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Denice and James Harrison of Patriot Pest Solutions combine experience, expertise, and a commitment to excellence and innovation, to provide a thorough and effective approach to solving any and all pest problems.

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Leadership requires a desire and a willingness to get it right, regardless of the consequences for the ego.

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... AND MORE!

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PATRIOT PEST SOLUTIONS



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

Large Company Professionalism & Expertise Blended with Small Company Care, Compassion, and Responsiveness

Patriot Pest Solutions is growing by leaps and bounds. So quickly, in fact, that the company recently purchased a new headquarters at 414 West Main Street in Trappe. “As a small business, we outgrew working from our home,” said Denice Harrison co-owner of Patriot Pest Solutions with her husband James. “We’ve been very fortunate to have grown to the point where it’s time for the transition to take place.”

It was only three years ago, when Patriot Pest Solutions started out as a husband-wife team business operating out of their home. “It was exciting to start our own business together,” said Denice Harrison. “James had 20 years’ experience in pest control — I had past entrepreneurial experience,” “Our skills were a good mix for the endeavor.”

Since that time, the company has experienced steady growth, by becoming active in the community and with numerous business organizations, through effective marketing, and most important, by building a solid reputation among a growing list of satisfied clients, who invariably refer new clients. This year Patriot Pest Solutions was voted the “Best of Montco 2013” which further emphasizes their strive for excellent service.

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

Denice and James Harrison place a great deal of emphasis on hiring employees who reflect their high level of compassion and commitment to providing excellent service. “The most important thing is that they are courteous, and caring,” explains James Harrison. “You can’t teach that. They either have it, or they don’t. That’s who we look for, and we have a solid foundation with individuals who care and represent our company well. That’s our company strength. Our people.”

“Karen demonstrates that every day when she’s on the phone,” adds Denice Harrison. “Her reactions to our customers’ problems show care and compassion. We see it in Justin and Chad, how they want to make sure that the problem is solved, the customer is happy. They reflect who we are.”

The company’s tagline since inception has been, *Serving with Integrity and Dependability*. “Our tagline still stands,” said Denice Harrison. “Those are words that we live by,” she explains with conviction. “In addition, what separates us from other companies is we are a perfect blend of the large company professionalism, with the experience of a large company, yet we still operate as a small family-owned business with care and compassion.” As a local business on the Route 422 corridor, their level of responsiveness is unmatched, and they treat their customers like friends and family. “When someone calls, we respond with the care and compassion as if it’s our problem,” confirms Denice Harrison.

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

Even the cleanest buildings have pest control problems. Roaches, rodents, or ants — they can arrive in delivered cardboard boxes and wooden pallets, through pipes and vents, through hidden cracks and crevices. Spotting one pest means there’s likely a much larger colony or nest you can’t see. While over-the-counter sprays and traps kill some pests, eliminating the source of the problem takes specialized expertise — the kind that Patriot Pest Solutions offers.



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KEEPING YOU IN BUSINESS

Denise and James Harrison combine experience, expertise, and a commitment to excellence and innovation, to provide a thorough and effective approach to solving any and all pest problems at your home or business. James Harrison's credentials include the title of Associate Certified Entomologist, one of fewer than a dozen in the state of PA. With experience in assessing and servicing commercial facilities throughout the region, James Harrison educates his customers and offers customized approaches to their pest elimination. "We tend to talk a lot about biology," he said. "About insects themselves. Why they act and react certain ways. People don't know certain conditions that are conducive for those types of infestations, and how to change those conditions, and how some of those things will rectify or prevent your problem."

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

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

Patriot Pest Solutions has extensive experience in dealing with third-party auditing (AIB, ASI) including state authorities, and offers Customer Employee Training Programs, as well as complete and thorough electronic reports. In addition, Patriot is a "Quality Pro" company, through the National Pest Management Association. "We meet certain criteria and hiring protocols that you have to follow," James Harrison explained. "And then you have to maintain

that criteria throughout the course of the year. Less than two percent of the companies in the nation have achieved that level of being a 'Quality Pro' company with the National Pest Management Association."

Patriot Pest Solutions uses the highest quality products that are available in the industry. They specialize in all aspects of bed bug control including conventional and steam applications. From the smallest café to the largest manufacturing building, or the smallest ant problem, or the most complicated roach problem, Patriot has the expertise to solve your pest issues. They even provide Vegetation Management — a service to keep those unwanted weeds which are potential nesting areas from growing. Patriot uses site-specific materials to insure they are taking care of during the growing season.

Patriot's certified Entomologist has performed hundreds of inspections and is state certified in Wood Destroying Insects. Patriot also offers Bioremediation — The main focus of this service is to reduce fats, oils, and greases and turn them into water and carbon dioxide. This is a valuable service to commercial kitchens and restaurants.

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

"Our wildlife service is something that sets us apart from other companies who only handle pest control," Denise Harrison said. "James and our technicians are extremely well-versed in addressing wildlife removal using very humane methods."

"There have been a lot of advances in trapping techniques and things have progressed," James Harrison added. "Most companies tend to not take that on. You have to be skilled and knowledgeable. Nine out of 10 companies will set a live trap in the attic, hoping to catch it, and then they're off and running," he said. "Depending on the time of year, there could be a mother with four to

(See "Cover Story" on page 6)



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COVER STORY

(Continued from page 5)

six young up there. If you only trap the adult and leave—now you’ve abandoned the young, which would not be a good thing. This is where our level of expertise becomes so important and our skill sets us apart from other companies. We make sure to take the young **with** the mother at the same time. Most companies don’t have the expertise and proper training to do that,” he said.

Patriot’s GREEN Solution to Pest Control

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

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

“In opinion, all companies should want to

do that,” he continued. “You don’t have to spray a lot of material. You can do focused applications in specific areas and get the same level of control. That change in most companies requires a significant mind-set change.”

At the core of IPM is pest prevention, client education and regular inspections. By identifying and eliminating conducive conditions, which can attract pests before they arrive, you truly are getting the most natural pest control available. “If we do more work on the outside of the home, sealing, excluding, caulking, things of that nature, you can apply less and less material inside and still deliver excellent service,” James Harrison explained.

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

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

(See “Cover Story” on page 8)



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"ANSWERS" NEED THE "RIGHT" QUESTIONS



By Joseph J. Hirsch, The Accu-Facts Company

What is analytical and intuitive about background screening? The answer is "everything!" What does this mean to you and your hiring program? Once again, it means "everything" to each successful hire, and to an overall effective hiring process.

Time is money and the money wasted on a poor hire does not reflect well on the long-term success of your business plan, or on the success of your overall hiring process. Now, more than ever, business owners need assurances to prove a candidate's identity and work eligibility, along with various other compliance matters in hiring. Our firm can help you today with each matter!

Answers to questions on your Application, answers to questions during the interview process, answers to questions posed to previous employers, and answers that validate credentials of the applicant, for example, are all predicated on the "Right" questions, as you know. Vetting someone during a background screening process confirms and validates all the basic information to allow you to hire the right skills and the right candidate to fit your organization. Our firm provides an effective starting point to get those screening tasks and required background checks accomplished in a timely and affordable manner, for your hiring process.

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which is confirmed and validated by our efforts, at the source, with real time results. Importantly, our company gives you daily updates to the screening process through the completion date. No surprises, only objective, independent "answers" to the "questions" you need completed.

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COVER STORY

(Continued from page 6)

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

While Patriot's carefully selected product line includes some organic and natural-based pest control products, they also utilize a variety of cutting edge, target-specific products that are scientifically engineered to be more effective, biodegradable and, in some cases, even less toxic than their natural counterparts.

In addition, their application methods target pest areas such as feeding and nesting areas, as well as entry points. This crack-and-crevice approach eliminates the need for broadcast application, in turn reducing the amount of product used and your exposure to it. Schools, daycares, hospitals, restaurants, government agencies and more are all moving toward a smarter, more responsible approach to pest control by implementing Integrated Pest Management (IPM) strategies and programs. Patriot Pest Solutions is proud to be a part of this revolution in pest control and look forward to providing you with the highest level of service quality and care.

Residential Pest Control Services

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

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

(See "Cover Story" on page 56)

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HOW TO USE IMAGES IN YOUR SOCIAL MEDIA CAMPAIGN



MARKETING & SOCIAL MEDIA

By Shannon Coghlan Reiss

The most important aspect of a useful and engaging social media marketing campaign — one that actually talks to your potential paying customers — is fresh content. Content, of course, comes in many forms. Articles, links, videos, stories, images and photographs are all examples of content. A strong social media campaign consistently uses all of these pieces, rotating through them often and ensuring they are relevant to the business.

Images are a strong type of content in your social media campaign because as your potential customers surf the web, they are overloaded with information and they are usually in a hurry to get through it all. Pinterest and Instagram are so popular because they are all about images. The quickest way for your clients to absorb information about your business is through images.

So what types of images are the most useful? First and foremost, remember to use images that are relevant to your business and to your potential customers. If you commonly share images on your social media pages that have nothing to do with your brand — for instance, you own an insurance company and constantly post funny cat pictures — you're not building credibility.

Post pictures of your work

If you own a window replacement business or a roofing company, then you'll want to post pictures of some of the work you've

completed. If you own a restaurant, catering business, or bakery, then by all means, post pictures of your food. People love food photos! Remember to use good pictures shot with a professional grade camera to highlight the best of your work.

Post pictures of people

Almost any business can post photos of people. Show us your employees, either during their regular workday (we like to see you working on our behalf) or in group shots having fun and bonding with one another (we like to know you treat your employees well). If you own a hair salon or med spa, ask your customers if you can take their photographs and post them to your social media sites. Most loyal customers will be happy to do that for you, and who doesn't like to pretend they're a local social media celebrity for a day!

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

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MARKETING & SOCIAL MEDIA

(Continued from page 9)

Post tips and quotes on images

If you dabble in Photoshop or another easy graphic arts application, use a simple, clean, attractive image, which aligns with your brand, and type a tip or a quote onto the image. If you are a fitness trainer, you might post a quote such as "Happiness is a journey, not a destination" over an image of a beautiful sunrise, for instance. If you're a professional organizer or decorator, you might post a picture of a tidy living room with a tip like, "Keep clutter to a minimum to maximize the size of your space."

An added benefit to tips and quotes on images is that they are easily sharable. People love to re-post these types of images onto their own walls and news feeds, and all roads lead back to your business as the source.

Post infographics

Infographics are perhaps the most important kind of image because they really speak about what your business does and how you help your customers. Flow charts are the easiest type of infographic to explain, but these days, infographics have gotten so popular and visually appealing

that entire marketing departments have been created to focus on this unique type of image. Like tips and quotes on images, they are easily sharable with credit going back to you as the source. A good infographic should be designed by a true creative professional or graphic artist and copywriter who have spent time getting to know you and your business.

Be consistent

All useful social media campaigns require consistency. So take time to post content across a variety of sites each day. Mix images with articles, stories, videos, and links to show that you are truly an expert in your type of business, and soon you'll be the local go-to person in your industry. And don't forget, images often make us smile, so have a little fun with it, too. 🗑️

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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FOCUS ON EDUCATION

BUZZ AROUND THE BLOCK

The Berks Career and Technology Center (BCTC)

The Berks Career and Technology Center (BCTC) is regarded as one of the premier technical education facilities in the Commonwealth of Pennsylvania, largely due to the outstanding performance and success of its students. With campuses located in Leesport and Oley, BCTC is conveniently located to serve our students. BCTC provides high-quality technical education and career preparation to meet the needs of today's high school students and adults. The school serves 16 public school districts, numerous nonpublic schools, and the citizens and businesses of the Berks County area.

BCTC operates as a school of choice, designed for students who are seeking to enhance their educational program with a highly relevant career and technical experience, connected directly to the real world of

business and industry. More than 400 business and industry advisors review and update the school's educational program annually. The BCTC experience provides students with a blend of classroom theory, technical applications in state-of-the-art laboratories, and actual off campus work-based experiences. Instruction is individualized, self paced, and highly personalized. Students choose from 37 programs of study across the following career clusters: Advanced Materials & Diversified Manufacturing, Business & Information Technology, Communications, Construction, Healthcare, Services, and Transportation. Each year approximately 3,000 secondary and adult students attend BCTC. Many students earn advanced credits through articulation agreements with post-secondary education, complete dual enrollment courses, and earn nationally recognized industry certifications.

State-of-the-art learning laboratories, a highly skilled faculty, and a curriculum geared to industry standards combine to distinguish BCTC as a leading provider of career and technical education. BCTC prepares today's students for tomorrow's emerging technologies and provides them with the competitive edge needed to compete in the global marketplace.

The Continuing Education programs offered at Berks Career and Technology Center is very diverse. We provide an opportunity for adult students to attend the same quality educational experience as our high school students in 35 different program areas during the day. We offer apprenticeship programs in the evening that are in concert with business and industry to provide theoretical learning that enhances the apprentices on-the-job practical training. We offer evening courses that appeal to the hobbyist and those wishing to further their technical skills to change or enter into a career. We provide customized training for business and industry that matches training needs for today's workforce. We also offer online courses in more than 300 topic areas. Online courses offer flexibility, convenience and affordability by allowing you to take a course anywhere there is a computer and Internet access. Call us today to learn more about our offerings at 610.743.7630 or visit our website: www.berkscareer.com.

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



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BUZZ AROUND THE BLOCK

(Continued from page 12)

- Evaluate results of the exam to create a targeted study plan that will focus on weaker areas and capitalize on current strengths. Divide study schedule into major exam sections and sub-sections.

- Start getting familiar with multiple choice questions, response (essay) questions, fill-in-the-blank questions, improving sentence/paragraph questions, and other question types.

8 weeks out

- Register for the exam. The September 21 ACT registration date is August 23, and the October 5 SAT registration date is September 6.

- Get familiar with the length of each exam (and each of its sections), the approximate time your student should allow for each question, how each exam is scored, and other important details.

- Work on speed. Students must be able to quickly identify wrong answer choices and manage their time well during the actual SAT or ACT.

- Continue to work on staying focused under pressure.

- Take two or more full-length, timed practice tests.

- Adjust studying to focus on weakest areas.

- Review the ACT and SAT test-taking tips:

<http://sat.collegeboard.org/practice/writing-tips>

<http://sat.collegeboard.org/practice/math-tips>

<http://sat.collegeboard.org/practice/reading-tips>

<http://actstudent.org/testprep/tips/>

<http://actstudent.org/testprep/tips/writing-test.html>

4 weeks out

- Hone in on the weakest areas with timed "section exams" that concentrate on those areas.

- Focus on practice questions that are the most difficult for your student.

- Practice relaxation techniques to keep calm and focused during the exam.

- Continue taking full-length, timed exams.

On the day of the test

- Review the test day checklist (SAT checklist; ACT checklist) to make sure your student does not bring prohibited items to the exam and has everything he or she needs.

"To prepare well for the SAT or ACT, students should give themselves plenty of time to improve subject areas where they are not as strong, get acquainted with the exam and get comfortable with the test-taking setting," says Velazquez. "Planning ahead is always a great idea, and Huntington is here to help students develop an effective study plan in order to achieve their best possible scores on exam day."

To schedule a diagnostic evaluation and SAT or ACT prep consultation, contact Edwin Velazquez of the Reading/ Wyomissing Huntington Learning Center at 610.373.5821 or ReadingPA@HLCmail.com or visit www.huntingtonhelps.com.

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



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LIFE MASTERY – AUGUST 2013



SUCCESS THROUGH TRANSFORMATION

By Peg Calvario, Empowerment Partner and Mentor

As I sit down to write this article, I will celebrate my 55th birthday in a few days, and I can't wait. For some people, this juncture of true middle age could bring on a melancholy mood after taking inventory of a life possibly more than half complete. Yet for me, I am excited about my golden years of stepping into a truer, stronger, fearless and wiser me. I have always loved the five's of a decade because I see it as an opportunity to create not only a vision of what I would like to accomplish in the next five years but also determine how I want to step into my own deeper, richer evolution. Where will you be five years from now? What will life offer you? For we tend to overestimate what we can do in a year and underestimate all that we can do in five years.

Looking back, I realize every decade (and even those five years in between) has given me insights into myself, seeing how I have been both blessed and challenged.

In my 20s, there was Colorado Outward Bound feeling fearless and confident. After college graduation, maybe a little conceited, I chose typical life experiences such as my first "real job," marriage including married into a family business and the birth of my daughter. I was bold, brave and even had moxie. I also suffered the loss of my father – one of my greatest mentors. In my 30s the successes of having a family, a home, and important work to pursue with our family fitness business, but so did business demands and life adversities like my newborn son's congenital heart defect requiring three open heart surgeries. I was humbled as I spent sleepless nights while running a business from the fifth floor at CHOP (Children's Hospital of Philadelphia) and also more enlightened to know what's truly

important in life. I discovered the meaning that our children are truly our teachers. In my 40s I re-energized with new enthusiasm, purpose and determination to lead in all areas of my business and life. I was sales driven, all work and out of balance – for stress release I went back to marathon running. Then the unthinkable happened – my daughter was diagnosed with a terminal osteosarcoma. I was left with my heart broken forever. Certainly my mid 40s and early 50s have brought the good, the bad, the happiest and truly the saddest times of my life. I even sold our family fitness business a mere six weeks after my 50th. Through it all, I have experienced the rawness of life – gifting me the opportunity to transform myself.

Now being on the threshold of a new age group – only as a runner is this important if you want a Boston Marathon qualifying time; I am positively embracing all of the past five years this decade of 50 offered.

(See "Success Through Transformation" on page 17)

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Buzz Around The Block

(Continued from page 14)



The Malvern School

The Malvern School offers year round educational programs for Infants, Toddlers, Preschool, Pre-Kindergarten and School Age children. They are open 7am to 6pm with full and half day options. Their degreed teachers provide hands-on learning activities based on the highest standards of excellence in Early Childhood Education. They focus on each child's physical, emotional, social and cognitive growth—all within a warm, caring and secure child-centered environment. The Malvern School is currently operating schools in PA and NJ with additional locations opening in the coming year. Contact us at 1.877.MALVERN or www.malvern-school.com.

Montgomery School: Inspired to Explore, Prepared to Succeed

Choosing a school for your child is one of the most important decisions you will make. Your child's elementary and middle school education will lay the foundation for high school, college and beyond. Because of our Prekindergarten – 8th grade structure and emphasis on character, Montgomery School students gain the leadership skills that will give them a lifelong advantage. Our eighth graders are confident, articulate, capable, resilient and accomplished young people who go on to become leaders in top secondary schools and in life.

Montgomery School inspires students to discover their talents and to develop a pas-

sion for learning in their earliest years. Our teachers have the freedom to do what they do best, to teach students how to be independent problem solvers and creative thinkers, rather than focus on teaching a standardized curriculum that allows little room for adaptation to the students in the classroom. They have the expertise and the caring to bring out the best in each child. The result of that personalized attention is that students develop confidence in their abilities and a curiosity about how things work. A child's earliest experiences in school can shape his or her feelings about learning throughout life. An encouraging teacher, one who helps a student to develop a love of learning, can have a profound effect on a child. Montgomery School is filled with inspiring teachers who care about each student.

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(See "Buzz Around The Block" on page 18)

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SUCCESS THROUGH TRANSFORMATION

(Continued from page 15)

And am letting go of the things that I have no control over or no longer serve me. The Serenity Prayer by American Theologian Reinhold Niebuhr sums it up nicely—"God, grant me the serenity to accept the things I cannot change, the courage to change the things I can and the wisdom to know the difference."

For me, my next 5 years will be about life mastery, relaxing more into myself and using wisdom to stay on my journey and act accordingly in the world. I hope every gesture; thought, desire and action will be a reflection of my true essence. I want to inspire others authentically with passion, love, selflessness, compassion, vulnerability and joy. I believe deeply in the power of one's personal path and the inner wisdom that can prevail when we take inventory and stop betraying ourselves, get out of fear, embrace our dreams, love richly and quit playing small in the world.

I want to live my bigger game in life by empowering business owners and leaders globally to live authentically. My deep desire for others is that they will become ecstatically happy with themselves so they can build the kind of lives they want to live.

Too often, people say they don't have

enough time. You have exactly the same number of hours per day that were given to Helen Keller, Mother Teresa, Leonardo da Vinci and Albert Einstein.

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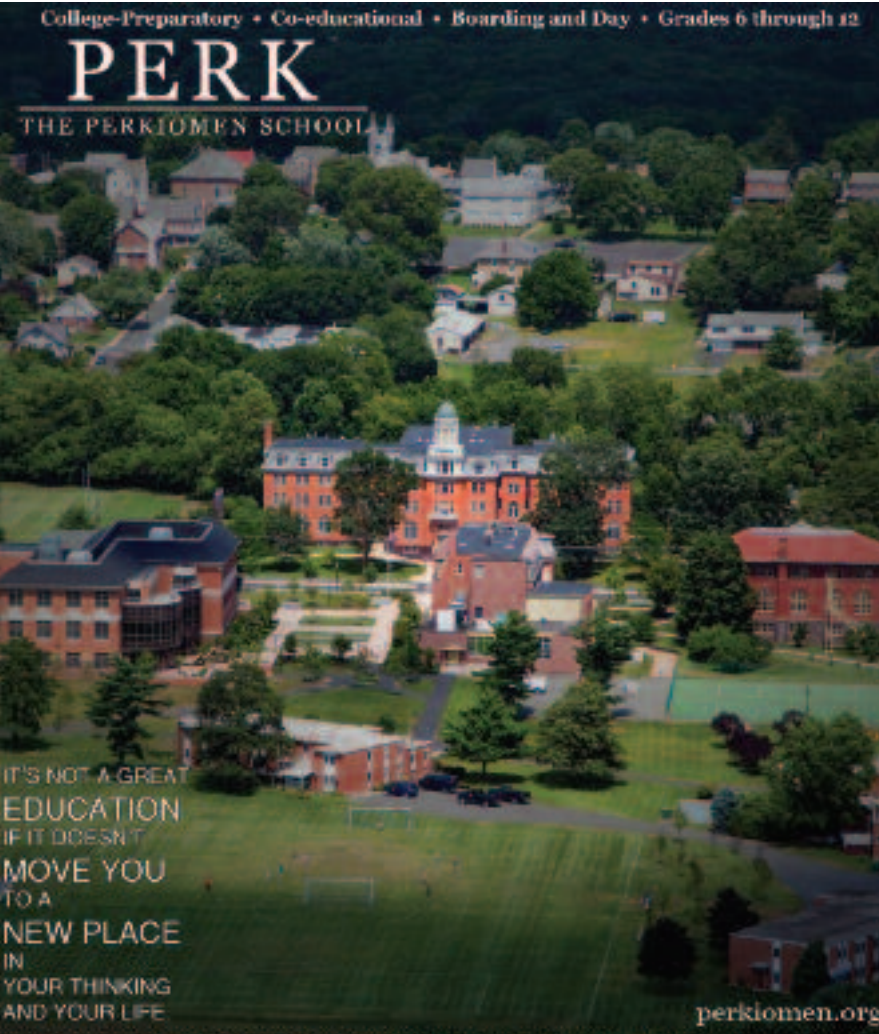
Less than 10 percent of all business professionals are getting help with their toughest decisions. Why go it alone? Experience the power of coaching to improve business performance or enhance the quality of life. Isn't it time you hired a coach? Call today for your free coaching session. 📞

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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BUZZ AROUND THE BLOCK

(Continued from page 16)

The Perkiomen School: Bringing out the Best

The Perkiomen School offers incredible opportunities for student learning as well as a diverse community. The curriculum includes four language choices: German, Mandarin Chinese, Spanish, and Latin as well as popular courses such as Ceramics, Forensic Science, The U.S. Presidential Election, Ethics, Philosophy, Astronomy, Memoir, and English Renaissance Literature. With over 30 AP, honors, and advanced courses and a commitment to expose students to scholarship, the arts, the world culture, sports, spirituality, service, stewardship, and community spirit, Perkiomen is focused on inspiring students to be their best every day. And the results are clear. Perk has continued to improve the numbers of AP scholars (those students who receive scores of 3 or higher on three or more AP exams), moving from 19 total AP scholars in 2010 to 28 this past year.

Students in the Perkiomen Class of 2013, 100 percent of whom will attend college, will matriculate this fall at competitive college and university programs, including Williams College, University of Michigan, Smith College, Rensselaer Polytechnic Institute, College of the Holy Cross, Rice University, Oberlin College, New York University, Temple University, Elon University, Connecticut College, Emory University, Fordham University, Dickinson College, University of Illinois, University of California, Sarah Lawrence College, Embry-Riddle Aeronautical University, and Colgate University. Made up of three counselors, the College Counseling Office is already hard at work with the rising senior class of students. The Perkiomen faculty members, all of whom serve as student advisors, successfully strive to create an environment in which individual growth and the development of personal ethics prepare students for success in college and life in a global community. The teachers, two-thirds of whom

have advanced degrees, are academically talented, with a passion to connect with and challenge students.

Founded in 1875, Perk is beautifully situated on 165 acres in Pennsburg, PA. Key buildings include the majestic Kriebel Hall with his lighted cupola, the Schumo Academic Center with its shining glass wall of windows, the newly re-modeled Carnegie Library (the only secondary school library in the U.S. every funded by Andrew Carnegie), the Allison Middle School, the Hollenbach Athletic Center which houses the Huttel Natatorium, and the Kehs Fine Arts Center. While facilities are important and are always receiving attention, Perkiomen has always been about changing lives. The roughly 330 current student members of the Perkiomen family come from 19 different countries and 10 different states. Day students make up almost a third of the school, and the students range from sixth graders to post-graduates. The student teacher ratio is 6 to 1, so classes are generally small with an average class size of 11 in the Upper School and 9 in the Middle School.

Outside of the classroom, Perk students are well-rounded, athletic, and talented. There are many opportunities for student leadership, including Student Senate, the Student Diversity Leadership Council, the Honor Review Board, the Student Technology Assistance Team, the Varsity Council, Writing Center Fellows, Admissions Tour Guides, Dormitory Proctors, Yearbook editors, and Team PEP members. Active clubs such as Model U.N., the Perkspectives Magazine, Robotics, the Math Team, the Perkiomenite Newspaper, and the Thespian Society, among others, allow students to develop a real passion for an area of student life. Perk students are required to complete 24 hours of community service over the course of their high school career, and a service activity occurs

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



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Phoenix Rehabilitation Offers Decompression Traction Therapy as a Safe, Non-Surgical Treatment Option for Back and Neck Pain Sufferers

PHOENIX Rehabilitation and Health Services, Inc. (PRHS) is proud to offer the specialized service, decompression traction therapy to Royersford area residents suffering from low back pain due to herniated discs, degenerated discs, muscular spasm/strain, radicular pain and osteoarthritis. With the use of advanced technology known as the Triton® DTS Traction System, back and neck pain sufferers now have a better chance of resuming a normal, pain-free way of life without the risks, complications and expenses often associated with spinal surgery, drugs and/or injections.

What makes the Triton® DTS Traction System different is the approach behind the system. Utilizing simple, yet sophisticated, FDA registered equipment, including the Triton® DTS table, this mechanical traction makes use of an electric tension head used in conjunction with the unique table design and QuicWrap™ belting system that work together to mimic hands-on therapy. PRHS Facility Director and Orthopaedic Clinical Specialist, Rebecca Sheaffer, PT, DPT, OCS, said, "The most exciting aspect about decompression traction therapy is the benefit to patients. Backed by clinical studies and evidenced based outcome measures, spinal decompression is an effective means for moderation of pain and improving function in many patients. Studies show that decompression traction therapy is more than 70 percent successful in relieving low back pain."

During the procedure, decompression traction therapy gently stretches the spine, relieving pressure on the discs, joints and muscular tissues, while enhancing the body's natural healing process. Furthermore, unlike any other decompression device, the Triton® DTS table provides several positioning options. Sheaffer, added, "During

decompression traction therapy, a patient will experience several cycles of stretch and relaxation over a period of 10 to 20 minutes. In addition to a patient's decompression traction therapy sessions, patients will be prescribed an individualized program consisting of manual therapy techniques, flexibility exercises, postural and core stabilization and strengthening activities."

For more information regarding this highly effective, state-of-the-art, non-surgical treatment, please call PRHS in Royersford at 610.948.8680. PRHS is conveniently located at 780 Main Street near the corner of Main Street and Lewis Road. When seeking physical therapy, it's the consumer's right to choose his/her provider. Don't be misguided, decompression traction therapy is covered by most insurance plans. Unlike others offering this service, PRHS will bill your insurance company for treatment—you pay no out-of-pocket expenses (excluding co-pays/deductible if applicable).

Named as one of Pennsylvania's "Top 100 Best Places to Work" for a fourth time, PRHS is a Medicare Certified Rehabilitation Agency providing outpatient rehabilitation services to patients in 42 Pennsylvania communities including nearby in Phoenixville, Trooper, Horsham, Harleysville, Sellersville, Elverson and Yardley. Call 888.644.7747 toll-free or visit www.phoenixrehab.com for a complete listing of PRHS locations. Consumers are encouraged to stay connected with PRHS via Facebook, Twitter, LinkedIn and YouTube. 📺



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BUZZ AROUND THE BLOCK

(Continued from page 18)

just about every weekend. The Perkiomen School motto is "Solvitur Vivendo," which translated means "it is solved by doing." In the classrooms, in the dormitories, in the theater, in the band and choir rooms, on the fields and the courts, and around campus, Perk's students embrace an active life in an environment that is engaging, safe, appropriately challenging, and welcoming. Led by Christopher R. Tompkins, Perkiomen's fourteenth headmaster, Perk really is a place where students can risk being their best. Please contact the Admissions Office at 215.679.1132 for more information or to request a tour and visit.

Perkiomen Valley School District Seeks Partnerships With Local Businesses

If you own a business that sells products or services that are important to families, the Perkiomen Valley School District would like to invite you to become a partner in the future academic success of our students!

In these challenging economic times, we are seeking alternative forms of revenue so that we can continue to provide the outstanding academic programs that have made Perkiomen Valley one of the region's strongest performing districts. To generate this revenue, we are offering a variety of advertising opportunities to local companies. Unlike other forms of traditional advertising, partnering with Perkiomen Valley School District means you have premium access to a targeted slice of the population – families with school-aged children who reside in the boroughs of Collegeville, Schwenksville and Trappe and the townships of Perkiomen, Skippack and Lower Frederick.

Our families value education, as is evidenced by our students' continued academic success. This past year, our district was ranked 17th in the state by SchoolDigger.com based on our students' academic performance, and we were also ranked second in the state for strides made

in reading growth. We have been named to the AP Honor Roll for the third consecutive year for increasing student participation and performance on the AP exams. Various publications, like the Washington Post, Newsweek and Philadelphia Magazine, have included our high school on their lists of top-performing high schools.

When you spend your advertising dollars with us, you help to ensure that we can continue this success without placing an additional burden on our taxpayers. You have the potential to demonstrate your support for public education while at the same time delivering a message about your products and services to your target market.

It's a partnership that can't be beat! We hope you may consider seeing what opportunities might exist for your business and Perkiomen Valley School District to work together to support educational initiatives in the years ahead. Please contact Jessica Lester, Manager of School and Community Engagement, (jlester@pvsd.org or 610.489.8506, ext. 1142) for more information.

Technical College High School (TCHS) Pickering Campus

Christian Mitchell has a thing for circuit boards; Melanie Becker is an animal lover; Tony Evans says he "belongs in scrubs." But where does a high school student learn how to become an electronic systems technician, a large-animal veterinarian, or a doctor? At the Technical College High School (TCHS) Pickering Campus, formerly known as Center for Arts and Technology (CAT).

"I want to work in healthcare and TCHS is preparing me for the next step," said Evans, a junior in the Health Occupations program. "That's why coming here was a smart decision for my future."

At TCHS Pickering Campus, students choose from 16 career and technical program areas. Senior Melanie Becker takes advantage of real-world experiences in



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Animal Science Technology. Her classroom is home to dogs, guinea pigs and rabbits, along with a mini-horse and donkey in the barn and a boa constrictor that appears most at home in Becker's hands. "I'm a hands-on learner and it makes a lot more sense to learn about animal science by practice, instead of just reading about it on a piece of paper," she said. Without TCHS Pickering Campus, Becker believes she would never have discovered how many careers exist within agriculture and animal science.

In addition to career inspiration, students who attend TCHS Pickering can also earn industry certifications, college credits and sometimes even a job offer before graduation. Beginning in the 2013-14 school year, earning college credit will be as simple as walking down the hallway when Delaware County Community College moves into the building.

For more information about the TCHS Pickering Campus, please contact Kevin Ballisty, admissions specialist, at 484.237.5325 or kevinb@cciu.org, or visit www.technical-collegehighschool.org.

Valley Forge Christian College's Response to Rising College Costs

What if you could earn an entire year of college (24 credits) for just \$576?

Concern over the growing costs of a college education continues to burden high



school students and their families nationwide. The average four-year private college total cost (tuition, fees, room and board) was over \$39,000 in 2012. While Valley Forge Christian College (VFCC) was well below that at around \$25,000, we know that difficult choices are being made about the futures of many students, and we want to help reduce these college costs by tens of thousands of dollars.

The Early Start program was created as an extremely affordable response to the issue of rising college costs. The program allows high school juniors and seniors to earn up to 24 college credits at VFCC, an accredited private institution, for only \$2,576. According to the College Board Report, this amount is even less than the average community college tuition.

Believe it or not, the deal gets even better! Early Start students who have taken at least

12 credits through the program and who enroll at Valley Forge Christian College after high school will receive a \$2,000 VFCC Early Start Scholarship. Compared to the average annual cost of a 4-year private college, this makes the cost for the first year of college (24 credits) only \$576, a savings of over \$38,000 for students who enroll at VFCC after high school graduation, or a savings of over \$36,000 for students who enroll at another college after high school graduation. Either way ~ a HUGE savings!

If that doesn't answer the issue of rising college costs, we don't know what does.

The Early Start program offers online courses in 11 areas of study: Digital Media, History, Math, Science, Biblical Studies, English Literature, English Composition, Physical Education, Philosophy, Psychology and Fine Arts. Each of the classes offered provide high school students with foundational and, if not choosing to attend VFCC upon high school graduation, transferrable college credits.

Our goal at Valley Forge Christian College is to help each student accomplish his or her dreams of a college education. The Early Start program could be one of the first steps in making that possible. To learn more about this incredible opportunity, visit vfcc.edu/jumpstart or call 800.432.VFCC.

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

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BUZZ AROUND THE BLOCK

(Continued from page 21)

Villanova's Leadership Studies Program at MCCC West Campus

An exciting collaboration between Villanova University and Montgomery County Community College's West Campus in Pottstown is helping to redefine corporate leadership locally. Through a combination of in-class and online courses, students are now able to complete a Bachelor of Interdisciplinary Studies in Leadership Studies in a more convenient and flexible way.

"Students today struggle to balance work, family, and life commitments," says Mary Bustamante, Director of Part-Time Studies at Villanova University, "what's so wonderful about Villanova's partnership with Montgomery County in Pottstown is that it not only makes it a little bit easier for our students to achieve this balance, but it allows them to refine their leadership skills close to home."



The Leadership Studies degree from Villanova University addresses key issues most important for leaders in today's corporate arena. These areas include globalization, rapid scientific and social change, advances in technology and growing diversity in the workforce, clients, strategic partners, and the community. Dr. Robert Stokes, Assistant Vice President for Academic Affairs at Villanova University, notes that, "Walking into any bookstore you will find books by political, business

and even religious leaders sharing views and findings about the role of the leader." In that vein, Dr. Stokes notes that, "When we developed this program, we wanted to offer classes that challenge, inspire and educate students on leadership theories, issues and practices that they also can use to develop their own leadership style."

The Leadership program at the Pottstown campus is designed for students with an associate's degree who wish to complete an undergraduate bachelor's



degree on a part-time basis. The schedule enables students to complete the remaining 60 credits (20 courses) for their degree in approximately two and a half years. All Pottstown Leadership Studies classes meet in Montgomery County Community College's University Center, a completely refurbished building, which features state of the art technology and classroom facilities. Montgomery County Community College students and graduates are encouraged to inquire about Villanova's Transfer Agreement, Community College Merit Tuition Rate and Phi Theta Kappa Scholarships.

For more information on Villanova's Leadership Studies Program, visit part-time.villanova.edu or call 610-519-4300. 📄

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Visit parttime.villanova.edu or call 610.519.4300 for a list of upcoming dates and times.

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



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— FRANÇOIS DE LA ROCHEFOUCAULD



LEADERSHIP AND SUCCESS

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

It's much easier to see what others are doing wrong than it is to see our own shortcomings. This is not a profound insight—it's a well-known fact. The best business leaders are those who are able to accept and apply this truism, but that doesn't come easy. It takes a willingness to be brutally honest with yourself and a lot of effort, but the rewards of seeing yourself as others see you are well worth it.

ONE LOCAL EXECUTIVE'S KEY TO SUCCESS

I was recently contacted by the CEO of a local company who had taken a course in organizational behavior from me, back when I was a college professor. His comments were more than flattering, in that he cited my class as one that continues to be an influence on his approach to management to this day. The fact that his medical supply company is thriving made his compliments all the more meaningful and rewarding.

I think his appreciation stemmed from the fact that I always made it clear that I didn't consider myself an academic intellectual. I was what I called a "nuts and bolts guy"—an old industrial engineer whose ideas were shaped as much by my prior experience in business as by my studies in college and graduate school. Formal education had been helpful, but my field experience in industry

instilled in me the importance of taking an unpretentious approach to dealing with people in work and life.

In any case, his comments indicated that his business really began to take off after he learned (the hard way, as he put it) to realize how he was coming across to his employees and his customers. He was always on the ball with technical knowledge, but his company's performance took a quantum leap for the better when he realized that he needed to work on himself and improve his social consciousness.

ANOTHER LOCAL EXECUTIVE'S KEY TO SUCCESS

Another local CEO, this one in manufacturing, once told me that her ability to scrutinize herself—that is, her ability to see herself as others see her—is crucial to the bottom line in her firm. By "getting outside of herself," as

(See "Leadership and Success" on page 30)

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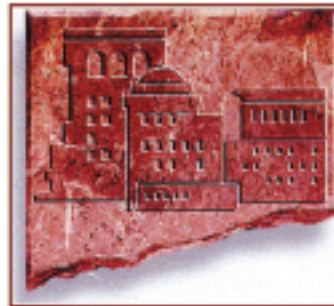
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LEADERSHIP AND SUCCESS

(Continued from page 29)

she puts it, she minimizes her potential for error and is better able to create an atmosphere in which her employees can get the best out of themselves. In an economy in which manufacturing is not doing well, her firm is thriving and has a very bright future.

Cases such as the two executives cited above are overrepresented among firms that are growing and thriving. At some level, we all know that we need to take good long looks at ourselves, and how we deal with others. With self-centeredness and insensitivity running amok in our society, those who develop their social consciences will always have an edge.

THINKING TOO HIGHLY OF OURSELVES

One of the worst things that has happened to our nation in recent decades has been the proliferation of a social movement that lauds holding ourselves in high esteem as a virtue. Several years ago psychologists Jennifer Crocker and Lora Park published an article titled "The Costly Pursuit of Self Esteem," in which they reviewed the results of studies on programs designed to encourage people to think highly of themselves.

More than anything else, the results have been ego inflation, increases in insensitivity

to others, bullying, and the unwillingness to accept even constructive criticism. All of the above are disastrous in the business world, but we're now embedded in a "culture of self" that encourages such nonsense.

HUMILITY IS GOOD FOR BUSINESS

The two successful CEOs I cited above attribute the growth of their businesses to their willingness to take honest stock of themselves and make corrections as needed. Both find humility to be much more valuable to the bottom lines of their businesses than thinking highly of themselves.

For over 20 years, behavioral scientists who base their thinking on sound research having been warning us about the problems wrought by the "self-esteem movement." A little known fact is that this movement did not emerge from the field of psychology. It can be traced to the writings of feminist Gloria Steinem in her popular book *Revolution from Within*, released in 1990. Until only recently, humility had always been regarded as much more useful than the exaltation of self—and for very good reasons.

Since none of us is perfect, it's important to continuously review our own performance

(See "Leadership and Success" on page 32)



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LEADERSHIP AND SUCCESS

(Continued from page 30)

as well as our attitudes and then quickly break up any destructive patterns that we find ourselves falling into. Humility enables and encourages us to do so. Obsessing over how wonderful we are does not.

Arrogance at the top destroys businesses

I frequently review case histories of good companies that have gone bad, and continuously find repeated references to "arrogance and rigidity" among top executives as causes of their declines. In arrogance these executives ignored the needs of their employees, offended long term customers, and in the process became their own worst enemies. They soiled their companies' reputations, lost market share, and their competitors ultimately became the beneficiaries of their destructive personal styles.

At the height of his success, Texas billionaire Ross Perot once remarked that this problem is "as old as history." Success breeds arrogance, and arrogance is a form of blindness. We've all seen the results in companies such as GM, Enron, and countless others.

Scrutinizing yourself

Industrial psychologist James Reason, in his book *Human Error*, distinguishes between random error and systematic,

repetitive patterns of error in business systems. Random error is problematical, but it's the patterns of repetitive error that most often lead to catastrophic business failures. This typically occurs because of executives who very simply do not face their own personal quirks and get them straightened out. The results are dysfunctional corporate cultures that lead to business decline.

In athletics, the value of self-awareness is very well understood—athletes watch videos of themselves in action, searching for mistakes and ways that they can eliminate them. Coaches and sports psychologists work with them regarding their attitudes and work ethics. The ability to view yourself from an outside perspective is invaluable regardless of what business you're in. It's pretty hard not to improve if you put the ego aside and make improving performance a top priority.

Self-deception: A route to business decline

One step in the right direction is to accept the fact that as human beings, we're all prone to error. It's no fun to face, but it's really nothing to be ashamed of. It's when we refuse to apply this principle to ourselves that it becomes a serious problem for the businesses we run.

(See "Leadership and Success" on page 34)

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LEADERSHIP AND SUCCESS

(Continued from page 32)

The Arbinger Institute, an internationally renowned consulting firm, thrives by working with executives to reduce their propensities for defensiveness. The philosophy responsible for the Institute's success is encapsulated in its bestseller, *Leadership and Self Deception*. It's a worthwhile read for executives of businesses of any size. What the book makes clear is that the ability to rise above the problem of self-deception often requires change on the scale of a religious conversion.

Assessing yourself honestly

Various techniques are available for maximizing one's levels of self-awareness relative to one's potentials for error and oversight in various areas of function. Some of these are ancient and obvious. Others are a little more "high tech," being derived from psychometric research. A mix of these is what I would recommend. But again, these things are not useful if all one is in search of is flattery.

High tech approaches

On the high tech end, my firm, Redwood Enterprises, partners with a company called "Innermetrix," headquartered in Tequesta Florida. Innermetrix specializes in tried and true assessment tools such as the Values Index, the Attribute Index, and the DISC Index. All of the above have been in wide use in business and industry for decades.

Requiring only minutes to complete, these provide valuable feedback for individuals regarding their views of themselves, their workplaces, their decision-making styles, and their motivational driving forces. Having been thoroughly evaluated for their usefulness in work settings, these tools provide feedback regarding personal styles of thinking and problem solving and are very useful to those who are dedicated to improving themselves and their businesses.

Other means of self-assessment

Formal assessments should always be used in concert with old-fashioned means of taking good looks at ourselves. Since the dawn of written history, the best leaders have kept personal journals of their daily activities and reflections upon them. It's amazing what such simple tools can convey if used diligently. Devoting a little time to reviewing your day and how you handled things helps you identify what you're like when you're at your best (and your worst).

Enlisting one or more "accountability partners" or trusted confidants is also invaluable. Many executives also employ professional consultants or business coaches to help them ask the kinds of questions

(See "Leadership and Success" on page 36)



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INJURY DESCRIPTION PROBLEMS IN WORKERS COMPENSATION



LEGAL PERSPECTIVES

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

One of the hot topics related to Pennsylvania workers' compensation benefits is the official description of injury in a work-related accident. My clients often ask me why the workers' compensation insurance carrier is not paying for treatment related to a specific body part. Insurance carriers will enumerate specific parts of the body as the "accepted workers' compensation injury," and other injured parts of the body are left out. A concrete example may be useful to demonstrate some of the problems associated with an incorrect injury description.

An employee, who in the workers' compensation world is called a "claimant," is injured on the job while driving a company vehicle. After the accident the claimant ends up in the hospital. The claimant's primary complaint is his knee, which will require immediate surgery. The claimant undergoes surgery to repair a torn meniscus in his knee and begins physical therapy related to that injury. A few days later he receives documentation from the insurance company which describes his injury as a "torn meniscus in right knee." However, upon arrival at the hospital, the claimant had also complained to the doctor that his lower back was also quite painful. The ER doctor told him that they need to take care of his knee and then they would deal with the back. However, when the workers' compensation insurance company receives the medical

reports from the hospital the only injury which is mentioned is the badly torn meniscus. There may or may not be any mention of low back pain complaints in the doctor's notes. The claimant undergoes physical therapy for a number of weeks and during this time continually complains that his low back is painful. However, since the primary injury from the accident was the knee injury, little or no treatment is rendered regarding the claimant's lower back. As the claimant's knee begins to heal the lower back injury becomes the primary problem. However, there is now a new problem for the claimant. The insurance company has never officially accepted the low back as a workers compensation injury. Thus, the insurance carrier refuses to pay for any treatment related to the lower back.

(See "Legal Perspectives" on page 37)

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LEADERSHIP AND SUCCESS

(Continued from page 34)

and face the issues that they may otherwise avoid or overlook. These approaches however, are only useful if those serving as sources of feedback are not fearful of offending those whom they are enlisted to advise. The old 1950s concept of "yes men" in business is passé.

Being the best you can be

Research on factors that predict success shows that attributes such as IQ and technical knowledge are essential, but many executives fail despite being well equipped with these. All other things being equal, it is those who are brutally honest with themselves about everything, including how they deal with others, that are most likely to succeed. Effective leadership requires a desire and a willingness to get it right, regardless of the immediate consequences for the ego. Deep down, we all know this to be true. The problem is putting this truth to work on a daily basis. 📦

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 sound strategic planning. 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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LEGAL PERSPECTIVES

(Continued from page 35)

A few months after the injury has occurred, the claimant's knee has healed to the point where he may return to work, but his back has not improved at all. The employer is now looking to offer the claimant his pre-injury job and doesn't understand why the claimant is refusing to return to work. The insurance carrier is also under the same impression that the knee was the only problem. Meanwhile, the lower back injury has become so bad that of the claimant feels that he could not return to work because of that injury alone. The problem is, at this point, there is no lower back injury that has been accepted by the workers' compensation insurance carrier. Thus, the claimant is stuck with an insurance carrier who does not want to pay for any treatment, and an employer who is wondering why he is not returning to work since he has now recovered from his knee injury.

The above situation, or something similar, happens quite often. The claimant has no choice but to engage an attorney to file a petition to amend the injury description to include the lower back or other missing body part. Such a petition is filed with the Bureau of Workers' Compensation and will likely require long and expensive litigation, which can often take up to a year. This litigation has its drawbacks for both the employer and the claimant.

Employers would be advised to make sure that if their injured workers are reporting multiple injuries, all of those injuries should be investigated to the fullest extent. If they are not, the above situation will probably occur. While it is usually in the interest of the insurance company to make sure that it accepts as few injuries as possible (and, thus, pay for less treatment), the employer is left with a very large legal bill when the claimant is forced to litigate the issue of what injuries should have been included with his original accident.

Further, since the insurance company in the above example did not accept all of the proper work injuries the claim tends to go on considerably longer than it may have if the

proper injuries had been accepted and treated. For example, in the above situation, had the insurance company accepted a lower back injury, and the claimant had received injections and physical therapy related to his low back, the claimant may have returned to work inside of a few months after the work injury. Instead, the claimant's treatment was delayed by the carrier's failure to accept the proper injury, and the carrier, on behalf of the employer, must typically pay the claimant wage loss benefits during the time that the injury description is litigated. This causes the claim to be much more expensive for the carrier than it may have had it accepted up the proper injury from the beginning.

For the claimant whose injury is now not properly accepted, he may be unable to receive the proper treatment to his low back. Thus, his injury may even get worse, and cause him to be out of work even longer. The insurance carrier is only responsible for paying for injuries that are accepted, and thus, when the injury description is wrong, the claimant may be on his own to get the proper treatment. In some cases, penalties and unreasonable contest attorney's fees may be awarded against insurance companies that improperly investigate claims or fail to accept injury descriptions correctly.

It is clear that improper injury descriptions can cause workers' comp claims in Pennsylvania to go on longer and become more expensive for all of the parties involved. Employers, insurance carriers and injured workers should make sure that any and all injuries are investigated and documented from the very beginning, if at all possible. Claimants, especially, should contact experienced counsel early on to ensure that their rights are properly protected. ☑

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C. He and managing attorney Levi S. Wolf are two of only 149 lawyers across the state who have been certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmccabe@wolfbaldwin.com.

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SCORE Announces Fall Workshop for Small Businesses

Are you an entrepreneur who would like to learn practical, real-life information on how to start and operate a business? If so, be sure to sign up for Pottstown SCORE's upcoming workshop series, "How to Start and Operate a Small Business." This seminar is scheduled to be presented from 7:00 to 9:30 PM on four consecutive Monday evenings beginning on September 9. All classes will be held at the SCORE office, Suite 102 in the New York Plaza Building, 244 High Street, Pottstown. There is ample free parking in the Penn Street lot behind the building. Use the entrance from the parking lot to access the SCORE office.

This workshop series, presented by SCORE, Counselors to America's Small Business, is for those who are considering starting a business as well as those who are currently operating a small business. All courses are taught by experienced members of SCORE and outside practitioners recognized as experts in their specific fields.

The workshop sessions are as follows:

- Sources of Information and the Legal, Tax and Accounting Considerations in setting up a business, September 9
- The Business Plan and the Business Loan, September 16
- Sources of Market Information, Marketing, September 23
- It's All About Profit, September 30

The instructors for this workshop series are local business partners and experienced SCORE counselors. Tap into their expertise to gain practical, real-life information on how to start and operate a small business. The instructors are as follows: Scott Cass, Owner, eScott Marketing, LLC; Don Havas, President of Applied Technology and Sciences, Inc; James Hufford, Business Services Manager at Diamond Credit Union; John Prutzman, Consultant at The Training Center for Sales and Business Development, Inc.; David Megay, Esq., Attorney with O'Donnell, Weiss & Mattei, PC; Scott Rakowski, CPA of Rakowski and Company; Ralph Clemmer, chairman of the Board of Evans-Hauseman& Richard, Inc.; Carolyn Wiker, Head of Adult Services at the Pottstown Public Library.

Registration begins at 6:45 pm, and all classes start promptly at 7:00 PM. Each session costs \$25. A manual on preparing a business plan will be available for \$20. A special price of \$100 is offered for the four classes as a package, and this includes the manual. As an added bonus, there is a 50 percent discount off the workshop fee for each additional person.

This has been an extremely successful and well-attended workshop. Early paid reservations guarantee a seat. You may register online at www.pottstownscore.org or phone the SCORE office at 610.327.2673 for more information. 📄



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FALL EVENTS ANNOUNCEMENT!

We have been working diligently to plan great events that are dedicated to **Building Community**, **Creating Connections**, and **Supporting Commerce**. We are pleased to announce our upcoming fall line up of events! We hope you will make a commitment to attend a few of our events. Take a look at what we have to offer and decide what events will best benefit the goals of your company and help you to make new and meaningful connections with others!



September Membership Breakfast – Sept. 12

This education focused event will feature discussions by a panel of area Superintendents and other leaders in education on career and vocational programming in our area. Panel Includes:

Dr. David Goodin, Superintendent - Spring-Ford Area School District

Dr. Michael Christian, Superintendent - Owen J. Roberts School District

Shellie Feola, Superintendent - Pottsgrove School District

Dr. Jeffery Sparagana, Superintendent - Pottstown School District

Mr. Robert Scoboria, Assistant Superintendent - Boyertown Area School District

Dr. Karen Stout, President - Montgomery County Community College

26th Annual College Fair – Oct. 3

To help build our workforce, we have invited over 250 colleges, universities, and schools of higher education to exhibit at this event, supplying valuable information to aid students in our area in making the right choices for their futures.



Golf Outing & Clambake – Sept. 16

Network on the course this fall at our 2013 Golf Outing & Clambake. This event is designed to create connections between existing Chamber Members. Feel free to invite a non-member to be part of your foursome and help them to make new connections at this event as well. If you don't golf, join us for the social hour and clambake portion of the event for your chance to connect!

Business Card Exchanges – Aug. 27, Sept. 24

Business Card Exchanges are held monthly at different Chamber Member venues. These events are always free of charge and for Members only. Join us this fall and create connections for your business at our Business Card Exchange events.



Business Equipment Recycling Day – Oct. 15

Every year we provide your business the opportunity to recycle your old and unused business equipment for free as a benefit of being a Member of the TriCounty Area Chamber of Commerce. Let us help you save money!

Economic Development Luncheon – Oct. 30

Paul Shives, Business Administrator for the Township of Toms River in New Jersey, will present "Recovery and Rebuilding from Super Storm Sandy". Learn how the municipality of Toms River Township, NJ, prepared for and dealt with Super Storm Sandy. We will also be presenting our Economic Development Awards at this event to honor Chamber Members who have made an impact on our community!

For more details about any of our upcoming events go to page 41 to view our Chamber Calendar or go to tricountyareachamber.com.

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!***

Lords & Ladies Salons
15 Old Swede Rd.
Douglassville, PA 19518
610.385.7114

www.lordsandladiessalons.com
Salons – Hair / Nail and Skin Care / Tanning
Lords & Ladies is a full service salon and medical spa with 6 locations, located in Perkiomenville, Gilbertsville, Pottstown, Fleetwood, Exeter, and Douglassville. Their commitment to excellence is responsible for their continuous and diversified education schedule, which is customized to the various levels of expertise among their 200 stylists. This keeps them excited and motivated to always push forward and be a leader in their industry.

Sears Home Appliance and Mattress
223 Shoemaker Rd., Suite 315
Pottstown, PA 19464
610.970.2529
www.sears.com

Retail Sales

Sears Home Appliance and Mattress is a locally owned showroom that provides a selection of the top ten brands of appliances and a full selection of mattresses. They also provide a full on-line catalog of products through sears.com. Sears is a full service retailer providing products, financing options, and service after the sale.

MEMBER UPDATES

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

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.



CREATING CONNECTIONS BUILDING COMMUNITY SUPPORTING COMMERCE



TRICOUNTY AREA
CHAMBER OF COMMERCE

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

35 YEARS
Boenning & Scattergood, Inc.

Evans, Hauseman & Richard, Inc.

Hollenbach Construction, Inc.

Houck & Gofus Funeral Home, Inc.

Pottstown School District

Schumacher & Benner Funeral Home & Crematory

28 YEARS
Tornetta Realty Corp.

26 YEARS
Express Data Systems, Inc.

25 YEARS
Schuylkill River National & State Heritage Area

1 YEAR

The Carbone Associates

Express Quality Services, Inc.

The Kitchen Door Razor Construction, LLC

Tyler Mooney Agency

Member Renewals

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

422 Business Center B & S Self Storage

Comfort Inn & Suites of Pottstown

H & H Systems, Inc.

Hedwig House, Inc.

Hickory Valley Golf Club

Larry E. Hoffa & Company, P.C.

Jacquet Mid Atlantic, Inc.

Jesse Baro, Inc.

Karlene's Consulting

Klein Transportation

E. G. Landis Jewelers

Marion & Black, LLC

Martin Stone Quarries, Inc.

McCormick Chiropractic

McDonald's - Pottstown

David McSurdy D.M.D. Orthodontist

The Mercury

Mid-Atlantic Power Equipment Sales, LLC

Mom's House, Inc. of Greater Philadelphia

Occupational Health - CarePlex

Pottstown Area Police Athletic League

Reinhart & Co., CPA's

The Salvation Army

Sawchuk's Garage, Inc.

Schuylkill River National & State Heritage Area

Sealstrip Corporation

SMJ, Inc. Construction Services

Sports Enterprise, Inc.

Visiting Angels

Waste Management of PA

Wells, Hoffman, Holloway & Stauffer LLP

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

Are you Celebrating 25, 50, 75 Years?

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

NETWORKING

Tues., Aug. 27
4:30 – 6:30 PM
AUGUST BUSINESS CARD EXCHANGE
Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
Enjoy refreshments while networking with fellow Chamber members on Brookside Country Club's new open patio.
Members Only; No Charge; Reservations Appreciated
Sponsored By: Brookside Country Club

SEPTEMBER SAVE THE DATES

Tues., Sept. 10
11:30 AM – 1:30 PM
WOW LUNCHEON
Spring Ford Country Club, 48 Country Club Rd., Royersford, PA 19468
Laurie Cusic, President, Beacon Leadership Strategies, will be presenting on the topic of "Powerful Presentation Skills". Attendees will learn to engage an audience; gain valuable strategies for organizing and delivering a clear, compelling, and informative presentation; create and use visual aids to strengthen their message; field audience questions like a pro; and control nerves, channel and project confidence, power, and credibility.
Members Only; \$28 per Member (prepaid); \$36 per Member (invoiced)
Sponsored By: Main Line Financial Advisors

Thurs., Sept. 12
7 – 9 AM
SEPTEMBER MEMBERSHIP BREAKFAST
Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
This education focused event will feature discussions by a panel of area Superintendents and other leaders in education on 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
10:30 AM
11 AM
12 PM
4:30 PM
GOLF OUTING & CLAMBAKE
Hickory Valley Golf Club, 1921 Ludwig Rd., Gilbertsville, PA 19525
Registration
Buffet Lunch
Shotgun Start
Social Hour & Clambake
\$150 per Golfer (includes golf, lunch, & clambake)
\$600 per foursome
\$40 for clambake only
Putt for Cash Sponsor: Exelon; Cart Sponsor: Maillie, LLP; Lunch Sponsor: National Penn; On Course Snack Sponsor: Lewis Environmental, Inc.; Goodie Bag Sponsor: Pottstown Memorial Medical Center
More Sponsorship Opportunities Available
Rain date: Mon., Sept. 30

Tues., Sept. 24
4:30 – 6:30 PM
BUSINESS CARD EXCHANGE
St. Aloysius School, The Gathering Center 223 Beech St., Pottstown, PA 19464
St. Aloysius School is celebrating 100 years in the community! Join St. Aloysius staff and fellow Chamber Members for evening of networking, hors d'oeuvres, and wine. They will also have tours available for those who wish to see their facilities.
Members Only; No Charge; Reservations Appreciated
Sponsored By: St. Aloysius School

***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



OCTOBER SAVE THE DATES

Thurs., Oct. 3
8:30 – 10:30 AM
26TH ANNUAL COLLEGE FAIR
Gilbertsville Fire Company No. 1, 1454 E. Philadelphia Ave., Gilbertsville, PA 19525
We have invited over 250 colleges, universities, and schools of higher education to exhibit at this event, supplying valuable information to aid students in making the right choices for their futures.
FREE for students and the general public.
Sponsorship Opportunities Available

Tues., Oct. 15
8 – 11 AM
BUSINESS EQUIPMENT RECYCLING DAY
Pottstown Industrial Complex, S. Keim St., Pottstown, PA 19464
Discard your unwanted business equipment and electronics. This Chamber benefit is again being offered free of charge to Members only!
Items accepted: Audio Visual Equipment • Cell Phones • Computer Equipment • Communication Systems • Connectors/Cords/Wires • Circuit Boards • Fax Machines • Hard/Floppy Drives • Keyboards • Memory • Modems • Monitors • Network/Video/Sound Cards • Power Supplies • Printers
No Televisions or Microwaves
Business equipment only; no personal items; registration required
Sponsored By: Pottstown Industrial Complex and Lewis Environmental, Inc.

Wed., Oct. 30
11:30 AM – 1:30 PM
ECONOMIC DEVELOPMENT LUNCHEON
Sunnybrook Ballroom & Restaurant, 50 Sunnybrook Rd., Pottstown, PA 19464
Paul Shives, Business Administrator for the Township of Toms River in New Jersey, will present "Recovery and Rebuilding from Super Storm Sandy". Learn how the municipality of Toms River Township, NJ, prepared for and dealt with Super Storm Sandy, including the devastation to the barrier island area of Toms River which encompasses Ortleigh Beach (widely recognized as the hardest hit area of the storm).
Economic Development Awards will also be presented at the luncheon.
\$55 per Member; \$70 per non-member; \$400 per table of 8
Platinum Sponsor: Maillie, LLP
More Sponsorship Opportunities Available

NOVEMBER SAVE THE DATES

Thurs., Nov 7
12 – 1:30 PM
POWER NETWORKING LUNCHEON
The Loft at Limerick Golf Course, 765 N. Lewis Rd., Limerick, PA 19468
Expand your professional relationships, build alliances and share knowledge. Network full speed ahead while rotating from table to table and presenting your elevator speech one on one to other Members. Bring plenty of business cards. Limited to 2 Members per company.
Members Only; \$15 per Member

Thurs., Nov. 14
7 – 9 AM
NOVEMBER MEMBERSHIP BREAKFAST
Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468
This Breakfast will feature a legislative focus. More details to come.
\$25 per Member; \$50 per non-member
Sponsorship Opportunities Available

DECEMBER SAVE THE DATES

Tues., December 10
5 – 6:30 PM
ANNUAL HOLIDAY MIXER
Chamber Office, 152 E. High St., Suite 360, Pottstown, PA 19464
Members Only; No Charge; Reservations Appreciated

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



SAVE. SHOWCASE. SHARE.

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

SHARE YOUR JOB POSTINGS

AND WE WILL HELP GET THE WORD OUT

FEATURED MEMBER BENEFIT OF THE MONTH

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

This month's resumes include – Food & Beverage Manager; Instructional Designer; Customer Service

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.

LET US SHARE
WITH YOU
AND FOR YOU!

Share
→

SHARE

SHARE YOUR STORY

Want \$50 Off:

- the Golf Outing & Clambake,
 - Dues,
 - Newsmagazine Insert, or
 - Email sponsorship – **FREE**
 - September Membership Breakfast & November Membership Breakfast – **FREE,**
- AND Recognition for Growing Your Chamber?**

Share with a local business about how the Chamber has helped your business to grow, refer them to us, and when they join you will receive a \$50 credit to use toward participation in the Chamber!

Go to tricountyareachamber.com/refer-a-business/ or call 610.326.2900 and give us the name and phone number of a business that might be interested in joining the Chamber.

SHARE YOUR STORIES WITH US & WITH THE COMMUNITY

Share your news with us and we will share it with others! Send us your press releases and we will post them to the Member News section of tricountyareachamber.com.

Please send press releases as attachments (in Word or PDF format) to jeff@tricountyareachamber.com. Please note we are unable to accept press releases that are in the body of the email due to formatting issues.

SHARE YOUR NEWS ON SOCIAL MEDIA



We share your news on our Chamber Facebook page and we will tweet your news to our followers!

You can now find the TriCounty Area Chamber of Commerce on Twitter: @TccacTri

Follow us and get all the most up-to-date Chamber news! Don't forget you can like us on Facebook and join our conversations on LinkedIn as well!

SHARE YOUR EVENTS WITH US

If your business or organization is holding an event, add it to our community calendar! You can post the event yourself to the Chamber's online community calendar. Go to the community calendar page and click on "Submit Your Community Event". After you fill in the details, submit the event, and it is approved by Chamber staff, your event will appear on the calendar.

SHARE WITH THE COMMUNITY THAT YOU BELONG TO THE CHAMBER

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.

Does the community know you belong to the TriCounty Area Chamber of Commerce?

Take a moment to check to see if you:

- have your **framed certificate** displayed in your business showing that you are a Member of our organization?
- have your **window decal** placed on your store front or on your company vehicles so that customers know that your business is part of a professional business organization?
- are using the **Chamber logo** in your marketing materials and on your website?

WE HELP YOU SHARE THAT YOU BELONG TO THE CHAMBER

Let us know that your decal is posted in your store front and we will come by, snap a photo, and share the photo on Facebook and Twitter! Just email Eileen at eileen@tricountyareachamber.com or call 610.326.2900 to let us know you have your decal displayed.

We share that you belong to the Chamber through our online business directory!

We encourage Chamber Members and the community to use the Business Directory at tricountyareachamber.com or on the Chamber's mobile app to view our over 400 Member businesses with products and services for all of your personal and business needs.

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

JUNE BUSINESS CARD EXCHANGE



Each month the Chamber holds a Business Card Exchange at a Member business. In June, the event was held at Delaware Valley Christian Camp. Attendees were able to spend time networking with fellow Chamber Members outdoors and enjoy hamburgers and hotdogs off the grill!



Sponsored By:



The next Business Card Exchange will take place on **August 27th** from **4:30 to 6:30 PM** on **Brookside Country Club's** new open patio, 850 N. Adams St., Pottstown, PA 19464.



Sponsored By: **Brookside Country Club**

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.



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.

The Chamber's next WOW Luncheon is **Tuesday, September 10, 2013** from **11:30 AM to 1:30 PM** at **Spring Ford Country Club**, 48 Country Club Rd., Royersford, PA 19468. **Laurie Cusic, President, Beacon Leadership Strategies**, will be presenting on the topic of **"Powerful Presentation Skills"**.

Attendees will learn to engage an audience; gain valuable strategies for organizing and delivering a clear, compelling, and informative presentation; create and use visual aids to strengthen their message; field audience questions like a pro; and control nerves, channel and project confidence, power, and credibility.

Sponsored By:

Main Line Financial Advisors, LLC

The WOW program encourages positive networking between tri-county women in business! In the tri-county area we are fortunate enough to have a YWCA with the mission of empowering women and we want you to be aware of their upcoming special event.

YWCA Tri-County Area's 2013 Tribute to Exceptional Women

November 7, 2013

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown, PA 19464

The YWCA Tri-County Area will present this year's honorees in these categories:



- Arts • Business • Education • Health
- Nonprofit / Public Service • S.T.E.M.
- Rising Star • The Sally Lee Lifetime Achievement Award

Please contact the YWCA at 610-323-1888 for details.

ENJOY PLANNING PARTIES?

The TriCounty Area Chamber organized an Events Committee to assist the Special Events Director in developing a year-round program to promote regional participation in the Chamber. The main focus of the Committee is to drive attendance and infuse new ideas into signature Chamber events, such as the Annual Dinner, Golf Outing, Chick-fil-A Leadercast, etc. just to name a few. We feel it is important to reach out to our Members for their input since this is YOUR Chamber.

Members currently serving on this Committee include:

- Baran Schultz, Schultz Technology
- Carrie Robinson, Schultz Technology
- Mark Niehls, Coventry Christian Schools
- Vicki Kriczky, Frederick Living
- Jeffery Jackson, Jeffery Jackson Enterprises

The Chamber is now in the process of planning its 2013-2014 program year. If you would like to participate on this committee, please contact Kitty Papp, Special Events Director, at 610.326.2900 or kitty@tricountyareachamber.com.

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

THE CHAMBER FOCUSES ON EDUCATION!



presents the

September Membership Breakfast

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

Thursday,
September 12, 2013
from
7 to 9 AM

A panel of area
Superintendents and other
leaders in education will
discuss career and
vocational programming
in our area.



To register for this event—scan the
QR code with your smart phone,
call 610.326.5158, go to
tricountyareachamber.com,
or email
kitty@tricountyareachamber.com.

THE CHAMBER AND SUSTAINABILITY

The Chamber continues
to make efforts to
help make our world
a better place!
This year the Chamber
is participating in
sustainability efforts in
a variety of ways.



- We are growing tomato plants on our rooftop deck!
- Jeff Dentler, V.P. of Finance and Technology, is participating in the GVF Bike to Work Challenge.
- Kitty takes time to recycle cans and plastic.
- Eileen takes time to recycle paper.

- We turn lights off when an area is not in use and where natural light can be used by opening blinds.
- We recently acquired a Keurig and it reduces our use of electricity and water.

- We will again be holding our annual Business Equipment Recycling Day in October! As a Member Benefit, Chamber Members can recycle their unwanted business equipment and electronics.

BUSINESS EQUIPMENT RECYCLING DAY



A TriCounty Area Chamber of Commerce
Member Benefit!



Tuesday, October 15, 2013
8 to 11 AM

Pottstown Industrial Complex
Keim Street, Pottstown, PA 19464

Please register by Tuesday, October 8, 2013.
Scan the QR Code for a list of accepted items.
For Members Only; No Charge

NO TELEVISIONS OR MICROWAVES
NO PERSONAL ITEMS



Email Kitty a list of all items and quantity of each item to be recycled at
kitty@tricountyareachamber.com or call 610.326.5158
to let us know what you are recycling!

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

THANK YOU

July Coffee Sponsor:



July Newsmagazine Insert Sponsors:



TRANSPORTATION FUNDING DELAYED UNTIL THE FALL

The Pennsylvania House of Representatives was unable to come to agreement on a comprehensive transportation funding bill by the June 30 deadline, further delaying much needed infrastructure funds. The house was considering SB1, a \$2.5 billion bill that passed the Senate on June 5 with overwhelming support from both parties in a 45-5 vote. The House transportation committee passed an amended bill that reduced funding levels to \$1.9 billion but was unable to get support for the bill from the rest of the House members. Transportation funding will have to wait until the legislature is back in session this fall before any action can be taken.

The implications of delay are significant. Secretary of Transportation Barry Schoch has stated publicly that without the necessary funds to repair the existing infrastructure, he will have to either close or place weight restrictions on more than 1,200 bridges statewide. Pennsylvania leads the nation in structurally deficient bridges; there are more than 4,700 such bridges in need of repair statewide. Berks, Chester, and Montgomery County have 111 bridges that are likely to require weight restrictions or closure.

Bridges with weight restrictions do not mean they are unsafe for motorists, but rather can no longer safely carry the weight of larger vehicles. A weight restricted bridge may not change your commute or driving habits, but it will affect deliveries being made by heavy trucks. PennDOT continually monitors weight restricted bridges for deteriora-



Shayne Trimbell,
Project Coordinator,
GVF Transportation



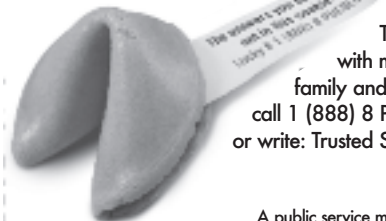
tion and will close a bridge to all traffic if it can no longer safely carry a load of more than three tons. The Keim Street Bridge between Pottstown and North Coventry is an example of a bridge that was first weight restricted, then closed due to structural deterioration.

A weight restriction on a structurally deficient bridge is the most immediate affect from a lack of adequate transportation funding. With aging infrastructure and growing demand for better roads and transit systems, inadequate funding will mean that expansion projects are delayed or eliminated so that critical maintenance can be performed. The concern expressed by those closest to the issue is that as funds continue to decline, even maintenance will have to be prioritized to fixing only the critical infrastructure. This is of course the most extreme outcome, but is also a likely scenario.

When the state legislature returns this fall to tackle the issue of transportation funding, it is imperative that severity of the issue is fully understood. Increasing funding levels will mean higher costs to all motorists, but inaction on the issue will also bear a cost to motorists through delays and detours. It is never a good time to raise fees on motorists, but if motorists are going to pay more for transportation, it makes more sense to put the money to work solving the problem.

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

Reliable info.



Free delivery.

To get your free Consumer Information Catalog with more than 200 federal booklets on all sorts of family and financial matters, just visit pueblo.gsa.gov, call 1 (888) 8 PUEBLO (that's 1-888-878-3256), or write: Trusted Source, Pueblo, CO 81009.

Pueblo CO. Your trusted source.
A public service message from the U.S. General Services Administration

Presents the
**33rd Annual
Golf Outing &
Clambake**

Monday, September 16, 2013 • 12 PM Shotgun Start
Hickory Valley Golf Club
1921 Ludwig Road, Gilbertsville

**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

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

SUPPORT MILLER-KEYSTONE BLOOD CENTER

For over four decades Miller-Keystone Blood Center has been supplying blood to hospitals in our community. Miller-Keystone relies on the support of residents of the community to ensure that the blood need of our families, friends, and neighbors are met. It is the responsibility of the Blood Center, as the sole supplier of blood products, to ensure that patients served by our community hospitals receive the blood products they need. No other blood service organization distributes blood products to our regional hospitals. However, the Blood Center can only be as successful as the support they receive from within the communities they serve.

The Blood Center needs 450 donors per day to meet patient transfusion needs in their regional hospitals. The summer months are a difficult time for Miller-Keystone to collect the quantities of blood needed to meet the demand of the hospitals they serve. Since high schools and colleges are out for the summer and many people are on vacation, making time to donate blood is often overlooked. It is this time of year that they particularly need the support of the community.

Miller-Keystone asks that you consider helping our community blood program and support Miller-Keystone Blood Center in their efforts to recruit blood donors during these difficult summer months.

For more information go to www.GIVEaPINT.org.

MARKETING WITH THE CHAMBER

Here at the Chamber, we like to kick off our events in the fall with a bang. Summer will be winding down soon and we have opportunities for you to showcase your business this fall at some of our most attended events of the season!



Ashley Slaughter

Our **Economic Development Luncheon** is one of our most highly anticipated luncheons of the year. We always feature a speaker with expertise on the subject and this year is no different.

Paul Shives, Business Administrator for the Township of Toms River in New Jersey, will present **"Recovery and Rebuilding from Super Storm Sandy"**. Learn how the municipality of Toms River Township, NJ, prepared for and dealt with Super Storm Sandy, including the devastation to the barrier island area of Toms River which encompasses Ortley Beach (widely recognized as the hardest hit area of the storm).

Economic Development Awards will also be presented at the luncheon.

My suggestion for marketing with the Chamber this fall: become a sponsor of this event and be positively associated with helping our area succeed!

There are 3 sponsorship opportunities available for this event:

Presenting Sponsor – This means that your company will have the exclusive privilege of presenting this event ("The Economic Development Luncheon presented by XYZ Company"). For \$2,500 your company will receive two tables of 8 for your staff or guests, 5 minutes to speak at the event, your company name and logo used in all event promotion, a display table, the sponsor exclusive right to distribute literature or giveaways to attendees, your logo on the agenda, and a complimentary newsmagazine insert.

Co-Sponsor - For \$1,500 your company will receive one table of 8 for your staff or guests, your company name and logo used in all event promotion, the sponsor exclusive right to distribute literature or giveaways to attendees, and your logo on the agenda.

Platinum Sponsor - For \$1,000 your company will receive one table of 8 for your staff or guests, your company name and logo used in all event promotion, and your logo on the agenda.

If you are interested in becoming a sponsor for the Economic Development Luncheon and being recognized throughout the Chamber membership and the community as a supporter of economic development in the tri-county area, contact Kitty at 610.326.2900 or kitty@tricountyareachamber.com.

Ashley Slaughter, Marketing and Communications Assistant, TCACC



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

JOIN LEADERSHIP TRI-COUNTY AND GIVE BACK

In last year's August issue of the *Route 422 Business Advisor* we highlighted the graduating class of 2012 for Leadership Tri-County.

Leadership Tri-County is administered through the TriCounty Area Chamber of Commerce Foundation, Inc. Since its inception in 1993, the program has prepared more than 100 community members for leadership positions in the tri-county area with the mission to sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on local boards. This exclusive Tri-County program runs for a ten month period from September through June.

The 2012 Leadership class was comprised of eleven individuals who were selected for their potential to expand their involvement in the development of the tri-county area. Each member had made a demonstrated commitment to leadership in both their community and place of employment.

The eleven members of the 2012 Leadership Tri-County program were responsible for completing three group projects for the Borough of Pottstown, the Pottstown School District, and the Salvation Army of Pottstown.

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

The class also gained knowledge about the tri-county area while touring the Berks County Prison and the Pottstown Police Department in October as well as the Pottstown Cluster of Religious Communities and volunteering at the Pottstown Salvation Army in December. Other tours included Lewis Environmental, Inc., Western Montgomery Career and Technology Center, Limerick Generating Station, Martin Stone Quarries, Inc. and the Pottstown Wastewater Treatment Plant.

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

As part of the participants' professional development, each member of the class built on their leadership abilities and improved skills that are useful when working as part of a team. Members learned to use these skills to take on a greater responsibility in their community.

This year's participants will have the chance to be trained for nonprofit board leadership by The Nonprofit Center at La Salle University's School of Business!

The next Leadership Tri-County Class is starting next month and runs through June 2014! If you or one of your employees is interested in participating, 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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MEET THE BOARD

SHARIF OMAR, CEO OF POTTSTOWN MEMORIAL MEDICAL CENTER



Sharif Omar

Special Interests: Spending time with his 15-month-old daughter and wife and taking every opportunity to travel and see new places and experience new cultures

Number of years he has worked in the Tri-County Area: 4

Personal Business and/or Leadership Philosophy: "Always act in a way with honesty and integrity no matter how difficult the situation or decision may be. Without one's trust it is impossible to be successful from an organizational or personal perspective."

Areas of Involvement within the TriCounty Area Chamber of Commerce: Serves on the Board of Directors and has the role of Treasurer for the TriCounty Area Chamber

Programs and services Sharif feels provide the most value as a member of the TriCounty Area Chamber of Commerce: "I always find the speakers at the various breakfast, lunch and dinners very informative relative to items occurring locally or on a national basis. I also find the lobbying arm of the chamber to be very helpful in voicing the medical center's position on items critical to our success."

2013 BUDGET SUMMARY

While Liquor Privatization, Pension Reform and Transportation Funding were not finalized, the General Assembly did pass a \$28.3 billion budget in the closing hours of June 30th. The Senate passed the budget by 33-17 with several Democrats voting for the measure and the House passed the bill along party lines. After moving through the legislature, Gov. Tom Corbett signed the budget with several hours to spare before the midnight deadline.

During the signing, Gov. Corbett said the \$28.375 billion budget marks the third consecutive year during his administration that the budget was done on time. "This plan again provides record levels of funding for basic education, while meeting our obligations to those in need, ensuring the safety of our citizens and supporting our job creators all without raising taxes," he stated. "We do that with spending with restraint, investing with care and keeping faith in the free market system, we can continue toward prosperity." Gov. Corbett highlighted the education components of the budget. "This budget once again places education as our highest priority, accounting for 41 cents of every state dollar," he stated. "Under this budget we will increase spending on basic education by an additional \$122.5 million including money for distressed schools. We're always increas-

ing funding for early education, bringing our total state outlay for education to nearly \$11 billion." Of particular interest to the business community are:

CAPITAL STOCK & FRANCHISE TAX – extended for two years. The rate will be reduced from the current 0.89 mills to 0.67 mills on January 1, 2014, from 0.67 mills to 0.45 mills on January 1, 2015, and is now set to expire on December 31, 2015.

EXPENSE ADD-BACK LANGUAGE – the provision is included in the bill. Our language change of "the principal purpose" was included.

NET OPERATING LOSS (NOL) CAP RELIEF – the legislation increases the NOL cap to the higher of \$4 million or 25 percent on January 1, 2014 and then to \$5 million or 30 percent on January 1, 2015.

CORPORATE NET INCOME (CNI) TAX RATE REDUCTION – there was no CNI tax rate reduction included in the bill.

ECONOMIC DEVELOPMENT – Programs administrated by the Department of Community and Economic Development get a \$6.9 million (3%) funding increase over 2012-13 in this plan. The increase mostly is to increase funding for Pennsylvania First, a job creation grant program, although a number of other programs see funding increases and decreases.

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THE VACANT LOT AS AN ASSET



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

In a downtown, there are series of spaces that could be considered public spaces. The sum of those public spaces makes up the whole... that would be the downtown. When you are dealing with public spaces, it is necessary to devise a strategy for each place. It is not good enough to just devise one strategy when you have problematic spaces within the downtown.

One of the most problematic public spaces in a downtown is the vacant lot. Depending on the ownership, there will be constraints on what you can do with the lot. If you have access to the lot and you can use it to make something positive happen, it is always a plus.

A vacant lot could be something that sets off a downtown or detracts from the appearance. Lots need to be clean. Lots sometimes are a magnet for candy wrappers, pieces of napkins and the like because lots tend to act as a wind tunnel. A vacant lot with a partial fence is an electro-magnet for trash, sometimes picking up items such as sneakers and miscellaneous kitchen items.

There could be an effort through the public sector to improve a lot. Usually the public entity would have to purchase the property and that sometimes takes a longer time. There are other quicker ways to deal with the problem, but the purchase option

offers the greatest chance for success and the most permanent solution.

I have seen some lots turned into community gardens that makes it not only a center for activity, but also makes it green. Community gardens may be more neighborhood oriented, but I have seen them on South Street and they do from time to time spring up on a main street.

Many vacant lots are a walking cut-through with a path established. If the current vegetation is acceptable, perhaps a group could consider putting down some wood chips on the path to acknowledge the cut through and provide it as an amenity and not a detraction of being a muddy path. Vegetation, although sometimes unplanned, could be the delineating line for the wood chipped path... even if it extends a little farther than the original path.

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

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QUICK TECHNOLOGY TIPS

Provided by CMIT Solutions of Northern Chester County

As Paul Simon once sang, there are "50 Ways to Leave Your Lover." But counting the number of ways to make your small business operate more efficiently takes much longer than an average three-minute folk hit. Therein lies the problem, though — with an infinite number of tips, tricks, and apps purporting to make office life easier, how does a small-business owner decide what will work best for him or her?

With nearly 20 years of experience in the IT field, your trusted friends at CMIT Solutions can help. Check out our list of office efficiency tips below, and then call your local franchise to set up a personalized consultation today.

1) Implement a document management system (DMS). We all know how time-consuming the digitization of paper documents can be. So why not create a system for electronic files from the get-go that will help keep things organized in the future? Templates, style sheets, naming and dating conventions, archival procedures, and security guidelines are all integral components of an efficient office. And the better organized that your business' files are, the less time your employees will spend searching for them. Remember — you can set up a document management system in a day. But implementing it will pay dividends for years to come.

2) Sync calendars, project timelines, and progress reports. No matter the size of your office, when everybody's on the same organizational page, great things can be accom-

plished. Creating a master calendar with which everybody can sync their devices will eliminate surprises when it comes to meetings and deadlines. Nearly every major software company and e-mail service has its own version of the cloud-based interactive calendar — and a number of apps like UpTo, Skedj, and Kalendi are available to keep

(See "Quick Technology Tips" on page 52)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 49)

Stone sometimes is a more permanent product for the cut through and many times, it should be rolled when it is set down. If you are working on someone else's property, it is a good idea to put down woodchips. Some people will have issues of liability so it might be difficult in some situations to put down stone. Woodchips could be spread to cover up the trail from vegetation to vegetation and acts as attractive ground cover. Each property owner will feel differently.

If there is, an opportunity to add vegetation, it is always a plus. A couple of volunteers with a rake and a few younger volunteers planting some seeds is always a low cost/ no cost solution. Getting "ready to go plants" at a garden store and planting in an organized pattern is even better. There are always people in the community who would be willing to help design a potential display on a vacant lot. Flowers do a number of things. They keep people out of certain areas and they offer beauty. It is not often you have people just walking through flowers but sometimes they do.

Another way of working on a vacant lot is raking the junk out of it... be it junk vegetation or literal junk... and planting grass. Grass is good to keep a nice green look to

the property. Low level ground plantings will do the same and may not require the maintenance of grass or flowers.

No matter what application, there is a need for someone to "adopt" that lot to make sure it still maintains the intent of the improvement. This is not a set it and forget it thing, someone will need to follow through on the project.

The follow through also goes for every public space project. I remember the time in Downingtown when a well-meaning volunteer bought flower plants to put next to the trees. They looked great until they needed water. The pots grew into an embarrassment when the flowers died, people kicked them accidentally and normal wear and team made them broken pots of dried dirt. Although the pots were good to begin with, they turned into a negative.

Volunteer improvement of the downtown could manifest itself in many ways. Improving a public space is a worthwhile effort. It is empowering to take a place and make it your own. To take a lot that is bringing a negative outlook to your downtown and make it look good. 🗑️

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

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QUICK TECHNOLOGY TIPS

(Continued from page 50)

small-business owners and their employees working together rather than at odds.

3) Embrace managed print services. If there's one iconic image of the inefficient office, it's multiple employees battling a pesky printer. But like all aspects of IT, cloud-based solutions are revolutionizing how small businesses and employees interact with their print hardware and software. Let CMIT help your business implement one of the cutting-edge managed print services offered by a wide variety of vendors.

4) Develop a long-term technology plan. When systems become obsolete and require updating or replacement, efficiency and productivity can come to a screeching halt. Carefully planning for both small fixes and large overhauls can save your business time and money while also keeping you ahead of the technological curve. Many workplace studies have shown that properly functioning equipment can actually empower employees to be productive and proactive.

5) Pay attention to the simple things. Forget all the software and systems for a moment — office efficiency and productivity starts with the basics. Don't underestimate the power of welcoming workspaces, regularly scheduled breaks, collaborative opportunities, remote work options, and team-building exercises. Creating a desirable work environment will allow all of the aforementioned technological tips to flourish in your small-business setting.

Of course, achieving ideal office efficiency and productivity can't be achieved simply by waving a magic wand. But CMIT Solutions has put in the hard yards assessing the IT landscape so your small business can implement IT strategies that work for you. Call us today and join our Stand Up For Productivity campaign. 📞

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Healthcare for Women Only

a Division of Women's Healthcare Group of PA Moves to New, More Convenient Location

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 by Shirley May Designs, 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.

(See "Healthcare for Women Only" on page 55)



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HEALTHCARE FOR WOMEN ONLY

(Continued from page 53)

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.

For additional information, please call 610.326.7172. ☎



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COVER STORY

(Continued from page 8)

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

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

During their initial service, interior areas will be inspected and treated. Once your initial service is completed Patriot can maintain your property from the exterior, but they will always treat the interior if you request it to be

done. A combination of residual materials, baits and traps may be used based on your concerns and particular pests. Low toxicity, low volume, low odor pesticide applications are always applied.

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

Satisfaction Guaranteed

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

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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."



Networking Tips

Each month, the Phoenixville Chamber shares networking tips with our organization at our Monthly Membership Meeting. These are based upon best practices and experience, and play a key role in making the most out of networking. Remember the basics:

Do your research – invest some time in finding out who may be attending, so that you can strategize your most meaningful contacts

Put that phone away - Your phone belongs in your pocket, preferably on silent mode. Networking events are organized to allow people to meet, gather contacts and build on existing relationships. They'll be a waste of your time if you shut out the real world for the digital world.

Make Eye Contact - Constantly looking over the shoulder of someone you're talking to is one of the worst things you can do in a conversation. It gives the impression that you aren't really interested in what they have to say or that they aren't worth your time. Keep your eyes fixed on who you're talking to. If continuous eye contact makes you uncomfortable, look at their nose.

Jessica Capistrant, Chamber Director

PHOENIXVILLE CHAMBER CALENDAR OF EVENTS

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

Tuesday August 13th – Monthly Membership Meeting

Featuring: Annual Chamber Picnic and Speed Networking Event! Sponsor: Still Available. Time: 11:30am – 1:30pm. Location: Freedoms Foundation, 1601 Valley Forge Road, Valley Forge, PA

Thursday, August 22nd – 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, September 3rd – Young Professionals Networking Event

Join the Chamber and the Phoenixville Jaycees for this YPN Event at Iron Hill Brewery and Restaurant. This event offers professionals between the ages of 21-40 an opportunity to network with likeminded individuals! Time: 6:00pm to 8:00pm. Location: Iron Hill Brewery and Restaurant, 130 Bridge Street, Phoenixville.

Tuesday September 10th – Monthly Membership Meeting

Featuring: Municipal Update by Borough Manager Jean Krack. Sponsor: Still Available! Time: 7:15am to 9:00am. Location: Valley Forge Christian College, 1401 Charlestown Road, Phoenixville, PA.

Thursday September 19th – "Emerging Trends in Business" – Presented by SCORE

The world is changing fast. Tough times require you to adapt your business strategy. This interactive seminar will discuss the opportunities and pitfalls that your business will likely face in the next few years. The economic, social, technological and energy trends will be analyzed as they pertain to Pennsylvania and Chester County. Time: 6:00pm to 8:00pm. Location: Phoenixville Public Library, 183 Second Avenue, Phoenixville. Cost: \$10.00 (Cash and Checks only, made payable at the door).



PHOTO CREDIT NICK LEH PHOTOGRAPHY

RECENT CHAMBER EVENT

Phoenixville Hospital's new Rehab Unit Ribbon Cutting. On June 20th, the Chamber celebrated the opening of a \$4 Million Rehab Center, which began accepting patients in July. This major project brings a Rehab Center much closer to home for many residents and patients, as well as new jobs to our region.



Phoenixville Food Festival 2013

Saturday, October 5th – Thursday, October 10th

Food Truck Festival, Saturday, October 5th, 12pm – 6pm
Restaurant Week, Dinner Services; Sunday October 6th – 10th
Location: Food Truck Festival: Downtown, Phoenixville;
Restaurant Week - Phoenixville

Summary of Event: The first ever Phoenixville Food Festival begins Saturday, October 5th at 12pm. Phoenixville First, the local organization of town leaders, has put together a food event that will include a Food Truck Festival on Saturday (time designated above), followed by a restaurant week Sunday - Thursday (10/6 - 10/10). Also on October 5th, the downtown will host two additional events, TEDx at the Colonial Theatre and a Pub Crawl with participating bars. We plan to have free parking in Borough lots, and musical acts, as well as a vendor area.

Exact layouts will soon become available. Bridge Street will not be closed to traffic, but Main Street will be closed between Church and Bridge Streets for a vending space. The trucks will line Bridge as well, but will be facing the sidewalk. While there will be no parking on Bridge Street or Main Street (between Church and Bridge), we plan to create a detailed parking map so that residents, businesses and guests can prepare for the event.

Please visit www.phoenixvillefoodfestival.com for more information and updates. The event can also be followed on Facebook and Twitter at [facebook.com/PhoenixvilleFoodFestival](https://www.facebook.com/PhoenixvilleFoodFestival), and twitter.com/PHXFoodFestival.

There will be no rain date for this event. With any questions, please email food@phoenixvillefoodfestival.com



PHOTO CREDIT SANDY LUSCH



BLOBFEST 14 was a huge success July 12 and 13 at The Colonial Theatre in Phoenixville. Over 1,200 fans attended film screenings throughout the weekend and hundreds more attended the Run Out re-enactment on Friday night and the street fair on Saturday. The theme this year was Bug Out Blobfest and film screenings included Them!, Tarantula, The Deadly Mantis, and, of course, The Blob. Special guests included Wes Shank and the Original Blob, Mr. Lobo, Ghoul A Go-Go, The Patient Creatures, Olde City Side Show and Keith Almoney who played Danny in The Blob. Mark your calendars for next year's fest on July 11-13.



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

September 17, 2013 – Mixer at Swede Family Chiropractic

Back by popular demand...PV Chamber Mixer at Swede Family Chiropractic! In 2012, Dr. Doug Swede and Dr. Kyle Klim welcomed over 70 attendees to a PV Chamber Mixer at their office located in the Trappe Shopping Center. We anticipate another large crowd for a great networking event, including free chair massages, door prizes, food and refreshments. Swede Chiropractic, 130 W. Main St., Trappe, 4:00 p.m. – 6:00 p.m. FREE for members; \$10 Guests. Call 610.489.6660 or email info@PVchamber.net to register.

September 25, 2013 – Build Your Business Luncheon

Whether you are a small organization with limited IT resources or a large organization with advanced IT needs, the new Office has solutions optimized for business size and IT needs. Jim Carmody, Computer Troubleshooters, will demonstrate the features of Microsoft Office 365 and explain how you can gain access to the familiar Office desktop applications anytime, anywhere. Door prizes provided by Microsoft! Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick. 11:30 a.m. – 1:00 p.m. \$20 for Chamber members – early bird special; \$30 Non-Chamber members

Call 610.489.6660 or email info@PVchamber.net to register.

New Series! New Member Orientation

Beginning in August, the PV Chamber will host bi-monthly New Member Orientation (NMO) classes. New members and prospects are invited to attend the FREE informative and interactive introductory program designed to show you how to make the most of your Chamber membership. Attendees will learn about the PV Chamber's Signature Events, monthly programs, advertising and promotional opportunities, member-to-member discounts, business expos, educational seminars, E-News and Business Update, chamber organization, committees and more. Dates and details coming soon on www.PVchamber.net and E-news, or contact Renee Blomstrom at 610.489.7822.

COMING SOON...PV CHAMBER BUSINESS EXPO AT PFIZER!

Plans are underway for the Annual Fall Business Expo at Pfizer. This is a member-only event! This is YOUR opportunity to showcase your business to the 3,500 employees at Pfizer, Collegeville. Registration forms will be available soon on the PV Chamber website and distributed via weekly E-News. To sign up for E-news, send email request to info@PVchamber.net or contact the Chamber office at 610.489.6660.

Event registration form available online:

<http://perkiomenvallchamber.org/events/upcoming-events>

PERKIOMEN VALLEY CHAMBER – RECENT EVENTS

Board Retreat – May 15, 2013

Topics of discussion at the PV Chamber Annual Board Retreat included goals for fiscal year 2013-2014, challenges small businesses are facing, and Chamber referral programs. The PV Chamber Board of Directors meets monthly to review and discuss strategic planning, budget, policy and programs to improve the growth and prosperity of our members within the community. Board Directors represent the Chamber's diverse membership base – corporate and small businesses in various industry types.



Chairman of the Board, Patrick Kelly, and PV Chamber Board Directors at May 15th Board Retreat.

Perkiomen Valley Chamber Mixers:

On the evening of June 13th, The Victory Bank hosted an upscale networking Mixer for PV Chamber members and guests, catering by Yellow Springs Inn. Pianist Jeremy Fanucci tickled the ivory keys on the grand piano featured in the lobby of the bank. To learn more, visit www.thevictorybank.com or stop by The Victory Bank, 584 W. Lewis Road, Limerick.

Owner, Judith Barrett-Johnson welcomed 30 members and guests to the tranquil, home-like setting at Simply Be Well in Skippack on June 20th. Attendees enjoyed complimentary massage and Reiki services and toured the wellness center, and gathered in the kitchen and backyard for refreshments. To learn more visit www.simplybewell.com, or call for an appointment 610.584.2439.

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. Properties include fully equipped kitchens, washer and dryer, fireplace and more. PV Chamber members and guests were offered tours of the models during the July 10th Mixer. To learn more, visit www.chestnutpointe.com. Chestnut Pointe, 150 Morgan Drive, Royersford.



Saul Rivkin presents Jessica Burger, uFinancial Group, with the Victory Bank door prize.



PV Chamber members at Simply Be Well Mixer



Door Prize Winners (left to right) - Jim Forbes, Wood thru the Ages and Bruce Zanar, Motivational Marketing.

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REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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

Building a Better Community Through Business



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

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

Visit www.springfordchamber.com

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

SPRING-FORD CHAMBER EVENTS CALENDAR

Limerick Community Days – Saturday, August 24, 2013

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

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

New businesses and vendors are always welcome!

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



SPRING-FORD CHAMBER MIXER AT COPPERFIELDS



RIBBON CUTTING

Several Chamber members were on hand for the ribbon cutting at the YoGo Factory, Royersford, which was held last month. The new frozen yogurt shop is located at 955 S Township Line Road, Suite 100, next to Giant. The members were treated to a generous sample of the frozen treat and the wide selection of toppings. It was declared "delicious."

CHAMBER AWARDS THREE SCHOLARSHIPS

The Spring-Ford Chamber of Commerce annually awards scholarships to local high school graduates. This is possible because of the funds raised at the Chamber's annual Spaghetti Fest. This year's recipients are Hannah Ratkiewicz, Pope John Paul II High School attending St. Joseph's University, Rebecca Huttinger, Spring-Ford High School attending Pennsylvania State University and Melissa Epprecht, Western Montgomery Career and Technology Center attending Kutztown University. The Chamber is pleased to be able to help these three young women further their education and wish them every success.

WIN ANNUAL FASHION SHOW



The Spring-Ford Chamber's "Women In The Network" (WIN) held its annual Fashion Show on April 11th at Copperfield's in Limerick. The fashion show serves as a fundraiser for a nonprofit organization within the area. The Chamber donated \$1000 to Mom's House, a Phoenixville nonprofit that helps low income single mothers pursue educational goals by providing free childcare. Pictured with a two of the young "clients" are (from left to right) John Young of Thrivent Financial, Dotty Frey, Program Manager at Mom's House, Ronnie FitzPatrick of Mary Kay Cosmetics, Lori Greaser of Aflac, and Tom Thunstrom of Penn Liberty Bank.



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