, it will help fund other Parks & Recreation projects,



including new trails, a dog park, and community garden. When you become a sponsor or take a booth at the Spring-Ford Chamber of Commerce Limerick Community Day Business Expo keep in mind that the proceeds do not just provide fun for a one day event but better our community through parks & recreation every day and for many future years.



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