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Countdown to AEP
ANNUAL ENROLLMENT PERIOD

**OCTOBER. 15TH –
DECEMBER 14TH, 2013**

By Elizabeth Snyder, President of
Main Street Financial Partners

On June 1st, 2011, MAIN STREET FINANCIAL PARTNERS, LLC opened its doors in Gilbertsville.

Main Street is an insurance agency totally committed to the senior market with firsthand knowledge of the needs of seniors as well as tailored products to support those needs. Over three years ago when we conceptualized opening an agency that catered only to the needs of seniors, we were told it was too narrow-thinking to assume that seniors were going to just "walk in" and buy products meeting their specific needs. We felt there was a need, and rightly so, since even today there continues to be a very specific market.

Three years after our grand opening, we can now confirm indeed there is a **huge** need in this market for seniors to understand and have available insurance to cover very specific needs like Medicare Supplemental Insurance and products that guarantee 100% protection of their assets and real-time concerns of lifetime security.

Since June 1st 2011, the floodgates have opened and we have never been busier! There is no question why that has happened. Simply, there is an enormous void that is very apparent in this country, which can be described in one word: **entitlements**. Entitlements is a word that gets thrown around during election times and on political talk shows each week, and everyone knows that the word basically means big issues like Medicare and Social Security. Here at Main Street we address these concerns every day with one-on-one appointments, one beneficiary at a time.

Why must everything be so confusing to understand? We hear all the time that people have no real direction or an adequate compass to help shed clarity on these monumental issues. Let me be clear about one point right now: *We here at Main Street pride ourselves on delivering to our clients not only the right products from the right companies for their unique situation, we also provide guidance with complete expertise!*

We sit with clients and look at the whole picture, not just filling the obvious need of providing a Medicare supplement insurance policy. Just like when people get sick and are sent to specialist after specialist with no resolution to the medical



Beth Sudduth, Elizabeth Snyder, and Jennifer Wanish

PHOTO BY STYLISH IMAGES PHOTOGRAPHY



issue at hand, when in reality what is really needed is a look at the whole body and not just one part, we look at your entire world of retirement.

Aside from knowing that different insurances are needed as you come off your existing employer group plan there are even greater decisions that are in need of review and immediate attention. "What else might need immediate attention?" – you might ask? Take, for example, the decision of whether or not to rollover a 401K plan or one's IRA portfolio. These major financial decisions can be as complex and daunting as the whole Medicare Supplemental decisions at hand.

Financially, most seniors have been quietly incubating their nest eggs and as each year passes and they get closer to retirement, they wonder whether they have saved enough to safely retire for the rest of their lives. It is a scary feeling to have reached a place where you have to be reliant on what monies you have amassed and make monthly living expenditures based on a fixed income. Life's age related challenges can be stressful, but here at Main Street we bring clarity where confusion once was, confidence where doubt once lived, and assurance where fear once ruled.

New understanding and meaning to complicated issues that need to be addressed and appropriately handled to work for the good of the whole body! Quality and comfort of life brings on a whole new meaning as we get older and approach retirement. We have completely different urgencies and coverage needs than in the past. When you are retired or close to retirement, what may have been appropriate as a financial strategy before will not suffice in retirement.

It all starts with a larger, more comprehensive plan to move into a protected and decisive preservation mode in all areas of concern! It all starts with Medicare Supplemental Insurance coverage because that is most likely the first place where you will find your greatest financial risk – a catastrophic medical loss on a fixed budget.

YOU NEED A COMPREHESIVE PLAN MOVING FORWARD TO ADDRESS TODAY'S NEEDS AS WELL AS FUTURE NEEDS.

We here at Main Street have spent the last year and half writing articles called the *Medicare Moment*, trying to educate the general public on the Medicare market and available supplemental choices and, most importantly, how Medicare works. To our joy and jubilation, there has been an overwhelming response to our articles both here in the Advisor and in the senior section of the Mercury Newspaper as we try to spread the word of how important it is to find someone who can sit down with you and explain the world of Medicare and the products that are most appropriate in the financial sector as we get older.

The articles are striking a real cord as senior after senior, whether you are white collar or blue collar hard working citizens, highly educated or high school educated, people want to know the simple truth with clarity – the straight and skinny – on how Medicare works and the simple solution to their needs! What does it mean to me today, and what will be there for me in the future?

Would it surprise you to know that you can buy a Medicare Supplemental Insurance product with the confidence of knowing 100% each day, each month, each year that it will cover all your needs, your copays, your deductibles, your entire hospital bill, and all your doctor bills that you might encounter today and every day for the rest of your life? When you control your outlay of monies spent on one of the biggest areas of concern in your budget, healthcare, you have taken 50% of worry, stress, and complications out of your retirement. The other 50% is most likely the question how am I to afford my healthcare and live a quality of life without worrying if I can make it to the finish line every day without running out of money.

Again, here at Main Street, we know seniors! My guess is that as you are reading this article you are saying to yourself – "Yes, these are the very questions I ask myself
(See "Cover Story" on page 6)

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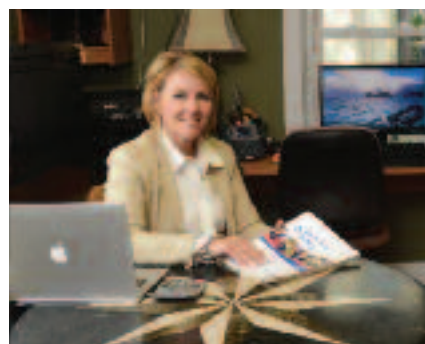
(Continued from page 5)

and the very issues that preoccupy my thoughts at night”.

Would it surprise you to know that there are financial products and strategies available that provide 100% protection of your principle, with real compounding growth and guarantees? What if I told you that just like your Social Security pension you can create a systematic income from your 401Ks and IRAs with A+ rated companies that will give you as much as an 11% bonus to roll over your retirement accounts? And, they'll guarantee as much as 6.5% compounding rates for 10 years, all while providing 100% protection and control of your principal at all times.

Sound to good to be true? That is what people say about the Government's Medigap policies for supplemental insurance that provides 100% coverage of ALL THE CO-INSURANCES AND DEDUCTIBLES on the Part A and Part B of Medicare!

Yes Virginia, there is a Santa Clause. Yes, there is Medicare coverage that will allow you to go to any doctor anywhere in the United States with NO COPAY'S, NO DEDUCTIBLES, NO REFERRALS, AND NO NETWORKS! And yes, Virginia, there are financial products that allow you to wake up every morning knowing your retirement monies are safe from market crashes and fluctuations, grow with great guaranteed interest rates, and provide pensions for life – all while never losing control and NEVER OUTLIVING YOUR PENSION. These products are called Medigap policies and Income Annuities.



When life throws you a lemon, make lemonade! *The closer you get to retirement you can NOT AFFORD TO LOSE ONE PENNY OF YOUR RETIREMENT PORTFOLIO. IT IS ABOUT PROTECTING, PRESERVING, AND GROWTH.* A fixed income annuity allows just that.

Don't let ANYONE tell you these concepts and products are all too good to be true. Take an hour out of your day to get a checkup of your financial plan and comprehensive Medicare coverage. Here at Main Street, we pride ourselves on doing the right thing. **If it doesn't make sense to move your coverage or your financial plan then we don't do it.**

Being a broker of all the companies that sell Medicare products and financial products allows us to be loyal to you, not the companies we represent. Isn't putting you first by helping you to choose the company that will serve your needs the best a novel idea?

Main Street is 100% committed to the seniors we serve. We help one senior at a time with the insurance products to fit their particular circumstance and with product knowledge and expertise! We look forward to hearing from you! 📞

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BUSINESS PROFILE

SCHOOL MEDIA MARKETING

Locally owned and operated School Media Marketing LLC of Gilbertsville, PA represents a new marketing and advertising company created exclusively to partner local Businesses with local School Districts and provide Naming Rights, Campus Sponsorships and Website Advertising directly on school campuses.

School Media Marketing currently serves as the official marketing representative for both Perkiomen Valley and Boyertown Area School Districts, and this year they are actively seeking business partners looking to reach the students, parents and residents of these two great school districts in a way never before possible.

The benefits of partnering your business with a school district are extensive and long lasting. A school district sponsorship supplies your company with an instant and deep-seated connection to the community at its grass roots level. And in turn, your partnership shows the community that your company understands and supports education as one of the foremost building blocks of its future.

Corporate sponsorships of schools enrich academic opportunities for local stu-

dents by helping to fund music and arts programs, facility upgrades, new course offerings, as well as other miscellaneous items that might otherwise be cost prohibitive for schools to accommodate.

School Media Marketing makes it possible to place your company's support of a local school district front and center on every level.

From exclusive district wide branding of your company's name and services at key venues like Stadiums, Gymnasiums and Auditoriums, to 24 hour exposure to students, staff and families via your interactive web ad on the school district website, School Media Marketing empowers your business with the ability to maximize brand awareness while also expanding your exposure into an otherwise unattainable marketplace.

The end result is the unprecedented potential to reach each and every resident and household decision maker in your preferred school district.

School Media Marketing believes that by reaching out into the local community and providing your business with targeted exposure, they create a true win-win opportunity for both the school district and your company, all while letting students know that their activities and achievements are endorsed by local businesses that want to celebrate their remarkable milestones.

Call Jim at 1.888.269.9464 to discuss affordable pricing packages designed to maximize your presence at the school district of your choice, or visit them online at SchoolMediaMarketing.com to learn everything this creative new company can do to deliver your company's message to the widest possible audiences in the area.

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Celebrating our Partnership with TCACC

BUZZ AROUND THE BLOCK

Route 422 Business Advisor is celebrating the anniversary of our 14-year partnership with TriCounty Area Chamber of Commerce this month. Route 422 Business Advisor has been providing a section of each issue devoted to TCACC news and events, and offering a special advertising discount for TCACC members, since 1999. In this issue, we are profiling successful TCACC businesses, who, through their continuing success, contribute to the economic vitality of TCACC, and the region.

find out whether Advantage Care Cottages are right for you or your loved one, please call us at 610.378.0491 or email advantage-carecottages@hhcmnc.org.

ArtFusion 19464 — Formerly The Gallery School of Pottstown/Gallery on High

The women of ArtFusion 19464 measure success a bit differently from a traditional business. As a non-profit community art center, success is measured in the triumph of a student who masters a tricky technique, and in the smile of a young artist as they discover that, while they may not be a star athlete or a straight A student, they can create amazing art.

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

Advantage Care Cottages: Now Open

A New Option for the Long Term Care of Seniors

On a summer morning in the middle of July, the regions newest option for long-term care for seniors opened its doors to residents. The first Advantage Care Cottage opened in a residential neighborhood for three seniors who had been living in local skilled nursing facilities – in some cases for a year or more. Every Advantage Care Cottage is a single-family home in an actual neighborhood for three seniors. Each home is designed to blend in to the fabric of the community (no signs out front, and no secluded campus) to create an authentic living environment for residents. In an Advantage Care Cottage, the three seniors who live there have dinners around a kitchen table, and enjoy meaningful relationships with one another, their caregivers, and the community.

Because Advantage Home Care keeps a caregiver in the home at all times, residents are able to receive the support they need including cooking, cleaning, bathing, house-keeping, and personal care. Every Cottage has a care ratio of 1:3, allowing for excellent care for the seniors who live there. With Advantage Care Cottages, individuals receive 24 hour support in a real home. Seniors who need nursing, therapy or other skilled care may receive it in the home from Berks VNA or Pottstown VNA.

More Advantage Care Cottages will be opening throughout the next 18 months. To



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THE PALETTE OF FURNITURE SOUP, INC.

By Tracy McKay-Sobocek, VP, Furniture soup, Inc.

Palette, in the ordinary meaning, is the thin board in which an artist mixes his color pigments as in used for a painting. Or, it is the colors the artist actually uses to create the painting. In my first years at RIT (Rochester Institute of Technology), I immersed myself into the studies of drawing, painting, 2-dimensional design, 3-dimensional design, and many other disciplines to develop the sense of a greater more complex palette for environments. My life's work as an independent designer and artist increased my development of this design ideal. This greater palette can be simply described as two parts: the art and the science.

The palette is developed through some simplistically direct vertical thinking, a structured process of lateral thinking, and an unstructured process of brain storming. Interior design becomes an intersection of imagination and new ideas meeting the unchanging structure or processes in a particular environment during a particular project or point in time.

In art, we have a mixture of colors, textures, patterns, line, mass, shape manipulated within the basis of proportion, balance, intensity, contrast, emphasis, rhythm to develop the overall composition. The art includes the data gathered of what we perceive through our senses; sight, hearing, taste, smell, touch.

This is typically considered the fun, easy part of a project. Truly, it is much more complicated. Many times it is the process that is usually done without as much disciplined thought as it should. Think of the places where a person is uncomfortable ... too boring, too rigid, too distracting, too interruptive, too cold, too quiet, too tense, too whatever. When done very well, this art is more than supportive of all human endeavors, great and small.

The science portion of the palette is function and function's many corresponding forms. Such as the whole physical entirety of the space's architecture. Natural and/or unnatural light, hot and cool air flow, entrances, egresses, structure, columns, walls, etc. Included, also, are the number and vocations of people, both existing and future. What are they doing there? Or attempting to do there? What are their futures as a whole and individuals?

Taken into account are any mechanical features like electronics, HVAC, telecommunications, etc. Technologies are now found in practically all environments. Every space has at least a light switch. Some environments,



like a medical facility, are overly rich with technology and equipment.

Another influence, of course, is nature. It is where our man made palette is originally derived from. Nature's palette is enormous and can over power one's senses when you truly witness it. Its complexity is derived from the fact that nature is always growing, changing, peaking, evolving, erupting, decomposing. Colors, textures, smells, tastes, sounds, and millions of more sensations evolve at a very slow glacial pace to a breathtaking lightning speed. From the short lived breath of intoxicating perfume from a midnight blooming plant to the blustery gale hitting the rock of a mountain endlessly and to everything else in between.

Most times our environments fight this natural complexity and become ones that we are not as comfortable in. Nature, and as we are a product of nature, is not static. Lack of colors, light, or air, or noise, or movement can be stifling to our bodies and brains. This atmosphere can lock us into thoughts, feelings, routines that could be counter productive. A well-designed environment can compliment nature, our nature, and work within the bounds of architecture, mechanics, and technology. Positive feelings, thoughts, and actions can result. ■



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Buzz Around The Block

(Continued from page 10)

The mission of ArtFusion is to provide a solid educational foundation to youth and adults alike. We help students foster their creativity and develop their talents both for personal enrichment and as a foundation for advanced studies in the arts. Another aspect of success for us is communicating this message and in engaging our community in our effort to live the mission.

ArtFusion works to provide an excellent education in the arts to both the youth and adults of our community, regardless of their income level. Our instructors are all professional artists who limit class size for more individualized instruction. We also work with after-school programs for children in our community, as well as summer programs and other special workshops.

For a non-profit, success is also inextricably linked to community and donor support. Individuals can support ArtFusion's mission through general donations and also through the purchase of yearly memberships. In addition, ArtFusion works with local organizations like the Greater Pottstown Foundation and the MOSAIC Community Land Trust to fund free art education classes for children. Businesses can also donate through the Pennsylvania Educational Improvement Tax Credit

(EITC) program, through which up to 90% of a donation can be taken as a tax credit.

ArtFusion 19464 is located at 254 E. High St., Pottstown, PA 19464. For additional information, please call 610.326.2506 and visit www.artfusion19464.org.

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

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Listings For SALE

SOLD - (ZC2185) 213-215 PINE FORGE ROAD, PF

FOR SALE - (ZC2083) DOUGLASS TOWNSHIP, BERKS COUNTY - 3.4+/- ACRE LOT IN INDUSTRIAL PARK WITH APPROVED LAND DEVELOPMENT PLAN TO CONSTRUCT UP TO 27,000SF OF FLEX SPACE. OWNER WILL ALSO CONSIDER CONSTRUCTING THE BUILDING IF A TENANT IS SECURED. CALL FOR DETAILS. **\$475,000**

FOR SALE - (ZC2122) 124 NORTH CHESTNUT STREET, BOYERTOWN - 3,825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **Reduced \$149,900**

FOR SALE - (ZC2132) 3575 SCHUYLKILL ROAD, SPRING CITY - EAST VINCENT TOWNSHIP COMMERCIAL PROPERTY, HIGHWAY EXPOSURE. FEATURES INCLUDE PUBLIC SEWER, ONSITE WELL, GAS HOT WATER, ONSITE GAS, 200AMP ELECTRIC SERVICE. **\$650,000**

FOR SALE - (ZC2134) 1500 S. HANOVER ST., POTTSTOWN - COMMERCIAL BUILDINGS, ALL OF THE BUSINESS EQUIPMENT AND PRODUCTS ARE EXCLUDED FROM THE SALE OF PROPERTY. **\$2,000,000**

FOR SALE - (ZC2137) 958 POTTSTOWN PIKE, CHESTER SPRINGS - 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 100. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. **\$2,500,000**

FOR SALE - (ZC2140) 1530 S. HANOVER STREET, POTTSTOWN - THIS PROPERTY HAS A SMALL HOUSE WHICH IS CURRENTLY LEASED. THE LAND IS PRESENTLY USED AS A DRIVING RANGE USING ABOUT 10 ACRES, THE BALANCE OF THE LAND IS FARM FIELDS. THE PRESENT ZONING IS R1 SINGLE FAMILY RESIDENTIAL. UNDER THE ZONING IT ALLOWS FOR NURSING HOMES. PUBLIC SEWER IS AVAILABLE. **\$2,000,000**

PENDING - (ZC2146) 1001 N. HANOVER ST., POTTSTOWN - NEWER 9 UNIT APARTMENT BUILDING. ALL UNITS ARE 2BR AND FULLY LEASED. 8 RANGES AND 8 DISHWASHERS INCLUDED IN PRICE. CALL FOR INCOME & EXPENSES. **Reduced \$495,000**

PENDING - (ZC2151) POTTSTOWN AUTO BODY/AUTO REPAIR SHOP - 3,000SF, 5 BAYS, PAINT BOOTH, 4 OVERHEAD DOORS. BUILDING IS IN GOOD CONDITION WITH REAR FENCED AREA FOR STORAGE. READY FOR YOUR BUSINESS. **Reduced \$130,000**

FOR SALE - (ZC2152) 320 N. CHARLOTTE ST., POTTSTOWN - (5) UNIT W/ GREAT TENANTS AND FULLY OCCUPIED. GOOD CASH FLOW & ALL RENTS ARE WAY BELOW MARKET VALUE. EACH TENANT PAYS THEIR OWN HEAT & HOT WATER. SOME NEW REPLACEMENT WINDOWS. CALL FOR DETAILS. **Reduced \$104,900**

FOR SALE - (ZC2153) 13829 KUTZTOWN RD, FLEETWOOD - FORMER KIRBYVILLE HOTEL, STRUCTURALLY SOUND BUILDING ON 1 ACRE WITH 50 CAR PAVED PARKING LOT ON BUSY ROUTE 222. INTERIOR NEEDS COMPLETE REMODEL. POSSIBLE OWNER FINANCING. **DRASTIC PRICE REDUCTION \$229,800**
SELLER WILL CONSIDER ANY REASONABLE OFFER.

SOLD - (ZC2188) 550 E. HIGH ST., POTTSTOWN

FOR SALE - (ZC2158) 369 W. RIDGE PIKE, LIMERICK - LIMERICK AREA, 5 FLEX INC. COMMERCIAL STORE FRONT W/4 APARTMENT UNITS ON 1 ACRE LOT, 2 CAR GARAGE. POSSIBLE ENTRANCE ON 2 MAJOR ROADS. **\$464,000**

PENDING - (ZC2159) BERKS COUNTY 9.78 ACRES - WITH PUBLIC WATER AND PUBLIC SEWER. PHASE IV OF TOWNHOUSE COMMUNITY. **Reduced \$170,000**

FOR SALE - (ZC2162) BERKS COUNTY APPROVED 10 LOT SUBDIVISION - SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

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

FOR SALE - (ZC2165) 117-119 N. FRANKLIN STREET, POTTSTOWN - GREAT OPPORTUNITY TO OWN AN INCOME PRODUCING MULTI-UNIT PROPERTY. 2 ATTACHED BUILDINGS WITH ONE COMMON BASEMENT. EACH BUILDING HAS ITS OWN TAX ID# AND SEPARATE UTILITIES. BUILDING #117 HAS THREE (3) BEDROOM UNITS AND BUILDING #119 HAS TWO (2) BEDROOM UNITS. CALL FOR DETAILS. PRICE INCLUDES PARCEL ID# 15-09010420-004. **\$179,800**

FOR SALE - (ZC2171) 342 SOUTH STREET, POTTSTOWN - INVESTMENT PROP. CONTAINING 2 BUILDINGS. FIRST BLDG. CONSISTS OF 3 APARTMENTS W/ 1-3BR, 1-2BR AND AN EFFICIENCY. SECOND BLDG. CONSISTS OF 2BR APARTMENT, STORE FRONT AND 3 GARAGES. TENANTS PAY THEIR OWN HEAT, ELECTRIC AND TRASH. RENTS ARE BELOW CURRENT MARKET VALUE AND COULD BE RAISED. **\$160,000**

FOR SALE - (ZC2177) 2103 EAST HIGH STREET, POTTSTOWN - MEDICAL OFFICE BUILDING - SITUATED WITH GREAT EXPOSURE ON HIGH ST. IN LOWER POTTSBORO TWP. 4,360SF OF MEDICAL USE ON TWO FLOORS. FULL BASEMENT FOR STORAGE FOR EASY ACCESS AND OFFSTREET PARKING LOT, HANDICAP ACCESSIBLE, WELL MAINTAINED AND READY FOR YOUR CLIENTS. **\$389,000**

FOR SALE - (ZC2179) 58 N. FRANKLIN STREET, POTTSTOWN - GARAGE AND AUTO REPAIR BUSINESS. THIS BUSINESS HAS BEEN ESTABLISHED ALREADY & VERY SUCCESSFUL. THE PRICE INCLUDES BUILDING & BUSINESS. THIS GARAGE HAS BEEN UPDATED & MAINTAINED WITH NEW OFFICE, TILE FLOORS, NEW WINDOW & DOOR, REFRESHLY PAINTED & CLEAN. NEW ALUMINUM FENCING SURROUNDING THE ENTIRE PARKING LOT. LOT HOLDS UP TO 50 CARS. 2 LARGE BAYS WITH LIFTS. **\$275,000**

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

FOR SALE - (ZC2183) 2031 POTTSTOWN PIKE - POTTSTOWN-RENOVATED BARN ON ROUTE 100 TO BOOST HIGH TRAFFIC! TURN-KEY SHOWROOM. OWN YOUR OWN BUSINESS, WORKSHOP plus (1) APARTMENT RENTAL ON SECOND FLOOR. **Reduced \$229,800**

SOLD - (ZC2114) 301 S. RAILROAD ST., MYERSTOWN

FOR SALE - (ZC2184) 4.26 ACRES ZONED COMMERCIAL - FULL SERVICE GARAGE, MOTOR HOME CONSIGNMENT DEALERSHIP PLUS 4 RESIDENTIAL RENTAL UNITS. **DRASTIC PRICE REDUCTION \$758,000**

FOR SALE - (ZC2187) POTTSTOWN (8) UNIT COMMERCIAL INVESTMENT PROPERTY - (2) COMMERCIAL RETAIL SPACES, (4) APARTMENTS, (1) GARAGE AREA, and (1) LARGE STONE AREA. GROSS ANNUAL INCOME CURRENTLY EXCEEDS \$52,000/YR. CALL FOR DETAILED INCOME AND EXPENSES. **\$209,000**

FOR SALE - (ZC2188) CAMP SIKKARA RD., MYERSTOWN - 112 ACRES OF PRIME DEVELOPMENT LAND- 1/8 MILE FROM I-78, NEW BETHEL PARK AND NEW PET SMART & DOLLAR GENERAL DISTRIBUTION WAREHOUSES. POSSIBLE SCHOOL TAX CREDITS. **\$4,500,000**

FOR SALE - (ZC2190) SAINT PETERS RD, ST PETERS VILLAGE - LIVE AND WORK ON THE FRENCH CREEK! 4 UNIT BUILDING w/ENDLESS POSSIBILITIES. WON'T LAST LONG. **\$325,000**

FOR SALE - (ZC2191) 1653 MOSS ST. READING - LARGE COMMERCIAL BAR/RESTAURANT w/FULLY LEASED SEPARATE HOUSE + 4 RENTAL APARTMENTS NEAR ALBRIGHT COLLEGE. LIQUOR LICENSE INCLUDED IN SALE. RESTAURANT/BAR MAY BE LEASED FOR MANY USES + EXTRA INCOME. **\$475,000**

FOR SALE - (ZC2192) 1380 NORTH CHARLOTTE STREET, POTTSTOWN - 2,727+- SF, MANY POSSIBILITIES, PARKING FOR 40+VEHICLES. CALL FOR DETAILS. **\$395,000**

FOR SALE - (ZC2193) 861 WILLOW ST., POTTSTOWN - COMMERCIAL/INDUSTRIAL TYPE BUILDING. 2,800SF OFFICE SPACE PLUS APPROXIMATELY 4,700SF GARAGE SPACE w/8 OVERSIZED GARAGE DOORS. ALSO INCLUDED 130'X140' MACADAM LOT ACROSS FROM PROPERTY. **\$460,000**

FOR SALE - (ZC2194) 2919 W. RIDGE PIKE, EAGLEVILLE - 3 UNIT APARTMENT BUILDING PLUS 8 UNIT MOBILE HOME PARK w/POTENTIAL FOR 12 APPROXIMATELY 300SF STREET FRONTAGE. **\$525,000**

FOR SALE - (ZC2195) 3381 COVENTRYVILLE RD., POTTSTOWN - Zoning is *Medium Density Residential (MDR)*. THIS ALLOWS FOR MANY USES INCLUDING RESIDENTIAL ONE OR TWO FAMILY DWELLING AND ACCESSORY BUILDINGS INCIDENTAL TO PRINCIPAL USE; BUSINESS, ADMINISTRATIVE OR PROFESSIONAL OFFICE, STUDIO, LIBRARY; PERSONAL SERVICE SHOP SUCH AS BARBER, BEAUTY SALON, TAILOR, DRESSMAKING; GENERAL SERVICE AND REPAIR SHOP, I.E. BICYCLES, APPLIANCES, SHOES, WATCHES; COTTAGE INDUSTRIES INCLUDING CRAFTS AND HOMEWARE PRODUCTS; EDUCATIONAL FACILITY FOR 10 OR FEWER STUDENTS; CARPENTRY, PLUMBING, BLACKSMITH SHOP; HISTORICAL STRUCTURES, FORESTRY, MUNICIPAL USE. SPECIAL EXEMPTIONS POSSIBLE SUBJECT TO APPROVAL BY HISTORICAL ARCHITECTURAL REVIEW BOARD (HARB) AND BOARD OF SUPERVISORS. **\$250,000**

FOR SALE - (ZC2196) 3785 HORSESHOE PIKE, HONEYBROOK TOWNSHIP - 3 ACRE COMMERCIAL AND RESIDENTIAL PROPERTY ON BUSY RT. 322. STORY HOUSE PLUS SEPARATE BUILDING CURRENTLY A PRINT SHOP, ZONING OF NEIGHBORHOOD COMMERCIAL ALLOWS FOR MANY USES. PROPERTY IS IN IMMACULATE CONDITION WITH PLenty OF ROOM FOR EXPANSION OR POSSIBLE SUBDIVISION.



Listings For LEASE

(ZC1012) 1200 East High Street, Office Building, Pottstown-Suites from 200-1,000SF. \$12.50/SF includes all utilities.

(ZC1033) North Kelm Street, North End, Pottstown-1,850SF retail/office space, plenty of offstreet parking. \$8-10/SF

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PMMC. Handicapped accessible, elevator, ample parking and various size suites from 200-800SF. Competitive rates and flexible terms. Call for more details!

(ZC1080) Lemon Street, West Pottstown-10,000SF to 15,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates.

(ZC1090) 261 High Street, Pottstown-2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, elec. and 1/2 water invoice.

(ZC1114) 1153 Main Street, Linfield-Downtown office complex with over 8,000SF. Can be subdivided into smaller suites, great location. Call for details.

(ZC1118) Manatoway Road, Boyertown-1,200SF retail/office space w/powder room. Possible storage space behind office/retail area. \$900/month + heat & electric. Call for details.

(ZC1132) Route 100 & Ferrington Ave., Pottstown- Brand NEW Office Building Situated off Rt. 100 between Pottstown & Boyertown. 5000SF available in 2 story office building. Owner will fit out space to suit. Call for details on rates and availability. \$15.00/SF Triple Net

(ZC1134) 371 Circle of Progress, Pottstown Airport Campus-4,200SF warehouse, 2,000SF attached garage area and 800+- office space. Can be leased together or separately. Loading docks and drive-in overhead doors. Call for rates.

(ZC1135) 2103 E. High St., Pottstown- Medical office bldg. situated with great exposure on High Street in Lower Pottsgrove. 4,360SF +/- to be leased. Offstreet parking lot. \$13/SF + utilities.

(ZC1136) 355 Circle of Progress Drive, Pottstown-1,770+-SF of Pottstown INDUSTRIAL office space for lease. Close to Airport and other major thoroughfares. This space inc 3 offices, operations/comm. office, outer office, vestibule, kitchenette and 2 bathrooms. Also available parking for approx. 15 cars on the side of the building + a drop off area in front of building. There are many possible uses: gym/training/school or general offices. Call for details. \$1,195/Month

(ZC1138) 258 High Street, Pottstown- Pottstown Borough, former bank building, which can be used for retail/office etc. Ample parking available in the adjacent borough parking lot. 2,254SF plus full basement area for storage. \$1,800/Month

(ZC1140) 20 Sunnybrook Road, Pottstown-Brand new space situated in Lower Pottsgrove just off of High Street. The 3,700SF suite is self contained and can be completed to fit your exact needs. Office/Medical space with large private parking area. Call for details. \$15/SF + CAM + Utilities.

(ZC1142) 1111 Route 100 North, Bechtelsville-Berks County outside of Boyertown along Route 100 approximately 2 acres of open ground for lease. \$1,500/Month

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LEASED (ZC1162) 190 Moser Road, Pottstown-

LEASED (ZC1147) 56 S. Adams Street, Pottstown-

LEASED (ZC1124) 215 East 1st Street, Birdsboro-

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BUZZ AROUND THE BLOCK

(Continued from page 12)

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

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Sealstrip Corporation — Heather Chandler, President *Why Manufacturing Matters*



There is a lot of talk about the value of manufacturing in the US. The overall impact to our country of a decline in manufacturing could result in a reduction in the strength of the dollar, reduced innovation, inability to participate in the global economy, and a reduction in the skill level and income of the American workforce. These are all global macro-economic ideas that are worth understanding. For brevity, let's consider the smaller economy of Pennsylvania and some of my experiences as one of the few women leading a growing PA manufacturing company, a member of both Governor Corbett's Manufacturing Advisory Council and Ben Franklin Technology Partners regional advisory board.

Manufacturing is responsible for over 10 percent of the PA economy. Over 70 percent of Research and Development (R&D) money and 60 percent of all patents are in the manufacturing sector. R&D is important because it fuels innovation and spurs progress. Manufacturing productivity outperforms non-manufacturing by 23 percent, resulting in each manufacturing job contributing \$131,147 to our gross state product. Additionally, the average manufacturing sector job pays \$64,913, 44 percent more than non-manufacturing! The Governor's Advisory Council identified workforce development as a critical piece of the PA manufacturing economy.

So why aren't young people flocking to the manufacturing sector? After all, there are over 7,600 manufacturing jobs going

unfilled in PA and 82 percent of manufacturers report that applicants don't have the skills necessary! I believe it's due to lack of exposure to today's manufacturing workplace. Parents may think of the manufacturing of old- dirty, dangerous, jobs that you'd never want to aspire to. Manufacturers' customers are often global so they may not participate in community organizations like the Chamber of Commerce. We all need to learn more about manufacturing and its role in the economy and in our communities. The types of jobs included in manufacturing should be part of every student's career education. Sealstrip hosted 9th grade students from the Boyertown High School on September 23 and 27 in conjunction with the Berks Business Education Coalition, sponsored by The Greater Reading Economic Partnership. We'll also be hosting an event on National Manufacturing Day, October 4. I believe a robust economy needs a strong manufacturing base and Sealstrip is working to get the word out.

If you are interested in learning about our business you can check out our website at www.sealstrip.com.

Best Principled Solutions — Kayte Connelly



Where are you now? Where do you want to be? What's in the way? Those are some of the key questions that business woman, Kayte Connelly asks of the individuals and organizations that she serves. "We help you to identify and eliminate the obstacles that stand between you and your goals," says Ms. Connelly.

(See "Successful Women in Business" on page 17)

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BUZZ AROUND THE BLOCK

(Continued from page 14)

Janney Montgomery Scott

You wouldn't buy a car without a test drive, so why plan your retirement that way?

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Don't jump into the first retirement vehicle you see. Get behind the wheel of your own retirement and get a real sense of what works for you today and down the road.

Janney Montgomery Scott LLC is a full service brokerage firm and the Pottstown PA office team, Kathie Lynn – Tammy Bowman – Jackie Gofus, offer over 45 years of combined experience and has achieved the 2013 *Philadelphia Magazine's* 5 Star Wealth Management Award. The Pottstown team is focused on outstanding personal attention, dedicated to helping achieve the financial goals of their clients and strongly committed to the community. Please visit our website at www.janneypottstown.com for Janney's Rules of the Road. Call us at 610.718.8560 or toll free at 1.877.772.4567 to set up a free portfolio review.

Jesse Baro, Inc.

Since 1955, Jesse Baro, Inc., a third-generation family-owned and operated business, has established a remarkable reputation with hundreds of customers served over the years.

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Jesse Baro operates a maintenance facility at its headquarters in Douglassville, PA. All trucks, trailers and equipment are carefully inspected and maintained on a regular basis by Baro's qualified and trained technicians. Jesse Baro maintains an excellent safety record with the U.S. Department of Transportation, adhering to all rules and regulations currently enforced, including on-the-road hours of service.

For additional information, please call 610.323.8783, and visit www.jessebaro.com.

Michael's Classic Limousine

Despite that fact that the economy has been less than wonderful for the past few years, some businesses have been fortunate enough to experience healthy growth, and that would include Michael's Classic Limousine.

A lot has happened since Christopher Haines purchased the business in the spring of 2008. "It has been a fast and furious 5 ½ years" said Haines. "I started with eight vehicles and now we have eighteen."

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

SUCCESSFUL WOMEN IN BUSINESS

(Continued from page 15)

Kayte Connelly is the former President of the Boyertown Area Chamber of Commerce and founder of Leadership Tri-County recognized in this region primarily for her work in the early 90's. She is an award-winning author, credentialed leadership coach and organizational development consultant specializing in personal, professional and community leadership through individual, corporate or group coaching. Connelly has more than 30 years of community leadership experience and has simplified thousands of conversations with individuals and groups supporting them in moving forward.

Best Principled Solutions is proud to introduce two exciting new programs to support you in pursuing your opportunities: the Executive Leadership Accountability Club and the Greater Lehigh Valley Leadership Consortium (GLVLC).

Our Executive Leadership Accountability Club is an exciting program that was designed for you. Are you a senior executive that lies awake worrying at night?

Are you a team manager that is troubled by your performance or the performance of others? Are you consumed by a personnel or business decision that has you stuck?

This program was created to support like-minded individuals, experiencing similar difficulties—usually surrounding accountability, performance or profitability. The Clubs are facilitated by Connelly, a trained coach credentialed through the International Coaching Federation. Club members are organized according to the number of direct reports they manage at work. Club sessions are designed to assist you in planning and implementing great human resource development solutions in your work environment.

As you mature through the program, you will uncover new realizations about yourself. MORE THAN JUST A FACILITATED CONVERSATION WITH YOUR PEERS, the Accountability Clubs offer a unique coaching perspective on how you

can dig deeper to effect the lasting changes that you desire and explore limiting beliefs, fears, interpretations and assumptions.

Previously conducted virtually, these in-person sessions are forming now and are very affordable.

Another exciting program new to the Valley is the Greater Lehigh Valley Leadership Consortium. GLVLC is a multidisciplinary and multi-stakeholder "cooptation" or collaborative competition that seeks to enhance and sustain leadership development in the Greater Lehigh Valley. Our ongoing monthly Leadership Programs began in September. You may join at any time. Keynote speakers, recognized leaders, kick off the day followed by facilitated conversation about how to integrate lessons on Leadership into your personal, professional or community goals. Check out our website at www.glvlc.com for updates and to register.

Let Best Principled Solutions help you to be the best leader you can be. For more information on these programs or other services, visit us at www.bestprincipledsolutions.com. Schedule a complimentary strategy session today. We'll discuss your unique needs and craft your exclusive goals and customize your strategies to focus on the challenges before you. Let's navigate the change you desire today. Get unstuck by calling 484.769.2327.

VA Productions, Inc. – Virginia Frederick-Dodge



Virginia Frederick-Dodge was entering West Chester University as a Speech Communications major when a chance encounter with an old friend ended

with an opportunity to videotape a wedding. She had never even held a video camera, let alone used one. But in a bold move that would become her "calling card," she accepted the challenge and

(See "Successful Women in Business" on page 19)

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BUZZ AROUND THE BLOCK

(Continued from page 16)

The growth really started in the beginning of 2009 when the company acquired Q Limousine of West Reading and brought the owner, Gary Knowles, on board as the Director of Operations. During the summer of 2009, Deer Lake Limousine of Schuylkill County became part of the family. "Prior to that we didn't have much of a presence in Schuylkill County, but it has really kept us active."

The fleet is very diverse and that has been the goal from the beginning. There are several Lincoln, Chrysler and Cadillac Sedans, an SUV, passenger vans, stretch Lincoln Town Car Limousines, stretch Lincoln Navigator and Ford Excursions, Limo Coaches and a stretch Hummer. It has proven to be an ideal mix of vehicles and there is something for every customer.

Part of the success has been due to the quality of the chauffeurs who drive these vehicles. Each applicant must have an excellent driving record and be approved by the insurance company. Further, a criminal background check is done on each applicant along with a drug test and physical.

"In the past 12 months we completed over 4,000 trips," said Haines, "and I expect that number to continue to climb in the next year."

For additional information, please call 610.929.4919 and visit www.michaelsclassi-climo.com.

Pottstown Dance Theatre Repertory Ensemble Prepares for Brand New "Nutcracker Suite"

The Pottstown Dance Theatre Repertory Ensemble has been working diligently preparing for a brand new production of the beloved family Christmas ballet, "The Nutcracker Suite." This production will be directed by international dance artist Michelle Jones Wurtz with choreography by Andrei Ustinov and Elena Martinson, both of the world famous Kirov Ballet (where the ballet first became immortalized). New costumes, sets, and music by Schubert to sup-

plement Tchaikovsky's famous score will enhance this event. This is a Christmas performance no one should miss.

The production will serve as the commencement event celebrating fifty years of superior, community education in the art of dance. Pottstown Dance Theatre was founded in 1964 by Phyllis Dersh Rudzitis. Under her tutelage, students went on to dance for various conservatories, choreographers, and companies including Nutmeg Ballet, the Kirov School in Washington D.C., and Kennedy Center Honoree Paul Taylor. In 2001, Michelle Jones Wurtz became the school director where she has taken various students to the International Dance Festival in Ladek Zdroj, Poland, the 2012 Olympic Games in London, and this spring, she will take Rep Ensemble members to the world famous Lincoln Center in New York City to perform. Many students are also preparing to go to Rio in 2016 for their Olympic Games. This school has put Pottstown on the world map.

Repertory Ensemble students have been chosen for their commitment to class, rehearsals, and their love for the art form of dance. Those with solo roles are required to take three ballet classes weekly and study at least one other dance form. Rehearsals occur twice weekly (separate from classes) and are required for all performers throughout the process. These students are comparable to any athlete and are budding young artists. Through this Ensemble, students learn a sense of commitment, a work ethic that dance study requires that also carries into daily life, and a sense of accomplishment through hard work and discipline with each other.

"The Nutcracker Suite: A Christmas Extravaganza" will be performed at the Pottstown High School (located at 750 N. Washington St.) on Saturday December 7th at 7:30pm, as well as on Sunday December 8th at 3pm. Tickets for adults are \$17 if purchased in advance, and are \$20 at the

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



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SUCCESSFUL WOMEN IN BUSINESS

(Continued from page 17)

captured a young couple's special day. That day was significant for Virginia as she realized that teaching herself, plotting her course and "going with the flow," were skills critical to achieving life success.

Today, 30 years later, Virginia is the President and Owner of VA Productions, Inc., a multi-faceted, full service production company committed to delivering the highest quality Video Production, Audio Visual Services and Meeting and Event Planning Services to businesses worldwide. VA Productions has a client list that includes local nonprofits like The Caron Foundation, The Olivet Boys & Girls Club, Girl Scouts of Eastern Pennsylvania and Junior Achievement to multinational firms, including FMC Corporation, Teleflex, Arkema and Penske Truck Leasing.

Despite all the initiative, drive, creativity and perseverance, Virginia remains humble about her business. She asserts that her clients were the ones who really started VA Productions, not her. Virginia takes her business very personally, too. She delights as clients invariably become friends, and she often references the maxim "what is business if it isn't personal?" Most of all, Virginia has a business model that is a 'package deal' for her clients and the community. She provides exceptional technical expertise for

projects, but does so with an organic and sincere embrace of friendship. Then, instead of just reinvesting in her business, she takes her hard-earned proceeds and sows them into community organizations and those in need, making her a true leader in Berks County and beyond.

Community service is a core value for Virginia. And, nothing proves this better than Virginia's passion about her business. Like any business owner, she needs to pay the bills and create a 'bottom line'. But for Virginia, her business serves a greater purpose — giving back. She is incredibly clear about the fact that she needs to create revenue so she can keep give back even more. Virginia recently re-crafted her company's mission statement to help reflect this commitment. "With everything we do at VA Productions, we believe in building strong communities. Whether that is helping clients build stronger organizational cultures through video and staging, or helping our community be a better place to live, we are passionate about the role that VA Productions can play. Our company delivers the highest quality Video Production, Audio Visual Services and Meeting/Event Planning Services to businesses worldwide. We pride ourselves on our ability to

(See "Successful Women in Business" on page 21)

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BUZZ AROUND THE BLOCK

(Continued from page 18)

box office upon arrival. Student and senior tickets are \$12 in advance, and \$15 at the box office upon arrival. They can be purchased at the Pottstown Dance Theatre, online through the school website at www.pottstowndance.com, or by calling the school itself at 610.323.2569. Begin your Holiday Season with this beloved Christmas classic that is appropriate for the entire family.

Red Lobster

Red Lobster was redesigned in a style inspired by the New England coast. The exterior features a stone tower, similar to the architecture used throughout New England, ship lanterns to welcome guests in after dark, Adirondack-style chairs to encourage guest conversation and mingling outside, unique window graphics that hint at some of the delicious seafood inside and a plaque featuring the name of the restaurant's General Manager who leads the restaurant. Interiors now feature expanded seating for large parties, LED lighting, additional energy-saving upgrades and nautical décor such as signal flags and seaside-inspired artwork to create a warm, inviting atmosphere for guests.

Red Lobster has also transformed their menu, providing more everyday value and broadening menu options. The menu offers significantly more items with price points

below \$15. The restaurant also substantially increased the number of non-seafood selections and offers more choice and variety, including lighter-style options and more fish and shrimp entrées. Monday through Friday, from 11 a.m. to 3 p.m., guests can enjoy the 7 for \$7.99 weekday lunch special by choosing from a variety of sandwiches, salads and more – all served with the restaurant's signature Cheddar Bay Biscuits.

Red Lobster is the world's largest casual dining seafood restaurant with more than 700 locations and 60,000 employees delivering delicious, high-quality seafood to guests across North America. Red Lobster is a division of Darden Restaurants, Inc. (NYSE: DRI), the world's largest full-service restaurant operating company. In 2013, Darden was named to the FORTUNE "100 Best Companies to Work For" list for the third year in a row and is the only full-service restaurant company to ever appear on the list. Red Lobster is committed to making a difference in the lives of others in the local community. As part of this commitment, this Red Lobster restaurant participates in the Darden Harvest program, which has donated more than 60 million pounds of food to local community food banks across the country. For more information on Red Lobster please visit www.RedLobster.com. 🍷



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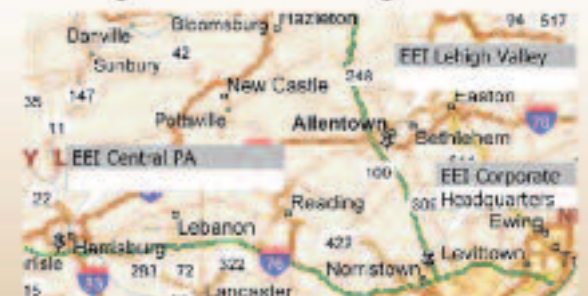
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SUCCESSFUL WOMEN IN BUSINESS

(Continued from page 19)

consistently deliver creativity and professionalism with a firm commitment to accomplishing your goals and objectives, on time and within budget. And we have a social conscience. Through the VA Productions, Inc. Charitable Fund, we donate a percentage of every job to help those in need locally and globally. By making a difference for our clients, we are blessed to be able to make a difference for less fortunate."

Virginia would love to hear from you. If you would like to discuss your next video, meeting/event planning and/or production needs, and partner with someone who really cares, contact her at virginia@vapros.com or her office at VA Productions, Inc. - 610.777.3636 x11.

SAH, Inc. — Beth Hahn

Starting a business in a very male dominated Security Industry was not an actual hurdle that I considered at the age of 22, and just out of college. I was given an idea, and just ran with it at the time. SAH, Inc., previously known as Secure-a-home, Inc., has evolved from the early days at 440 Lehigh Street in Reading as a retail "Do-It-Yourself" Security and Safety products store, to a full service Residential and Commercial Security Company now located at 50 S. Museum Road in Shillington.

As we have grown and matured over the last 25 years, we have consistently provided our customers with customized and professionally installed systems. It has always been my desire to provide a system that gives peace of mind to the owner, and to have a continued relationship through additional services that we offer. As the President of SAH, Inc., I am proud to say that we are a strong competitor servicing Berks and beyond.

The Security and Fire alarm industry, like all technical industries, has changed greatly over the life of SAH. The traditional hardwired system of the past has been partially replaced by the advancements in wireless technology. Selling a Security system has become much more fun and exciting. We not only protect your home or business, but also keep you connected to the system without being there. The

end-user is now able to not only control their security through a more secure cellular communication but lifestyle devices as well. Controlling lights, unlocking doors, changing the temperature on the thermostat, or even opening your garage door remotely is just a tap of a button on any smart phone or Internet location. The cumbersome "Home Automation" of the past is over. Also, remote video surveillance can help ease the mind of a business/property owner, when they cannot be there to keep an eye on things. Systems have become easier to use, and more sophisticated at the same time.

The focus at SAH, Inc. has always been to provide a professionally installed custom system that meets the needs and lifestyle of the end-user. We have expanded our business to include Video, Card Access, Intercom, Central Vacuum, Driveway Monitoring, and many other low voltage options. 2013 marks the 25th Anniversary of SAH, Inc. and only the beginning of the endless possibilities of services that we can offer our customers. We strive to keep our customers, without the need to lock them into long-term contracts. When you put your faith in us to protect your home or business, you become part of the "SAH Family."

For additional information, please call 610.372.8872, and visit www.sahinc.com.

Decorating Den Interiors— Barbara McInnis-Hayman



Following her passion for all things design, Barbara McInnis-Hayman has parlayed her informal decorating practice (for friends and family) into an exciting career in Interior Design. Barbara started her own interior design franchise, fulfilling her lifelong passion. She has partnered with Decorating Den Interiors, an outstanding interior design franchise who have been in the business for over 40 years. Her company tagline aptly mirrors that passionate commitment — "Making the world more beautiful; One room at a time."

(See "Successful Women in Business" on page 22)

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SUCCESSFUL WOMEN IN BUSINESS

(Continued from page 21)

Decorating Den Interiors of East Coventry articulates a simple design philosophy. "It's all about YOU!" Your home or office interior should express YOUR tastes and support YOUR lifestyle and the whole process should be easy and enjoyable." Barbara continues, "Many people think that working with an interior decorator is expensive. But it doesn't have to be. My initial consultation is complimentary, and because I work with a wide variety of suppliers and products, I can help you determine a budget and price range that is comfortable for you. Once we have established your budget, you can relax and know that everything that I present to you will fit within the budget we discussed for your project."

In addition to her unerring eye for great design, Barbara is skilled at honing in on a client's personality — listening to them to better understand their preferences, styles and goals. She works very hard to leverage their budgets to create the best design possible for her client. She specializes in a wide spectrum of design from traditional to contemporary to eclectic; she is an expert in space planning, lighting, furniture and all other elements of good design — she can even do outdoors and gardens! "Whether your goal is a re-purposed room or a whole new interior environment for your entire house, we come to you,

in your home or office — yes, even garden — and we will show you attractive, affordable designs," McInnis-Hayman says.

Barbara grew up in Jamaica and moved to the United States to further her education. She received her degree in Communication from Villanova University and worked in the pharmaceutical industry for a number of years before opening her franchise. Her Communication degree together with her Professional Design School training from Decorating Den, combine to enhance her natural design talents — all to the benefit of her clients. She enjoys reading, traveling and keeping up with all the current design and product trends: touring showrooms, factories, show houses and markets as well as compulsively watching HGTV! When not busy helping clients beautify their surroundings, Barbara believes in giving back to her community. She serves on her church board and is involved in several church ministries. She regularly offers a variety of complimentary design seminars to women's organizations, clubs and fundraising foundations.

Barbara and her company are based in East Coventry, PA in Chester County but they serve clients in the entire Philadelphia area and suburbs. Asked what she wanted *Route 422 Business Advisor* readers to know about



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her, Barbara said, "I love my job! There's nothing I like better than seeing the happiness on my clients' faces when they see my work transform their space into something beautiful. Call me and let me help you create a slice of happy in your setting too!"

Jay Lanes and Talk's Tavern — Reneé Talkington



Reneé Talkington grew up in Pottstown and moved to Gilbertsville twenty years ago. She received her bachelor's degree in accounting from Villanova and worked as an assistant property controller for Kravco in King of Prussia since 1999. She still works for Kravco as a consultant.

Reneé started bowling at Jay Lanes at the age of 8 years old and joined the youth bowling league. She currently bowls four times a week and has many family members that bowl in leagues, who have improved greatly due to the great coaches Jay Lanes' youth league offers, including herself, Glenn Rimel, and Alex Juck. Three new coaches joined Jay Lanes this year — Jason Boyer, Andrew Nester and Joey Maggs. All coaches have been an inspiration and have helped many youth bowlers. Jay Lanes is fortunate to have them volunteer every Saturday morning for the thirty weeks of youth league. All children bowl on a team every week, and always get to participate no matter what their skill level is.

Reneé Talkington loves the sport of bowling. She enjoys the friendly competition and has met many great people through her career. She has bowled two perfect 300 games and two 800 series during her career. She has traveled to many national tournaments throughout the U.S. The Women's State Tournament team event was held on weekends at Jay Lanes from April 12 - June 9, 2013.

Reneé and her husband Chuck realized to make their business work, they should own the building as well, and were able to accomplish that on October 12, 2012. The great contributing factors for Jay Lanes to attract bowlers were the updates made in 2007. The bowling alley lanes were resurfaced. Monitors, computerized scoring systems, ball returns,

tables, chairs and carpeting were all replaced. The machines were refurbished as well. The facility is kept very clean and well maintained thanks to the wonderful staff. The bar food and fountain sodas can be ordered from the snack bar. Two new TVs were installed in the bowling area so bowlers can watch their favorite sports team on Comcast while bowling. This is very important to league bowlers so they don't miss the games and playoffs during their league bowling night.

The bowling alley pro shop is owned by Jay Lanes and operated by Brian Satkowski. He has been drilling bowling balls for over 8 years. Brian bowls competitively in leagues at Jay Lanes and tournaments. The pro shop has many bowling balls, bags and other bowling accessories available for purchase. There is a party room available that holds approximately 25 people. Jay Lanes offers bowling party plans with and without the option of food. These are very popular, especially during the cold months. There are bumper lanes and ramps available for the younger children.

Talk's Tavern was formerly named Flynn's Inn. The bar opens Monday – Saturday at 4:00 p.m. with happy hour 5-6 p.m. daily - \$1.00 draft beer. There is a new jukebox, mega touch machine and electronic dart board. The kitchen was recently upgraded and there are many food items available. The food items have been very popular with the bowlers. Talk's Tavern offers new items not on the menu on a weekly basis from their newly upgraded kitchen. Their signature sandwich, The Talk Burger, has become popular among customers. They also enjoy the wings, cheesesteaks, and burgers as well as chicken tenders and fish sandwiches. There are many appetizers available as well with daily food specials.

To own a bowling alley and bar is truly a dream come true for Reneé Talkington. She has the passion for the sport every day of the week, and enjoys talking about bowling, and the people who frequent Jay Lanes and Talk's Tavern. "We appreciate their dedication to our business and appreciate all their kind words during the renovation process," Talkington said. "The bowlers all realized we made these changes to benefit them. We care about our bowlers and appreciated them greatly." 🍷



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CHILD CUSTODY: Do I Really Need His Permission to Move?



LEGAL PERSPECTIVES

By Matthew T. Hovey, Wolf, Baldwin & Associates, P.C.

Here is a common scenario: mother and father are married with three children. Unfortunately, their marriage is on the rocks and the mother is considering separation. Mother, a stay-at-home mom, wants to bring the children with her when she leaves.

The difficulty with separating, however, is that while father's family is local, her family lives two hours away. Nevertheless, after a particularly bad fight, mother leaves with the children and returns home to her support network, intending to make reasonable arrangements with the father at a later time so that he can see the children on the weekends. A few days later, however, she is served with legal documents, filed by husband's attorney, which claim that she violated the requirements of the Custody Law — specifically, 23 Pa.C.S. § 5337. The court orders the mother to appear before a judge who will determine whether she improperly "relocated" with the children. If the mother improperly relocated with the children, they may be returned to the father who may now gain an upper hand in any future custody and support proceedings.

The new custody law, with its relocation provisions, went into effect in early 2011. An understanding of this law's requirements is vital for any parent with a family dynamic that includes two parents who do not reside in the same home. According to the Relocation Statute, if a parent wants to relocate with a child or children, then that parent must take specific steps to notify the other parent and provide an opportunity to approve or reject the move. Yes! You read that sentence correctly. Pursuant to this law, you cannot relocate without the permis-

sion of either the other parent or the court.

This should raise several questions for you: (1) When is a move a relocation? (2) What steps do I need to take to comply with the law? (3) If the other parent rejects the move, how do I secure the court's approval?

RELOCATION. The first question is not easily answered. The law defines a relocation as "a change in a residence of the child which significantly impairs the ability of the non-relocating party to exercise custodial rights." To date, the courts have not provided a clear test for determining when custodial rights are significantly impaired. We know, however, that the court will take into consideration how the move will impact travel time, the ability of the non-relocating parent to attend events like baseball games and dance recitals, the ability to participate in parent-teacher conferences, and whether the move will force a reduction in the parent's custodial time with the child. Some courts may view a change of county or school district, even if the move is only a short distance away, as a relocation.

As a result, even a short move may qualify as a relocation if the move places limitations on the other parent's ability to continue parenting at the present level. For example, in a case where the parent moved about 20 minutes from the marital residence, the court treated the move as a relocation

(See "Legal Perspectives" on page 31)

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LEADERSHIP AND SUCCESS

By Kenneth D. Richardson, PhD, Redwood Enterprises

Reevaluating strategy is an essential activity for success in any business. Each year, however, thousands of entrepreneurs struggle unduly or fail altogether because they ask far too few questions and overlook possibilities for improvement. I've found however, that reducing any business operation down to three interrelated components can stimulate fresh thinking and help to identify possibilities for improvement.

Coping with complexity

Regardless of what business you're in, you're dealing with a lot of "C's": Complexity, competition, and change, for starters. And let's not forget chaos. In the messy economic environment that we all have to operate in, an effective business strategy is essential for survival.

Strategic planning is never a "one & done" activity—intense competition and rapid change combine to force even the most successful businesses to reinvent themselves time and time again. Those that are unable to do so fall by the wayside.

I understand this from personal experience. Back in the 1970s I took a position as an industrial engineer with corporate giant Bethlehem Steel, didn't like what I saw, and decided that I'd do better to seek my fortune elsewhere. Twenty years after I left, there was no Bethlehem Steel.

Asking the right questions

Effective strategic planning stems from asking the right questions, which can only be done if one has a functional overview of one's business. An approach that I've found to be quite useful starts by simplifying the totality of an enterprise into three basic components: "People," "product," and "process."

If you first reduce your business to the simplest terms in which it might be described, you can then proceed from there and ask increasingly more complex questions about what it would take to improve it.

The right questions will generate options on how to proceed.

People, product, & process: Intimately connected

Before I go further, let me clarify—in this scheme of thinking, "product" is a figure of speech. It's whatever you intend to sell, which in many cases may actually be a service. Don't let that nuance trouble you. The logic still applies.

In any case, the advantage of viewing a business in terms of people, product (or service, if applicable), & process, is that it makes it easy to generate questions about (1) the integrity of each of the above components in its own right, and (2) how well these components function together in a coordinated way to attract and satisfy potential customers.

Please note also that attempting to scrutinize the three components separately will reveal just how interdependent and intertwined with one another that they actually are. Like the organs of a living body, the interactions and alignment among the components determine the viability of the whole.

If your bottom line is not all that you think it could or should be, then analyzing your business in terms of people, product, and process may suggest possibilities for improvement that might otherwise be overlooked. Let's take a look at each of these components and their implications for business success.

(See "Leadership and Success" on page 32)

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LEGAL PERSPECTIVES

(Continued from page 29)

because the children crossed county lines and would be forced to change school districts. Therefore, to be safe, any parent considering a move with a child should consult with an experienced custody attorney who can review the specific facts of your case and help you determine whether you need to comply with the notice requirements discussed below. The failure to take this precaution could be costly, especially if the parent signed a lease or purchased a new home prior to securing the other parent's or the court's approval.

NOTICE. To review on your own the law's notice requirements in total, search for 23 Pa.C.S. §5337(c). In summary, unless there are exigent circumstances, at least 60 days before the proposed move, via certified mail return receipt requested, the party proposing to move must notify any and all persons with custodial rights of the move. In certain cases, this may include people other than the other parent. For example, you will need to notify someone who is in *loco parentis* to the children, such as a grandparent or aunt and uncle. The notice must include specific information, including the address of the new residence, the names and ages of every person living in the household, the school the child will be attending, the reasons for the move, and a proposed custody schedule. You must also provide the other parent with the documentation needed to object to the move, which, if filed, triggers a hearing with the court. The non-relocating parent will have 30 days to object to the move and/or your proposed custody schedule. A failure to properly object is deemed an approval of the relocation.

That said, please note that the law provides an exception to these requirements if there is evidence of domestic violence.

HEARING. If the other parent files an objection (counter-affidavit) with the court, the court will promptly schedule a relocation hearing to determine whether you will be permitted to move with the children. At this hearing, you will have the burden of

proof. This means that it is your responsibility to convince the judge that the relocation, despite any negative impact on the other parent's custodial rights, is in the child's best interests. Proving the best interests of the child is more of an art than a science. Section 5337(h) provides a list of ten factors the court must consider in evaluating whether to approve a relocation.

Consideration of these broad factors helps to guide the judge's understanding of the best interests of the child or children. For example, the judge is required to consider "the likely impact of the relocation will have on the child's physical, educational, and emotional development, taking into consideration any special needs of the child." The judge will also review the "nature, quality, extent of involvement, and duration" of the relationship between the child and the non-relocating parent. If the child is old enough, the judge must also consider his or her preferences regarding the move. Additionally, the judge will try to evaluate whether the move "will enhance the quality of life for the party seeking the relocation, including, but not limited to, financial or emotional benefit or educational opportunity." Custody trials are time-consuming, but are life-altering for the whole family. Therefore, it is important that a relocation hearing be taken seriously and approached with thorough preparation.

If you are planning on moving with your children the move will be scrutinized under requirements of the Relocation Statute. You should contact an experienced custody attorney for a consultation. It is important to have an attorney review the unique facts of your case and ensure strict compliance with the notice requirements. It is also never too early to begin to prepare for a relocation hearing. ■

Matthew T. Hovey, Esquire recently joined the law firm of Wolf, Baldwin and Associates, P.C., which has offices in Pottstown, Reading, and West Chester. He practices in the areas of family law, municipal law, and business representation. He may be reached by telephone at 610.3237436 or by e-mail to mhovey@wolfbaldwin.com.

LEADERSHIP AND SUCCESS

(Continued from page 30)

PEOPLE: Preparation and placement

It goes without saying that the attitudes, skills, and knowledge of those who staff a workplace are crucial to its operation. And yet research suggests that (1) these are problems in many workplaces; and that (2) these would be less problematical if top executives asked more questions regarding the preparation and placement of their people. "People problems" usually start at the top and trickle down.

Some years back a *Harris Poll* of 23,000 American workers revealed some startling realities regarding the relationships between people and their places of employment. I'll relate just some of what was expressed by participants.

Only 15 percent felt that they were enabled to contribute as much as they could and wanted to, while only 17 percent reported that their workplaces fostered the openness and tolerance it takes to generate and implement new and better ideas. Apparently, many organizations neutralize what could be very productive human talent and energy.

Jim Collins, author of *Good to Great: Why Some Companies Make the Leap... and Others Don't*, emphasized the importance of hav-

ing people in the roles that suited them best as a key to business success. Equally important was providing the support they need to function in those roles.

According to his research, those businesses that "made the leap" were those whose strategic planning was driven by the answers to questions regarding how to meet these two criteria. Careful attention to the "people" component shows up on the bottom line.

PRODUCT: Supply & demand revisited

What will and won't sell can range from the obvious to the completely unpredictable. Who'd have ever thought that the "Pet Rocks" of the 1970s (if you've been around long to remember them) could possibly have generated the millions of dollars that they did? It makes you wonder about people, but it also suggests that there are other unexplored possibilities out there.

Pet Rocks aside, assessing the demand for your product or service is an essential component of any strategic planning process, and needs to be ongoing. Apple, Inc., for example, has reinvented itself time and again by asking, "what's next?" in the domain of marketable technologies.

(See "Leadership and Success" on page 34)

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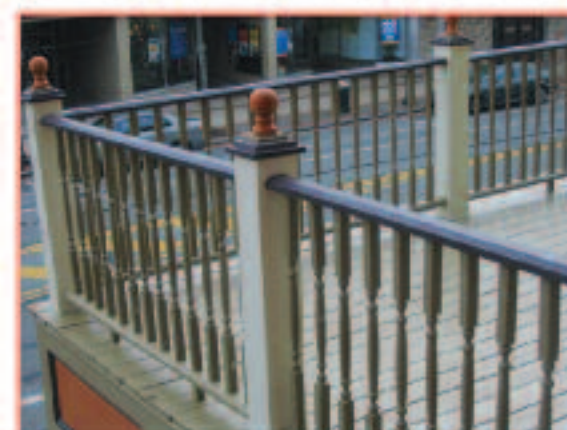
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LEADERSHIP AND SUCCESS

(Continued from page 32)

Granted, Apple is a tech giant, not a small business. But no matter what the size of your operation, the continuous reevaluation of your offerings is essential to long-term success.

Find a need and fill it

Note that product-related considerations are driven by questions related to consumer demand. What do people value enough to part with money to obtain? What do they need? Want? How are trends in economics, technology, and society likely to affect buying decisions in the future?

There are also obviously additional questions regarding quality, pricing, and competition for the market niche' related to any specific product or service involved. Can you ask too many questions? Possibly—but more often than not, businesses that struggle do so because they're asking too few.

PROCESS: Combining creativity and practicality

Intimately intertwined with the "people" and "product" components are issues associated with process. Process includes anything associated with getting your product out (procedures, hardware, rules, policies, etc.). Crucial to having an effective process is the ability to ask the right questions about anything and everything relat-

ed to how your business produces and delivers what it sells.

This is where hard, cold practicality needs to mix freely with openness, imagination and creativity. And this is precisely where many businesses stall. Rigidity and adherence to existing policies and procedures often prevent much needed innovation. History, however, shows that it is the questioning of traditional methods that leads to positive change.

Henry Ford revolutionized manufacturing by asking questions about the organization of production lines. Walmart revolutionized inventory management by asking how many ways bar codes could be used. Toyota insists that employees question existing practices and suggest alternatives.

Underlying innovation is always a willingness to reconsider any or every aspect of whatever process is involved. What kinds of questions can you ask regarding your own operation that just might yield insights into ways to improve your bottom line?

In search of simplicity

In this age of complexity, chaos, and change, every business owner I know is concerned with finding ways of simplifying their outlooks without overlooking

(See "Leadership and Success" on page 36)

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LOCAL LAW FIRM ANNOUNCES ADDITION OF TWO ATTORNEYS

Wolf, Baldwin & Associates, P.C. recently announced the addition of two attorneys to their staff. The firm now has a total of nine attorneys working in their offices in Pottstown, West Chester and Reading.

Thomas A. Fosnocht, Jr. joins the firm with 30 years of experience. He received a Bachelor of Arts in Political Science from the University of Pennsylvania, with a minor in Philosophy. He continued at Vermont Law School, earning his Juris Doctor in 1983. Mr. Fosnocht will focus his practice in Estate Administration, Probate and Orphans' Court Litigation. Mr. Fosnocht has clerked for Federal and State judges, most recently for the Honorable John L. Hall and the Honorable Calvin S. Drayer in Chester County. He was a principal in the law partnership of Diehl & Fosnocht for many years in West Chester.

Matthew T. Hovey also joined the firm in early September, 2013. He received a

Bachelor of Arts from Moravian College in 2006, with a major in Political Science and a Minor in History. He attended law school at Villanova, earning his Juris Doctor in 2009. Mr. Hovey will focus his practice in civil litigation, municipal law and family law.



Thomas Fosnocht, Jr.

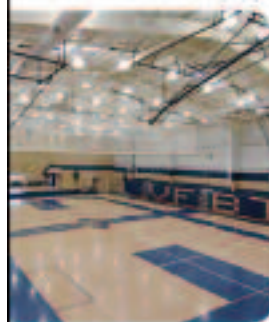


Matthew Hovey

"We are very happy to have Tom Fosnocht and Matt Hovey join our already strong group of attorneys," said Levi Wolf, managing partner. "Adding Tom and Matt to the firm will only expand our capability to serve our clients in Montgomery, Berks, and Chester Counties."

Wolf, Baldwin & Associates, P.C. has offices in Pottstown, Reading, and West Chester. The firm relocated its Pottstown office to 800 E. High Street in August 2012, after 37 years on North Hanover Street. The firm was founded in 1973 by Jack F. Wolf, Esquire. Bruce Baldwin joined the firm in 1987. The firm currently employs 19 people. 📄

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LEADERSHIP AND SUCCESS

(Continued from page 34)

information that might be useful in their search for ways to increase their profitability. Analyzing your own business in terms of people, product, and product is one means of accomplishing this goal.

This alone won't solve your problems, but if employed with more conventional methods of review, it may trigger some valuable "aha!" experiences that may not happen otherwise. In any case, the more ways you can think about your business, the better. The old adage about leaving no stone unturned applies as much today as it ever has.

Albert Einstein, whom many regard as having one of the most complicated minds of the 20th Century, has been quoted as offering this tidbit regarding coping with the problem of complexity: "Everything should be made as simple as possible, but no simpler." In a world in which many business owners are overwhelmed by the complexity they face, that's good advice. 📦

Dr. Richardson is the founder of Redwood Enterprises, a business consulting, training, and executive coaching firm that specializes in helping business owners improve their margins through sound strategic planning effective use of their time. 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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The merger also expanded the organization's geographic footprint by adding five new branch offices in Berks County and a team of like-minded community bankers led by Steve Ehrlich.

According to Ehrlich, "The Affinity Board of directors completely embraced the merger with First Priority. We are both local community banks with experienced bankers who share the same philosophy of building a relationship-based, customer-centric business model and supplementing that model with cutting-edge

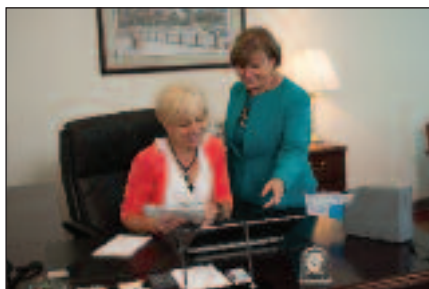
(See "First Priority Bank" on page 38)



Sam McCullough, (currently Chairman, CEO and President of Griffin Holdings and former CEO of Meridian Bank) has joined First Priority Bank as a consultant. He is pictured here (left) with Steve Ehrlich (former President, Chairman and CEO of Affinity Bank), who is now President and CEO of First Priority Bank.



Matt Miller (left), First Priority's Chief Information Officer demonstrates the eBanking mobile app to Ray Maillet, Manager of the First Priority branch in Exeter.



Personal Banker, Kelley Keefrider and Denise Mulligan, Cash Management Officer, review the remote deposit check scanning process.

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FIRST PRIORITY BANK
(Continued from page 37)

technology and competitive product offerings. "And," he continued, "we had an extremely smooth transition and systems integration process that helped us keep every single customer. That is truly unprecedented in a merger and a real testament to the strength of our technology team."
The task of enhancing First Priority's relationship-based banking experience with high-end technological prowess is the purview of Chief Information Officer, Matt Miller. "The internet has totally changed the way most people bank," he explained, "But by offering the most modern web-based banking tools, First Priority can compete with the country's largest banks. We have taken the best technology available and integrated it into our full suite of personal and commercial banking products". He also stressed another point, "We will never use technology to replace personalized customer interaction, but we will optimize it to provide our customers with the convenience to bank when and how they wish." Miller's technology department is about to introduce a comprehensive mobile eBanking service that will allow customers to control their finances from smart phones and pad devices as well as their web-connected computers. "No matter how sophisticated our eBanking systems become, our team will always be accessible," he added.
At a time when most mega-banks are automating everything and charging fees for personal attention, the First Priority team understands the value of lasting relationships and creates products that maximize personal service while minimizing fees. One of the Bank's most popular business banking tools is their free remote deposit scanner, which enables commercial clients to deposit checks without making trips to the bank. Most banks charge for the machine, but First Priority provides it as part of their comprehensive Cash Management Service. "We do whatever we can to simplify banking and make it an enjoyable experience for our customers, said Mary Ann Messmer, Executive Vice President / Retail & Private Banking. "We believe that most people will like working with us and appreciate having local management and decision-makers who are members of their own community.
As Dave Sparks explains, "We built First Priority on relationships that we cultivate every day – whether they are with individuals, small businesses or big corporations. Each of those interactions creates additional opportunities for our team to expand our relationships and our customer base. It is a circle of personal interaction that rewards dedicated service with more opportunities to serve."



TRICOUNTY AREA CHAMBER OF COMMERCE

2013-2014 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

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Rick Lewis, Lewis Environmental, Inc.

Steady Moono, Montgomery County Community College

Baran Schultz, Schultz Technology

Frank Strunk, National Penn



PRESIDENT'S MESSAGE –

*"The nice thing about teamwork is that you always
have others on your side"* – MARGARET CARTY

In recognition of this special issue of the Rt. 422, focused on women owned businesses, we would like to take a moment to highlight our Women of the Workforce program and highlight additional programs of Chamber Member organizations with missions focused on women.

The Chamber's Women of the Workforce program has been in existence for over 15 years. We feature monthly programs, typically a luncheon format, and feature speakers on issues that can assist members professionally and personally. In addition, each luncheon offers time to network prior to lunch and time to network at your table during the sit-down meal providing our Members the opportunity to build their team!

We started the 2013-2014 program year with a very successful kick-off with our September luncheon. With 50 women in attendance we featured the topic of presentation skills and also surveyed those in attendance on what they would like to see discussed at our October event. We will be featuring a HOT topics panel discussion in October and encourage women to attend to learn pointers on "Wearing many hats - How to make them all fit!" If you have any questions that you would like to pose to the panel please let us know as soon as possible.

We want to continue to build on the success of the September event and to ensure that success we have formed an Advisory Board for our Women of the Workforce program. If you are interested in assisting with the planning of our future luncheons and additional events please let us know and we will add you to our Advisory Board roster.



We are also working with the Greater Reading Chamber of Commerce to fill a bus to the PA Conference for Women. There are still seats available if you would like to join us. See page 43 for more details about the Conference.

We have scheduled our November WOW event; see page 41 for more information on the November event.

We are also working on a new event, partnering with Montgomery County Community College, the Healthy Woman program of Pottstown Memorial Medical Center, and the YWCA Tri-County Area. We will be featuring successful women as part of a panel discussion about the book "Lean In" written by Sheryl Sandberg. This event is being scheduled for January 2014.

If you would like additional information on the YWCA you can visit their website at ywcatricountyarea.org, for Healthy Woman visit pottstownmemorial.com, and for Montgomery County Community College visit mc3.org.

Thank you in advance for your support of our Women of the Workforce program.

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

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!***

Betsy Chapman, Harpist
PO Box 1144
Boyertown, PA 19512
610.468.8300
www.betsychapman.com

Amusement and Entertainment

With a choice of Medieval, Celtic, Electric or Pedal Harp, Betsy offers a wide variety of musical styles for all occasions. In addition to weddings and corporate events, Betsy is a Certified Clinical Musician, providing music for hospital and hospice patients.

Bookkeeping Services, LLC
2151 E. High St., Suite C
Pottstown, PA 19464
610.323.3230

Accounting / Bookkeeping Services

A full charge bookkeeper with 40 years of experience that personally works with each client and the client's account of choice.

Car-Tel Communications
501 Station Ave.
Haddon Heights, NJ 08035
856.761.7600 ext 224
www.car-tel.com

Telecommunications Equipment / Services

With more than 250,000 satisfied customers, Car-Tel Communications is proud to be a wireless leader in the Delaware Valley region. After more than 25 years of unparalleled service, they remain dedicated to being the Beyond Extraordinary AT&T Retailer for your family and business

Healing for the Body Massage & Bodyworks, LLC
828 North Hanover St.
Pottstown, PA 19464
267.923.1009
www.healingforthebody.abmp.com

Massage Therapy

Specializes in Swedish, deep tissue, myofascial release, trigger point, proprioceptive neuromuscular facilitation, cold stone massage & aromatherapy. Offers 30, 60, 90 & 120 minute sessions. With advanced notice couples massages can be arranged. Sessions are by appointment only.

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
Windstream Communications, Inc.

27 YEARS
Antonelli Medical & Professional Institute

26 YEARS
Bally Block Company
Complete Graphics, Inc.
Pottstown Area Seniors' Center
YWCA Tri-County Area

20 YEARS
Atlantic Communications Group, Inc.

10 YEARS
Montgomery County PA CareerLink
David G. Garner, Esq.

5 YEARS
French Creek Golf Club
LegalShield

1 YEAR
Service Experts
Sly Fox Brewing Co.

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

A. C. Miller Concrete Products, Inc.
Beacon Leadership Strategies, LLC
Building Industries Exchange (NARI-BIE)
Chester County Conference & Visitors Bureau
Comcast

Community Music School
Houck & Gofus Funeral Home, Inc.
Keystone Villa at Douglassville
Limerick Golf Club
Limerick Township Industrial Development Authority
MidAtlantic Employers' Association
Miller Restoration, Inc.
Montgomery County Community College

New Hanover Township
Norco Fire Company
Owen J. Roberts Education Foundation
Michael G. Paat, DMD, PC

The Perkiomen School
Precision Polymer Products, Inc.
Ron Black Agency/The Laskey Group
Sound Marketing Resources
Spring-Ford Area School District

TriCounty Community Network, Inc.
VideoRay LLC
J. H. White Financial Services, LLC
Winning Concepts
World Travel, 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

CHAMBER MEMBER UPDATES

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



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., Oct. 22
4:30 – 6:30 PM

BUSINESS CARD EXCHANGE

Walnut Woods, 35 North Walnut St., Boyertown, PA 19512

Join fellow Chamber Members for an evening of networking and hors d'oeuvres. Members of BMBA and BBB have also been invited to participate – attend and expand your network!

Members Only; No Charge; Reservations Appreciated

Sponsored By: Walnut Woods

Wed., Oct. 30
11:30 AM – 1:30 PM

PROTECT YOUR BUSINESS FROM DISASTER 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 Ortley 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

Co-Sponsor: Pottstown Memorial Medical Center

Platinum Sponsors: Maillie, LLP; O'Donnell, Weiss & Mattei, P.C.; National Penn Bank

OCTOBER EVENTS

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; Lewis Environmental, Inc.; Beacon Container Corp.

NOVEMBER SAVE THE DATES

Weds., Nov 6
11:30 AM – 1:30 PM

WOW LUNCHEON

Bellewood Country Club, 400 E. Schuylkill Rd., Pottstown, PA 19464

Dr. Sharon Katz of Main Line Psychological Resources, LLC will be presenting on the topic "Stress Management." Attendees will learn how to recognize sources and signs of stress; create a work-life balance; and manage thoughts, feelings and behaviors.

\$25 per Member (pre-paid), \$30 per Member (invoiced)

Sponsorship Opportunities Available

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 presentation focused on the wellness of our community including our Worksite Wellness Initiative.

\$25 per Member (prepaid); \$30 per Member (invoiced); \$50 per non-member

Sponsored by: Pottstown Memorial Medical Center

Tues., Nov. 19
4:30 – 6:30 PM

NOVEMBER BUSINESS CARD EXCHANGE

The Victory Bank, 548 N. Lewis Rd., Limerick, PA 19468

Members Only; No Charge; Reservations Appreciated

DECEMBER SAVE THE DATE

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

JANUARY SAVE THE DATE

Weds., January 15
4:30 – 8:30 PM

BOYERTOWN AREA PROGRESS DINNER

La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, PA 19525

More details to come.

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



THE TRICOUNTY AREA CHAMBER OF COMMERCE
CORDIALLY INVITES YOU TO THE

2013 HOLIDAY MIXER

TUESDAY, DECEMBER 10, 2013
5:00 TO 6:30 PM

TRICOUNTY AREA CHAMBER CONFERENCE CENTER
152 E. HIGH STREET, SUITE 360, POTTSVILLE, PA 19464

ENJOY REFRESHMENTS AND NETWORKING WITH FELLOW CHAMBER MEMBERS.
MEMBERS ONLY; NO CHARGE; RESERVATIONS APPRECIATED

TO REGISTER: SCAN THIS QR CODE WITH YOUR SMART PHONE,
CALL 610.326.5158, EMAIL KITTY@TRICOUNTYAREACHAMBER.COM,
OR GO TO TRICOUNTYAREACHAMBER.COM.

TRICOUNTY AREA
CHAMBER OF COMMERCE

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



SAVE. SHOWCASE. SHARE.

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

BUSINESS EQUIPMENT

FEATURED MEMBER BENEFIT OF THE MONTH

RECYCLING DAY
Tuesday, Oct 15, 2013
8 to 11AM

*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.**

To obtain a registration form – scan the QR code,
email Kitty at kitty@tricityareachamber.com, or call 610.326.5158.



TCACC MISSION: As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

SHOWCASE

CHAMBER MOBILE APP

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



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

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

REACH 800 POTENTIAL CUSTOMERS WITH ONE MAILING!



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

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

There are a maximum of 4 inserts per Newsmagazine. During the month of your sponsorship you will also receive a banner on the Chamber's Mobile App.

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

Thank you to
**Pottstown Regional
Public Library**
for being the
**Chamber's September
Newsmagazine Insert Sponsor!**



SHOWCASE THAT YOU BELONG TO THE CHAMBER

HANG YOUR CHAMBER CERTIFICATE FOR CUSTOMERS TO SEE

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

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

WINDOW DECALS

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

Send photos to Jeff at jeff@tricityareachamber.com.

CHAMBER LOGO

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

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



TRICOUNTY AREA
CHAMBER OF COMMERCE



WE SHOWCASE YOU ON SOCIAL MEDIA

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

SHOWCASE YOUR BUSINESS IN THE CHAMBER'S OFFICE

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

Months still available for sponsorship:

December 2013 to July 2014

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

Thank you to the
September Coffee Sponsor:



LISTENING IS JUST THE BEGINNING

PROMOTE YOUR BUSINESS VIA EMAIL

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

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

Thank you to the
September Email Sponsor:



SHOWCASE YOUR BUSINESS AT AN UPCOMING EVENT

There are sponsorship opportunities available for some of our upcoming events!

Economic Development Luncheon (October 30) – Biggest Event of the fall!

November WOW Luncheon – The topic is stress management. Sponsor this event and promote your products and services to a group of local women.

Boyetown Area Progress Dinner (January) – Sells out every year! Show your support for the local Boyetown community by being a sponsor for this event.

COMMIT TO DOING BUSINESS WITH ONE ANOTHER

We showcase that you belong to the Chamber through our online business directory! We encourage Chamber Members and the community to use the Business Directory at tricityareachamber.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!

AUGUST BUSINESS CARD EXCHANGE

Each month the Chamber holds a Business Card Exchange at a Member business. In August, this event was held at Brookside Country Club on their new patio.



Chamber Members enjoying fresh air and networking on Brookside Country Club's new patio.

From Left to Right: Donna Manley, Donna Manley – Certified Health Coach; John Mast, Reading Site Contractors; Glenn Ebersole, Hollenbach Construction, Inc.



Sponsored By:



The next Business Card Exchange will take place on **October 22nd** from **4:30 to 6:30 PM** at **Walnut Woods**, 35 North Walnut St., Boyertown, PA 19512. Attend and expand your network -BMBA and BBB Members have also been invited to attend this Business Card Exchange.

Sponsored By: **Walnut Woods**

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

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

Remember your ABC's – ALWAYS BUY CHAMBER!

TriCounty Area Chamber of Commerce has a business directory on its website to help you find what you are looking for. There is a full list of over 400 local businesses to meet all your personal and business needs. Visit the business directory at tricityareachamber.com and support our local businesses and community.

Chamber Member businesses are displaying their window decals all over the tri-county area! Make sure your decal is visible and look for fellow Chamber Member decals in store fronts while you are out in the community.

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.



On Tuesday, September 10 at Spring Ford Country Club, Laurie Cusic, President, Beacon Leadership Strategies, presented "Powerful Presentation Skills."

Attendees learned key skills including: introducing an aid before showing it, standing to the left of a visual aid, Touch – Turn – Talk, and staying in charge of the visual.

Sponsored By:



Watch for details on an October event and then the next WOW Luncheon will take place on November 6 from 11:30 AM to 1:30 PM at Bellewood Country Club in Pottstown. To register go to tricityareachamber.com or call 610.326.5158.

10TH ANNUAL PENNSYLVANIA CONFERENCE FOR WOMEN - NOVEMBER 1

NEW KEYNOTE SPEAKER: HILLARY CLINTON!

We are excited to share information about this year's **Pennsylvania Conference for Women** on **Friday, November 1, 2013** at the Pennsylvania Convention Center in Philadelphia. This Conference is the state's premier professional and personal development event for women, with nationally recognized keynote speakers, a full day of breakout sessions, panel discussions, expert exchange sessions, a seated lunch and a dynamic, informative exhibit hall.

The Chamber is a Conference Supporting Organization, and we encourage you to check out the full range of opportunities the Conference has to offer at PAConferenceForWomen.org.

Because the Chamber is a Supporting Organization, you are eligible for a registration discount. Please email Kitty at kitty@tricityareachamber.com to obtain the Supporting Organization promotional code to secure the early bird price of \$150 per person and \$1800 for a table of 12.



The theme of this year's Conference is **"The Power of Possibilities: Define Your Own Success,"** and keynote speakers confirmed to date include:

- **Hillary Clinton**, former Secretary of State
- **Madeleine Albright**, America's first female Secretary of State and bestselling author
- **Glenda Hatchett**, host and star of Judge Hatchett and bestselling author
- **Sallie Krawcheck**, one of the most successful and influential executives in financial services

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

CHAMBER FOCUSES ON WORKFORCE DEVELOPMENT AT SEPTEMBER MEMBERSHIP BREAKFAST

On September 12, Chamber Members met at Brookside Country Club in Pottstown for the kick off to the Chamber's 2013-2014 program year at the September Membership Breakfast.

The focus of the September Breakfast was career and vocational programming in our area schools. Six leaders in education from the tri-county region spoke on a panel about what their particular school was doing to prepare students for the workforce.

Here are a few highlights from what each panel member discussed about their schools' actions to help develop a robust workforce in our area:

BOYERTOWN

Panel Member: Dr. Richard Faidley, Superintendent, Boyertown Area School District

- Boyertown Area School District Graduation Project: Program focuses on post-secondary preparation and career exploration. Students develop a portfolio and participate in job shadowing for their chosen field.

- Community Partnerships: BASD partners with BMBA and other area organizations to make sure they are teaching their students the most up-to-date skills guided by area professionals working in different fields.

Dr. Faidley also encouraged local businesses to consider helping to expand student opportunities to connect school learning and real world experience by providing opportunities for job shadowing or internships.

OWEN J. ROBERTS

Panel Member: Dr. Michael Christian, Superintendent, Owen J. Roberts School District

- Technology: Dr. Christian spoke to attendees about the different ways that students engage in today's technology rich environment. Owen J. Roberts School District is committed to their focus on technology in order to increase critical thinking skills and to teach collaboration.

- Service Learning: Owen J. Roberts is working to create an environment in which the students that graduate return to their community and give back.

- Community Partnerships: Owen J. Roberts works to be innovative in how they teach. They are looking for partnerships to help students transition out of school and into college, career, or the workforce.

POTTSGROVE

Panel Member: Ms. Shellie Feola, Superintendent, Pottsgrove School District

- Back to the Basics: Pottsgrove School District has put its focus back on the basics by using the common core state standards. They are working to develop their students by increasing problem solving and reasoning skills. The school district has revamped their mathematics program with this in mind as it is designed to help students build a conceptual understanding of mathematics.

- STEM: Pottsgrove High School will be pursuing a renovation project that will allow for the expansion of science, math, and a new engineering program.

- Entrepreneurship: Pottsgrove has recently added an entrepreneurship program to its curriculum in which students learn to write and present a business proposal.

- Community Partnerships: Pottsgrove currently runs the ACE Mentoring Program in which local professionals in the areas of architecture, construction, and engineering encourage students to pursue careers in these areas.



Panel of area superintendents and leaders in education at the September Membership Breakfast



From left to right: Terry McKim, Michelle Sundermier, Tammy Carroll and Michelle Nonamaker, Lords & Ladies; Jacqueline Trombly and Drew Cummings, PPL Interstate Energy Company; Donna Manley, Donna Manley – Certified Health Coach; David Betsy, Sears Home Appliance and Mattress; Bernadette McElroy, Bookkeeping Services, LLC



From left to right: Bill Master, Healing For The Body Massage & Bodyworks, LLC; Jeremy Ehst and Tim Forester, The Life Financial Group; Tom Rowley, Beacon Container Corp.; Nick Padhiar and guest, Americas Best Value Inn

POTTSTOWN

Panel Member: Dr. Jeffrey Sparagana, Superintendent, Pottstown School District

- Comprehensive High School: Pottstown High School students have access to 10 career and tech programs everyday as it is part of the school structure and curriculum. Students in the career and tech program at Pottstown High School test higher in reading and math than students in other career and tech programs. This program also has a 100% graduation rate.

- Access to Practical Knowledge: 100% of Pottstown High School students are now required to take a computer applications course, economics, and a personal finance course.

- Community Partnerships: A recent success for Pottstown was the 2nd Street Project. This partnership between the Borough of Pottstown, Susquehanna Bank, Pottstown Foundation For Education, and the Pottstown School District allowed students to make almost all of the renovations to the house and put it on the market to be sold. Marketing students were guided through the process of listing the home and the marketing process by Terese Brittingham from Keller Williams Realty Group.

SPRING-FORD

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

- Career Development: In 9th grade, students take a career inventory to test where their strengths lie to help them determine what career path they might be interested in. In 10th grade, students take a class in which they research their chosen profession to find out what steps they would have to take in order to achieve their goals.

- Focus on Achievement: Spring-Ford Area School District works to make sure each student is held to high expectations.

- Priority on People: Spring-Ford works to teach each student soft skills such as empathizing, compromising, dressing appropriately, and being on time and how these traits are necessary to succeed.

MONTGOMERY COUNTY COMMUNITY COLLEGE

Panel Member: Dr. Karen Stout, President, MCCC

- Partnership with School District: MCCC has partnerships with multiple school districts including all of the districts represented on the panel at the Breakfast.

- Gateway to College: This program identifies students at risk and gives them a second chance. They are able to get a high school degree on a college campus and earn college credits in the process.

- Dual Enrollment: MCCC works to customize Dual Enrollment Programs to each school districts' needs.

- Employer Engagement: Dr. Stout encourages attendees to be engaged in workforce development by mentoring and taking young people under their wing in order to help students find their way and also to develop employees with the specific skill set they need to run and grow their business.

Sponsored By:



At every Membership Breakfast, the Chamber recognizes and presents framed Member Certificates to our newest Members. We were very pleased to welcome 11 of our newest Members:

Americas Best Value Inn; Beacon Container Corp.; Bookkeeping Services, LLC; Donna Manley – Certified Health Coach; Healing For The Body Massage & Bodyworks, LLC; Lords & Ladies Salons; Pennsylvania ROAR; PPL Interstate Energy Company; Sears Home Appliance and Mattress; SEI; The LIFE Financial Group, Inc.

Our next Membership Breakfast will take place on
**Thursday, November 14, 2013 from 7 to 9 AM at
Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468.**

This Breakfast will feature a discussion of Community Wellness and will include a presentation on one of the Chamber's completed Worksite Wellness pilot programs.

For more information, visit www.tricountyareachamber.com or contact 610.326.2900.

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NOVEMBER MEMBERSHIP BREAKFAST

**Thursday, November 14, 2013
7 to 9 AM**
Copperfield Inn at Lakeside
594 W. Ridge Pike, Limerick, PA 19486
\$25 per Member (prepaid); \$30 per Member (invoiced);
\$50 per non-member

**FEATURING THE
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WORKSITE WELLNESS
INITIATIVE**

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MARKETING WITH THE CHAMBER

According to the New York Times, 65% of new business comes from referrals. Referrals are one thing your Chamber is all about.

Here is what you need to know about referrals at the Chamber:

1. WE ONLY REFER CHAMBER MEMBERS!

Community Members are constantly calling or emailing the Chamber for referrals. For

example, if someone is looking for a new dentist, we provide them with a list of all of our Member dentists.

Why do people call us?

A national survey of 2,000 adults revealed that two-thirds of consumers believe that companies that are active in a local chamber of commerce use good business practices, are reputable, care about their customers, and are involved in the community. That makes being a part of the TriCounty Chamber of Commerce an effective business strategy!

2. BE SEEN AT CHAMBER EVENTS AND GET REFERRALS FROM FELLOW MEMBERS!

We are all about providing you with excellent opportunities to network and gain new business. The Chamber is a place where its Members are committed to doing business with one another. The real question is, do other Members know who you are, what you do, and why you do it better than the rest?

If they do, I'm sure you've been receiving business from fellow Members and they are referring you to others when they have a positive experience with your company. If not, it is probably time to start showing up at Chamber events and spreading the word about your products and services.

Might I suggest the upcoming Power Networking Luncheon to begin? At this event you get to talk to every single person in attendance! You will rotate around the room giving your one-minute elevator speech to each attendee. The event is November 7. See the calendar of events on page 41 for more information.



Ashley Slaughter

3. YOU SHOULD REFER PEOPLE TO US!

That's right, I said it. If 65% of new business comes from referrals, then that includes the Chamber as well. Here's why you should refer the Chamber to fellow business owners:

If the business joins, we'll give you a \$50 Chamber Credit. You can come to two Membership Breakfasts for just telling someone you know why you value the Chamber.

It's the right thing to do. The more new Members the Chamber gets, the more people you and your fellow Members have to connect with and do business with.

It's really quite easy. Picture this – your having lunch or stopping by a local business to pick something up – here is how the conversation goes:

Business Owner 1: Hello, how are you? How's business? (You know people ALWAYS ask you this!)

You: Not bad. I recently (or not recently) joined the Chamber and it's been really helping me grow my business. I haven't seen you at any events, are you part of the TriCounty Area Chamber of Commerce?

Business Owner 1: No, but I've been looking for new ways to market my business and be more well known in the community.

You: It's been a really great experience for me. If you have a card, I can pass it on to the Chamber. They'll contact you and explain more about what they do and how they think they can help you achieve your goals.

That took you all of one-minute and maybe 30 seconds to snap a picture of the card with your smartphone and email it to us letting us know your contact is interested in joining the Chamber.

My tip for this month, referrals matter!

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RIBBON CUTTINGS



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TRI COUNTY AREA FEDERAL CREDIT UNION'S STUDENT BRANCH AT POTTSTOWN HIGH SCHOOL

750 N. Washington St., Pottstown, PA 19464



TriCounty Area
CHAMBER OF COMMERCE

presents the
2013

Economic Development Luncheon

"Recovery and Rebuilding from
Super Storm Sandy"






When

Wednesday, October 30, 2013
11: 30 AM to 1:30 PM

Where

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

Details

\$55 per Member
\$70 per non-member
\$400 per table of 8

Disaster Planning

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.



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SHARE YOUR JOB POSTINGS AND WE WILL HELP GET THE WORD OUT

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 – Entry Level Attorney

You can **POST** your company's **JOB OPENINGS** on our website **FREE** for 30 days. A link to your job posting on our website is also included in a Chamber email. Chamber Members just need to provide the details for the job posting and who the job seekers should contact and send those details to Jeff at jeff@tricityareachamber.com.

The Bridge is Out, Find Another Route

Drivers are going to start to see the impacts of disinvestment in our transportation infrastructure. Most drivers think of the larger bridges over rivers or highways, but there are hundreds of small span bridges, often you will drive over a bridge and not even realize it was there. Bridges are critical infrastructure, they carry our roads over obstacles, and because they are exposed, are more prone to degradation than roadways. Unlike roads, which can be patched when the pavement is broken, bridges require regular maintenance or costly repairs and replacements.

Generally speaking, bridges are owned and maintained by PennDOT, or locally by the county or municipality. On the US 422 corridor, PennDOT is responsible for 278 bridges, 74 are owned and maintained by municipal or county governments. Fortunately, the majority of bridges are in a state of good repair, however, 36 PennDOT owned bridges and 28 locally owned bridges have been classified as "structurally deficient"; of those bridges five PennDOT and seven locally owned bridges have had weight limits lowered from their original design specifications. Two bridges on the corridor have been closed due to structural concerns: the Keim Street Bridge, and most recently, the Arcola Road Bridge.

How did it get to this point? There are numerous factors that can be attributed to the decline in the quality of our infrastructure: increases in traffic volume on bridges that were not designed to handle heavy traffic; funding that has historically been more readily available for new projects, not maintenance; and increased costs for labor and materials. These are just symptoms of a



Shayne Trimbell,
Project Coordinator,
GVF Transportation



larger issue, which is inadequate funding for transportation infrastructure.

Transportation infrastructure is funded almost exclusively through taxes on motor vehicle fuel. The Federal fuel tax is \$0.18 per gallon of gasoline and \$0.24 per gallon of diesel; the rate has been unchanged since 1991. The Pennsylvania motor fuel tax is \$0.128 per gallon of gasoline and \$0.141 per gallon of diesel; the rate was set in 1996. Neither rate is indexed for inflation, resulting in declining purchasing power each year due to increasing costs.

Addressing the issue of bridge deficiency is very costly. Every bridge will require a maintenance program, and with 352 bridges in the US 422 corridor alone, the costs escalate quickly. Absent a comprehensive transportation funding program from the state, fewer resources will be available to address the bridge problem. With decreased maintenance funding, the list of structurally deficient bridges is likely to grow and so too will the list of weight restricted bridges. The worst case scenario is that the bridges currently weight restricted will ultimately need to be closed due to safety concerns. The recent closure of the Arcola Road Bridge is an example of this phenomena taking place.

As the state legislature continues to debate the issue, it is important to remember that it is not abstract concepts being discussed. These are real bridges that are in real need of funding. Without it, bridges will continue to close, and add further delay to any trip on our road network.

Shayne Trimbell works as Manager of Projects and Development with GVF. To reach Shayne by email: strimbell@gvftma.com, or by phone: (610)354-8899.

MEET THE BOARD

ROSS DESIMONE, MANAGING DIRECTOR OF CORPORATE PSYCHOLOGICAL RESOURCE CENTER



Ross DeSimone

Company Description: A firm of business psychologists, performance coaches, behavioral analysts and human resource specialists that assist local, regional and global organizations in selecting and developing high quality talent.

Special Interests: Long-distance cycling, triathlon competition, golf, creative cooking, and kayaking

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

Personal Business and/or Leadership Philosophy: "Build strong, meaningful relationships with all stakeholders (clients, vendors, prospects, resources, etc.); Treat *everyone* as if they were the MOST important client you ever had; be sure to over-deliver on every commitment you make."

Business Role Model: His high school and legion baseball coach, Mr. Doc Kennedy. "He was always straightforward and honest, yet supportive and encouraging. He knew how to treat people with respect, and he always kept his promises."

Areas of Involvement within the tri-county area: Serves on TCACC Board of Directors; Various Committees; Relay for Life coordinator and sponsor; Springfield Youth Athletic League.

Programs and services Ross feels provide the most value as a Member of the TriCounty Area Chamber of Commerce: The networking events, the educational programs, and the local resources available to businesses.

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- Dues, or
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As a Member, all you have to do is tell others why you **VALUE** your Chamber Membership. If the business **JOINS**, you will receive a \$50 credit toward your participation as our thank you for making your Chamber a **PRIORITY**.

Call 610.326.2900

or visit us on the web at tricityareachamber.com.



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CHAMBER OF COMMERCE

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BUSINESS OF THE MONTH

BUSINESS OF THE MONTH IS CHOSEN AT RANDOM THROUGH A BUSINESS CARD DRAWING AT CHAMBER EVENTS, OR BY PARTICIPATING IN OTHER CHAMBER PROGRAMS, SUCH AS SURVEYS. OCTOBER'S BUSINESS OF THE MONTH WAS CHOSEN FROM A RANDOM SELECTION FROM THE BUSINESS CARDS OF THOSE WHO ATTENDED THE SEPTEMBER MEMBERSHIP BREAKFAST.



Penn Liberty Bank was founded in 2004 to fill a need for a locally owned and managed community bank in Southeastern Pennsylvania. The bank was established on the principle that a well-capitalized, locally owned and operated bank has the capability to offer exceptionally personalized service, responsiveness, and commitment to the community.

They established a strong financial foundation to facilitate targeted expansion, hire talented staff, and offer the latest technology to help clients manage their finances. Their commitment to attracting and retaining talent has earned them the title of Top Workplace by the *Philadelphia Inquirer* and *Daily News* in 2010, 2011, 2012, and 2013.

Today, Penn Liberty has a network of nine branches throughout Montgomery and Chester Counties. Those branches are strategically located near Routes 30, 202, and 422, located in Blue Bell, Chester Springs, Downingtown, East Goshen, Limerick, Malvern, Paoli, Trooper, and Wayne.

They provide solutions that are tailor-made for businesses and individuals that are technologically savvy, as well as those that prefer a more hands-on and personalized approach to their financial needs. One of their services is Courier-On-Call, a deposit delivery service that is available for business customers, extending their reachability as a bank to include all of Southeastern Pennsylvania. They also provide technological services such as mobile apps on the Android and Apple platforms and recently launched their mobile deposit service, which allows customers to take pictures of checks and submit them for deposit electronically without having to set foot in a branch. They also offer businesses a competitive merchant services division that allows businesses to process credit cards and receive funds on the next business day.

As a result of their expertise in business lending, the bank was named in the top 25 of SBA Lenders by the *Philadelphia Business Journal* in 2011 and 2012.

Penn Liberty Bank also believes in meaningful contributions to their communities. They have demonstrated their commitment by donating over \$2 million through the Educational Improvement Tax Credit program since 2004 and many of our employees volunteer their time and energy for local nonprofit and community organizations. In fact, the bank was recognized as one of the top 50 donors by the *Philadelphia Business Journal* for 2011, 2012, and 2013.

With the diverse banking needs of the community in mind, they offer a full suite of products and services in commercial banking, personal banking, nonprofit banking, and wealth advisory.

As they look to the future, their financial strength enables them to continue to grow and help their customers succeed financially. They invite you to visit a branch near you and get to know them. For more information, please visit their website at www.pennlibertybank.com!

Teaching Children about Nutrition

Over the past decade, the nation's obesity epidemic has grown, especially among children. Current estimates suggest one-in-three children are overweight. As a country, we're all part of the national conversation and call to action to reverse these trends—from Michelle Obama's "Let's Move" campaign, to schools working toward healthier cafeteria menus.

According to a recent study, nearly two-thirds of children surveyed rated themselves excellent or pretty good on healthy eating, and their moms agreed. Kids have a simple concept of what healthy eating means: (1) eating fruits and vegetables and (2) limiting too much bad food. And, their top three sources for knowledge about healthy eating are:

- Parents
- Teachers
- Nurses/Doctors

It's important, then, that each of these primary resources equip kids with the knowledge to make smart decisions. So, how do you encourage kids to try something new without resorting to the camouflage technique?

Let them help. Whether growing food in your own garden, shopping at your local Farmer's Market or cooking in your kitchen, make them part of the process.

Try a new twist on proven favorites. It's a way to celebrate seasonal ingredients, too.

Be the guinea pig. Your enthusiasm is sometimes all it takes to start a trend.

Above all, patience is your new best friend!

Buy Local

A simple way to teach children about nutrition is by adopting the concept of buying local.

Some Pennsylvanians may think that the food that best exemplifies the state is the well-known Philly Cheese Steak. But, we would argue that the state's locally grown foods offer some of the most delicious and healthy available. Over the past few years, the Buy Local movement has only gained momentum with proponents championing that you can:

- Find anything you need locally
- Develop relationships locally
- Find affordable prices in your community

According to a recent survey on Pennsylvania counties with the largest percentage of fast food restaurants, Montgomery County placed 18th (out of 67 counties) with 49%. That's a trend we hope to see decline.

In Pennsylvania, many are familiar with the Buy Fresh Buy Local program, which celebrates regional food. Their goal is to "make it easier for you to find, choose and appreciate great local foods while supporting the farmers and lands that produce them. A search on the site's Fresh Food Finder shows hundreds of area options, including nearly 20 area Farmer's Markets within a 20-mile-radius of our 19464 zip code.

Buying healthy food and supporting your local community is a win-win. So, why get kids involved?

They connect with food—real food. By visiting a farm, for instance, they also get to ask questions and get their hands dirty, literally, by planting vegetables.

They get the chance to make their own buying decisions. Learning how to shop is a great skill to have. Sure, it can be easily learned at the grocery store, but how about trying it the next time you visit your local Farmer's Market?

They learn about nutrition. Research suggests that both kids and adults badly underestimate the number of calories in fast food meals. Use the foods available from your community to teach a more valuable lesson.



The Pottstown Area Health & Wellness Foundation has produced an informative webisode series titled "Teaching Kids about Nutrition Fresh & Local."

PART 1 features Allison Carr, Registered School Nurse from The Wyndcroft School. Ms. Carr creates an interactive atmosphere with students during "Fresh & Local Fridays."

PART 2 features Yvonne Post, Owner of Cooking for Real. Learn how Ms. Post uses humor and creativity to encourage students to try new foods.

PART 3 features Dr. Karlan Senseny, East Vincent Elementary Kindergarten Teacher in the Owen J. Roberts School District. Dr. Senseny incorporates "Tasty Tuesdays" in the classroom.

You can find each webisode at
www.MissionHealthyLiving.org

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THE IMPORTANCE OF BY-LAWS IN NON-PROFIT MANAGEMENT



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

I have created many entities in my days as a revitalization coordinator. I have managed my share of 501 (C) 3 and 4s, in a number of different states. The one thing the organizations had in common is they all had by-laws.

By-laws should never be a secret document, and anyone joining a non-profit board should get a copy of the bylaws upon joining the board. The by-laws are the rules of the organization and procedures for conducting business

Many times, older organizations never think of the by-laws until something goes wrong. They struggle to find a copy of the by-laws because it is not something boards use everyday. When dusted off and examined, it may appear that the by-laws tell a different story of how the organization is supposed to operate.

Items like the date of the annual meeting, rules for voting, and appointments, can differ significantly, from what is customary in an organization. I have always looked at those situations as if the people in charge of the organization were trying to do their best. They should just proceed in an orderly fashion after they find out they have made some oversights.

When a conflict or issue arises, I usually recommend that the organization either change the by-laws and/or change the way they are operating. Normally the by-laws will spell out how members need to be notified in order to have a lawful change in the by-laws. There is usually a notice that is given, and once the by-law change is introduced, there may be a waiting period for enactment of changes.

I have been involved in a few situations where the by-laws were critical, and both times, it concerned having aberrant behavior on the board. There are times when someone on the board continually does things that mystify the other members. Incidents may warrant asking someone to leave the board. This is difficult, because you do not want to have someone who volunteered leave with a bad taste in his or her mouth. It may on occasion be necessary to force the person to leave.

In times of peril, the by-laws are always the guiding force. If the by-laws have not been seen in years and years, there may be a problem. Once I saw a board go through the process of amending the by-laws so they could create a system for removing someone. It took months and months, and the board

decisions were paralyzed in the interim.

The kinds of items that need a periodic review include the following:

The Purpose of the Organization — There are times when the mission of an organizations changes over the years. I have had organizations working on housing when the by-laws of the organization say they should concentrate on only commercial development.

Qualifications for Director — There should be some minimum criteria for people being elected or appointed to the board. To be able to function as a unit, there will need to be some knowledge about what the board does or an interest in the subject area. Although board members will always learn something from serving on the board, if there is no knowledge, it tends to inhibit the free flow of discussion because there is constant need to explain.

Term of the Director — There should be a system in which the board is re-elected or cycle off the board. Some boards have people stay on for a maximum of 10 years. Some organizations have life long members and there is nothing wrong with that, but largely it is a good idea to have some changing of the board to keep ideas fresh.

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



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GETTING TO YES – YOU'RE HIRED!

By Joseph J. Hirsch, The Accu-Facts Company



Previously, I suggested the hiring process takes initial time to conduct, meaning one to five days, or so, to conduct the normal and customary Background Screening tasks on Applicants. This means four to seven tasks, in most hiring circumstances.

The idea is to begin the hiring process by confirming worker eligibility, applicant identity, and for us to meet other aspects of the hiring policy for your firm. One needs to apply a specific set of legal hiring practices, avoid missing tasks that should have been elementary with the screening process, and one needs to be consistent across all aspects of your business enterprise, and throughout the different classes of employees.

Managers and Human Resource personnel usually have interview techniques that will yield the best candidates, gathering all the relevant information about experience, educational credentials, job-related certifications, completing the minimal background checks using Accu-Facts personnel, and doing all these things before a possible offer is submitted legally.

The final action to say, "YES – You're Hired," then becomes clear with each candidate that meets all the steps of the hiring process, meets the experience requirements, meets educational guidelines, and gauging that the person meets the culture of your workplace, based on interviews and submissions by the candidate. Good record-keeping at this stage is important, so there should be no deviation from the plan in place, at your firm. The ADMIN segment of hiring a person must meet the FCRA compliance and related regulatory concerns, right at this point.

Accu-Facts personnel will help you get to this hiring decision with credible and timely information to meet these basic requirements of the initial hiring process. At the time of that hiring decision, nothing should

be left open, while clarity should be precise for every task completed, as it relates to your hiring policy and the on boarding process. Otherwise, all the candidate qualifications have been confirmed and validated, by Accu-Facts personnel for each applicant, at this early stage.

While public and non-public applicant information needs to be gathered and analyzed against the applicant submissions, to meet FCRA guidelines, it is now incumbent on your staff to make the right choice, or choices to hire, based on the "other" factors of the job opening. Again, we at Accu-Facts understand your desire for speed and accuracy, on every assignment, so we meet that test every day.

For over 25-Years, "The Accu-Facts Company" has proven to be a trustworthy and credible partner to answer your initial hiring questions and provide you the vital screening tasks necessary to help you mitigate your hiring risks and workplace liabilities. The burden of statutory and regulatory HR compliance is understood with each hiring or volunteer placement. The data we convey, as your background screening partner, are the "Simple Truths" confirmed and proven for each Applicant package. We deliver real FACTS that matter to every hiring decision. An opportunity to test our professional services is always welcome, so please contact us today.

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 49)

Duties of the Officers — There should be detailed responsibilities of the board laid out in the by-laws. Older organizations sometimes have slipped into habits that violate the by-laws. For example, the Secretary of the Board at some point has some problem and cannot take the minutes for a period of time. Another officer steps in and offers to keep the minutes. When the Secretary comes back, they agreed that they like the other person's minutes better, and the other person is then responsible for the minutes from that point on. The Secretary is then no longer involved. These kinds of situations happen, and if they are in violation of the by-laws, there should at least be a resolution of the board concerning customary procedures.

Removal Process — This is where the rubber hits the road. When this is required, there is little that the board could do to if this section is not strong. I always like to have a section concerning suspension of a board member for items dealing with theft or some language about actions detrimental to the organization.

Special Meeting — From time to time there is a need to call a special meeting. There should be procedures for calling the meeting. There should be a set time allowed for the notice, and language concerning how many people need to be present.

Quorum — There should be specific language concerning what constitutes a quorum. There should be a number for a quorum for a board meeting and the number needed to make decisions at a special meeting.

Committees — There needs to be a structure delineating how a committee is formed, and how the committee operates. There should never be a case where people outside the board are making board decisions.

Conflict of Interest — No one should be making money from the non-profit that they represent. There are times when an attorney or an accountant will provide a reduced rate and these normal expenses should be dealt with in the by-laws. There is no universal way to do it, but it has to be spelled out on what the board will and will not do when it comes to conflicts.

Signed — The by-laws must be signed. If there is not a signed copy of the bylaws, then they should be approved again and signed by the officers. Signing them makes them enforceable.

If you have been serving on a board of a non-profit for a while and have not seen the by-laws, I suggest you ask to see them and review them. ▀

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Provided by CMIT Solutions of Northern Chester County

"Upgrade" — the mere mention of the word can strike fear in the hearts of humble computer users. But upgrading doesn't have to be a dreaded deed, especially when the health and safety of your computers are on the line.

Don't believe us? Take a look at the recent changes announced by Microsoft. Along with the retirement of its CEO, Steve Ballmer, in August — and the heated search for his successor — the Washington-based tech giant has stepped up its marketing efforts in relation to several major upgrades on the horizon. CMIT Solutions has compiled a list of the five most crucial ones, along with reasons why you should act now.

1) The biggie: Windows XP. If you haven't heard, Microsoft will discontinue all support for Windows XP on April 8th, 2014. Why? Per the company's Support Lifecycle policy,

all Microsoft products are entitled to 10 years of support — five at the mainstream level and five at the extended level. That makes XP's 13-year lifespan a modern miracle, particularly in today's hyper-charged technological world. Once support for XP ends, sticking with it may expose your company to security risks, hacker vulnerabilities, HIPAA compliance issues, and a degradation of your system's integrity. That makes upgrading from Windows XP to Windows 7 or Windows 8 your most important technological duty of the year.

(See "Quick Technology Tips" on page 54)

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Rotarian Viewpoints

The Value of Connections

By Bill Wellen

Everyone who strives to succeed at a career in business learns that networking is a critical factor to that success. For me, Rotary has been a fun and effective way to build strong relationships in the community that continue to benefit not only my business but also me personally. One of the wondrous things about Rotary and networking is that you never know where your connections may lead. Sometimes you feel called to a place.

In World War II, my dad was a dive bomber pilot off the carrier Essex. He flew an SB2C Helldiver and was awarded the Navy Cross for scoring a direct hit on the Japanese battleship Yamato, the largest battleship ever built. Like a lot of combat veterans from that era he never liked to talk about his experiences. Except with Dave. Whenever we would visit, my son, Dave, as a little boy would run to see Grampa at his old oak roll-top desk because he knew he would get a piece of candy. There they would sit, Dave in his lap, and my father would take out his cruise book from the war and show Dave the pictures and tell the stories. Dave adored his grandfather and mourned him when he died in 1987.

Shortly after, at the age of 11, Dave began taking flying lessons paid for with his paper route money. On graduating from high school he earned an appointment to the Air Force Academy. He was assigned to fighters and soloed in a T-38 jet trainer but

for medical reasons finished his career as a communications officer. An accomplished modeler, Dave built a model of the Essex and a model of the Helldiver with his grandfather's tail number and squadron

markings as they were on the day of his mission to the Yamato. As part of the display he included a photograph from the cruise book of my dad with his flight engineer and gunner along with a brief write-up of the significance the models have for him. The display won several awards in competition and was featured in a blog for model builders. One day, Dave received an e-mail from another modeler who had seen the

pictures online and said "I think the gunner in the picture is my uncle, William Schaeffer." Dave asked for and received the contact information for William Schaeffer in Wyomissing and sent it to me. I called the phone number several times and left messages on a machine with no greeting that went unanswered. A year passed.

I had grown up the third generation of a family in Marlboro, Massachusetts and my career ultimately took me to West Chester, Pennsylvania. When I decided to own a FASTSIGNS franchise the Pottstown territory was available. Being new to Pottstown, I joined Rotary as way to build connections in the community and I have enjoyed every minute I have been associated with the club. The spring after I joined, my wife, Beverly, accompanied me to a Rotary family picnic where I introduced her to Mike McCarthy, a long-time Rotarian. "Bev, I remember when I met Mike, because the

(See "Rotarian Viewpoints" on page 55)



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QUICK TECHNOLOGY TIPS

(Continued from page 52)

2) The blue-collar hero: Office 2003. In tandem with Microsoft's big push away from Microsoft XP comes a similar end-of-support break from Office 2003. The good news for frightened upgraders? Moving to Microsoft Office 2007, 2010, or 2013 provides for a much more seamless transition than moving from, say, Windows XP to Windows 8. And as Microsoft's End of Support help page says, "This option has upside well beyond keeping you supported. It offers more flexibility to empower employees to be more productive while increasing operational efficiency through improved PC security and management." Who can argue with that?

3) The nerve center: Windows Server 2003. While this small-business server solution is intrinsically linked to Windows XP, Microsoft has mercifully extended its support lifecycle through July 2015. But that doesn't mean you should delay an upgrade to Server 2012 — especially since Microsoft estimates that the average enterprise deployment can take 18 to 32 months.

4) The efficiency keeper: Exchange 2003. Although Microsoft has no plans to discontinue support of this version of its business email, calendaring, and contact

database software, the company's general rule of thumb is that support stretches back two previous versions. And with Exchange 2013 currently in deployment, that means your best bet is to upgrade to Exchange 2007 or Exchange 2010 to avoid future compatibility conflicts.

5) The sleeper: Windows Vista. Anyone using Windows Vista is probably breathing a huge sigh of relief that they're not part of the 37 percent of current PC users still using Windows XP. But even Charles Songhurst, former Microsoft Head of Corporate Strategy, once admitted that Vista is a "less good product." With Windows XP on the chopping block, Windows 7 the new norm, and Windows 8 rolling out a top-to-bottom updated version next month, Vista will soon be the odd man out. Plus, as Computer World said back in 2009, "Windows 7 simply does everything Vista does, except better."

Need help navigating the tricky upgrade paths listed above? CMIT Solutions has years of experience working within the Windows environment — and Registered Partner status with Microsoft. Call today and let us put that relationship to work for you and your business. ■

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ROTARIAN VIEWPOINTS

(Continued from page 53)

very first meeting I attended was on Veterans Day and the veterans who could wore their uniforms. Mike's Navy uniform still fit perfectly and it reminded me of Dad."

Mike asked what my father did and I said he was a dive bomber pilot off the carrier Essex in World War II.

"How interesting," Mike said. "When I was on assignment to the Japanese Naval Academy I toured the Naval Museum with some of the Japanese midshipmen and there was a picture of the Essex as it was being struck by a kamikaze. I told them that the picture had a lot of meaning for me because my uncle was aboard the Essex when that happened. They were embarrassed by this, of course, and averted their eyes."

"That's amazing, Mike. My dad was on board that day. Maybe they knew each other. What did your uncle do?"

"He was a gunner on one of those dive bombers. They called it the...". He paused to recall.

"It was the SB2C Helldiver. They called it the 'Beast'. That's the plane my dad flew. What was your uncle's name?"

"They called him Shaef."

"William J. Schaeffer. Your uncle was my dad's gunner."

The three of us stood there, silent, stunned.

Mike told us that his uncle had moved from Wyomissing to Keystone Villa, an assisted living facility in Douglassville, not five minutes from my business. Mike made arrangements for us to meet his uncle there. Several of Billy Schaeffer's children and grand children made the trip up from Washington and Baltimore for the occasion along with Mike. My brothers and a nephew made the trip from Massachusetts and Connecticut. Dave sent his award-winning model of the Helldiver as a gift to Mr. Schaeffer and spoke to him by phone. We were able to spend the afternoon talking with a man who had served with my father during a period of his life that had been very little known to us. We felt especially close to him that day.

Mike tells me his uncle continues to do well at Keystone Villa. He shows everyone who visits the model Helldiver. Yes, sometimes you feel called to a place. I have very much enjoyed my association with Rotary. It has helped me make many valuable connections to the community and one very special connection to my dad. 📦

Bill Wellen owns FASTSIGNS, a leading visual communications company, in Pottstown. He has been a Rotarian for three years and was recently named a Paul Harris Fellow. For more information about Rotary you can contact Bill at bill.wellen@fastsigns.com or visit the Web site, www.pottstownrotary.org.

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REGIONAL CHAMBER ROUNDUP

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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."

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE UPCOMING EVENTS

Tuesday, October 8th – Monthly Membership Meeting

Featuring: Social Media – Details of presentation to be updated on future event lists.

Sponsor: SEI. Time: 7:15 - 9:00 am. Location: Valley Forge Christian College, 1401 Charlestown Road, Phoenixville.

Tuesday, October 15th – Young Professionals Networking Event

Join the Chamber and the Phoenixville Jaycees for this YPN Event at PJ Ryan's Pub. This event offers professionals between the ages of 21-40 an opportunity to network with likeminded individuals! Time: 6:00 - 8:00 pm. Location: PJ Ryan's Pub, 233 Bridge Street, Phoenixville.

Thursday, October 24th – 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: 8:30 - 9:30am. Location: Phoenixville Chamber Office, 171 Bridge Street, Phoenixville.

Thursday, November 7th – Mega-Mixer & Biz Expo

The Chamber Alliance of Chester County invites you to join us for our Annual Mega-Mixer & Biz Expo. Last year, the event drew over 700 attendees and 80+ vendors! Time: 5:00 - 7:00 pm. Location: United Sports, 1426 Marshallton – Thorndale Road, Downingtown. Cost: \$125 for a table (linen and electric additional), FREE to attend - Tabling opportunities are limited!

For more information, to register or sponsor an event please visit www.phoenixvillechamber.org or call the Chamber at 610.933.3070.

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**

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, 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

Saturday, November 23rd – Phoenixville Regional Chamber of Commerce Hosts The Annual Charity Gala: A Season of Giving

The Chamber Charity Gala is the business community's way of honoring local non profit organizations for the value and impact they make in our community. This event will be held Saturday, November 23rd from 5:30-10:00 pm at Phoenixville Country Club, 355 Country Club Drive, Phoenixville, PA 19460. This Gala celebrates the work and accomplishments of area non-profits, and helps those awarded to continue their great work throughout the year. This year, the Hytha Family Band will join the event for live musical entertainment, and the event will also include incredible auction items. Tickets must be purchased in advance and are \$80 per person or \$750 for a table of 10. Learn more by visiting tinyurl.com/ChamberGala2013 or calling 610.933.3070. No refunds on event or program registrations will be provided. All sales and registrations are final.

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE

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Welcome to the Perkiomen Valley Chamber of Commerce!



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

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

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

PERKIOMEN VALLEY CHAMBER OF COMMERCE CALENDAR OF EVENTS

Exclusive Member-Only Event...



PV CHAMBER BUSINESS EXPO AT PFIZER! – October 10, 2013

LAST CALL...The PV Chamber Annual Fall Business Expo at Pfizer will be held on Thursday, October 10, 2013. This 3-hour event is an opportunity to showcase YOUR business to the 2,500 employees at Pfizer, Collegeville while networking with fellow Chamber members. Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). All PV Chamber businesses are welcome to advertise in the Online Coupon Magazine. A link to the Online Coupon Magazine will be posted under the local happenings tab on PfizerWorld Website, posted on PV Chamber website and accessed through the weekly E-News to the community residents/businesses on our distribution. Exhibitor table \$155; coupon ad \$50 (business card size with offer). Registration and details www.PVchamber.net or email info@PVchamber.net or contact the Chamber office at 610.489.6660.

New Series! New Member Orientation – October 16th



The PV Chamber hosts New Member Orientation (NMO) classes at the PVCC office, 351 E. Main Street, Collegeville.

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. Our next session will be held on October 16th, 8:30 a.m. – 9:30a.m. Pre-registration is required... seating limited to 8 attendees. Registration and questions, contact Renee Blomstrom at 610.489.7822 or renee@PVchamber.net.

October 30, 2013 – Build Your Business Luncheon

Join us in the classroom at Pennypacker Mills for the October Build Your Business Luncheon. Kit Little, Towne Book Center, will present "The Importance of Shopping Local." Understand the impact of your buying decisions and the role of building stronger communities. Individual introductions and display table add to the benefits of this great networking luncheon. Pennypacker Mills, 5 Haldeman Road, Schwenksville, 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.

November 14, 2013 – Build Your Business Luncheon

A legislative update will be presented by State Senator Bob Mensch, District 24, at the November Build Your Business Network Luncheon. Senator Mensch's top legislative priority is ensuring the Commonwealth has economic development and tax policies that promote economic expansion and job creation and makes Pennsylvania the place where businesses and industry want to be and individuals want to live. Approximately 15 minutes will be set aside for questions/comments following the presentation. DaVinci's Pub, 217 E. Main Street, Collegeville. 11:30 a.m. – 1:00 p.m. \$20 for Chamber members – early bird special; \$30 Non-Chamber members. Registration and Details www.PVChamber.net; Inquiries call 610.489.6660 or email info@PVchamber.net.

December 5, 2013 – PV Chamber Annual Holiday Mixer



Join us on Thursday, December 5th at the beautiful Spring-Ford Country Club as we honor the community leaders who are dedicated to serving the Perkiomen Valley region every day throughout the year. Please help us to wholeheartedly say "Thank You" to our Pastoral Leaders, Police and Fire Departments, Emergency Personnel, Non-Profit Organizations, Municipal Officials, School Board Directors, County Commissioners, United States and Pennsylvania Legislative Leaders. Two-Hour reception includes delicious stationed and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert. Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase! Give the Gift of Sponsorship... Support Your Community – Proceeds raised through the generosity of our sponsors helps cover the admission costs of our honored guests! Show Your Appreciation — The Annual PV Chamber Holiday Mixer is the perfect venue for your holiday office party! Invite the entire staff and show your gratitude for their hard work throughout the year! Branding & Recognition — The PV Chamber recognizes the generosity of our sponsors through E-news, Newsletter and Event Promotions and tabletop displays at the event! More details available online www.PVChamber.net or call the PV Chamber office at 610.489.6660. If you are interested in donating items for the silent auction (minimum \$100) or raffle/door prize (\$25 and up), contact the Chamber office to schedule a pick-up time. Spring Ford Country Club, 48 Country Club Road, Royersford, 5:00p.m. – 7:00p.m. Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members. Sponsorship Levels from \$250 to \$1,100.



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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," says Mary Bustamante, Director of Part-Time Studies at Villanova University. "Villanova's partnership with Montgomery County Community College is wonderful because it helps our students to achieve this balance and allows them to refine their leadership skills close to home."

The Leadership Studies degree from Villanova University, which is also available at the University's Main Campus, addresses key subjects that are important for leaders to master in today's corporate arena. These subjects 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, says, "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."

Villanova Leadership students at the University Center in Pottstown form a close-knit group of friends and professional colleagues who branch out together. This program provides the advantages of a small classroom with the backing of a renowned university like Villanova.

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, as well as main campus and summer session programs, visit parttime.villanova.edu or call 610.519.4300. ■

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



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