

Route 422 Business Advisor



422business.com

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

phoenixville • pottstown • reading • royersford • spring city • collegeville • limerick

5 Tips for a Successful Holiday Shopping Season



wyomissing • west reading • douglassville • king of prussia • oaks • valley forge

Visit 422bizmag.com for...

- Our Current Issue Online
- Archives with Hundreds of Useful Articles
- Video Interviews
- Federal, State, County & Local Resource Links
- Advertiser Links

P.O. Box 334
Pottstown, PA
19464-0334

CHANGE SERVICE REQUESTED

Presorted
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

Keeping Employees on the Job is Our Job.

1988
2013

- Work Injury Medical Care
 - X-ray, Lab Services & Suturing as needed
- Occupational & Physical Therapy
- Physical Capability Screenings
- Ergonomic Services
- Employment Physicals
- DOT Driver Medical Certification Exams
- OSHA Required Medical Surveillance Exams
- Drug & Alcohol Screening & MRO Services
- Immunizations
- TB Skin Testing
- Respirator Clearances & Fit Testing
- Hearing & Vision Testing
- Training CPR, First Aid, AED, B&P
- OSHA & DOT Regulatory Compliance Assistance
- Travel Medicine Clinic
- Onsite Health Services Available

UTION

CAUTION

CAUTION

CAUTION

CAUTION

CA

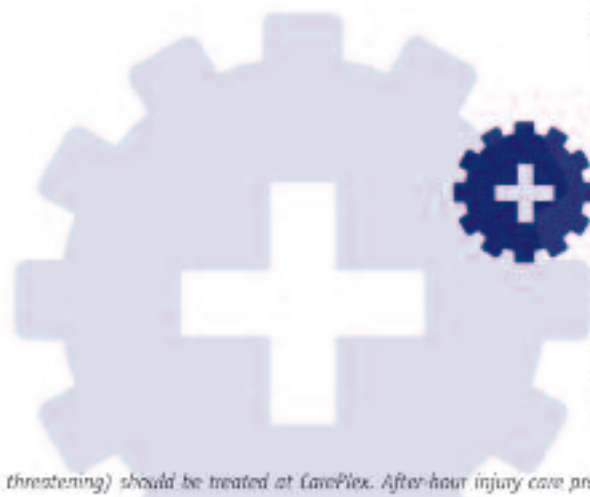
Healthy and productive employees are vital to every company's bottom line.

WORK INJURY CARE AVAILABLE 24 HOURS A DAY, 7 DAYS A WEEK

When a worker is injured, recovery is important to all involved.

For 25 years, Pottstown Memorial Medical Center's Occupational Health and Work Recovery programs have provided a range of quality, cost-effective, specialized services to Tri-County area employers and their employees.

We place a strong emphasis on teamwork, communication and medical management for early case resolution. Our goal is to partner with area employers to reduce workplace injuries and to avoid lost time accidents. Our collaborative approach emphasizes ongoing communication between the employer, the injured worker and our medical providers.



Occupational Health
of Pottstown Memorial Medical Center
at CarePlex

610-326-2300 • PottstownMemorial.com

Tri-County Area Business Campus • 81 Robinson Street, Pottstown, PA 19464
Located just off Routes 100 & 422 • Convenient Hours Monday-Friday

Work injuries (non-life threatening) should be treated at CarePlex. After-hour injury care provided by PMMC's Emergency Dept. Employee will be referred to CarePlex for follow-up medical care.

*Social networking is changing
the way people connect, share and learn.*

422business.com

a content-rich business community website



Follow or post content into open groups. It's free and easy.

See updates in your activity streams that match your interests, and receive notifications via email, as desired.

Grow and bolster your business contacts through deeper social engagement online.

Send private messages between trusted contacts. Collaborate anytime, anywhere on your computer or your mobile device.

422business.com enables you to organically see what is interesting as the online business community grows.



Join the community that weaves content-rich social experiences into the fabric of your business.

422business.com

Bringing together content, community and commerce.

We Work For You!



Left to Right:
Richard Zuber, Brian Gilbert,
Craig Kriebel, Barbara Wagner
and Ken Styer

Call Today... Toll Free: 1-866-948-2255

Listings For SALE

FOR SALE- (ZC2103) 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 \$189,999**

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

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

FOR SALE- (ZC2137) 806 POTTSTOWN PIKE, CHESTER SPRINGS- 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 101. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. **\$2,500,000**

FOR SALE- (ZC2140) 1530 S. HANDOVER 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- (ZC2151) POTTSTOWN AUTO BODY/AUTO REPAIR SHOP- 3,000SF, 5 BAYS, PAINT BOOTH, 4 OVERHEAD DOORS. BUILDING IS IN GOOD CONDITION WITH REAR FENCED AREA FOR STORAGE. READY FOR YOUR BUSINESS. **Reduced \$120,000**

PENDING- (ZC2152) 320 N. CHARLOTTE ST., POTTSTOWN- (5) UNIT W/GRAT 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) 13020 NUTZTOWN RD, FLEETWOOD- FORMER KIRBYVILLE HOTEL, STRUCTURALLY SOUND BUILDING ON 1 ACRE WITH 50 CAR PAVED PARKING LOT ON BUSY ROUTE 222. INTERIOR NEEDS COMPLETE RENOVATION. POSSIBLE OWNER FINANCING. **DRASTIC PRICE REDUCTION \$229,999**
SELLER WILL CONSIDER ANY REASONABLE OFFER.

PENDING- (ZC2156) 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 19 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

FOR SALE- (ZC2164) 4 ASH ST., W. POTTSGROVE- .96 ACRE COMMERCIAL VACANT LOT SITUATED CONVENIENTLY ON ROUTE 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. **\$124,900**

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# 16-99010420-004. **\$179,500**

FOR SALE- (ZC2171) 342 SOUTH ST., POTTSTOWN- INVESTMENT PROP. CONTAINING 2 BUILDINGS. FIRST BUILDING CONSISTS OF 3 APARTMENTS W/1-3BR, 1-2BR AND AN EFFICIENCY. SECOND BUILDING CONSISTS OF 29R 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 POTTSGROVE 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. **\$199,900**

FOR SALE- (ZC2179) 88 N. FRANKLIN STREET, POTTSTOWN- GARAGE AND AUTO REPAIR BUSINESS. THIS BUSINESS HAS BEEN ESTABLISHED ALREADY AND VERY SUCCESSFUL. THE PRICE INCLUDES BUILDING AND BUSINESS. THIS GARAGE HAS BEEN UPDATED AND MAINTAINED WITH NEW OFFICE, TILE FLOORS, NEW WINDOW & DOOR, REFRIGERATOR PAINTED AND 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. **\$10,000**

FOR SALE- (ZC2184) E. PHILA. AVE., GILBERTSVILLE- 4.26 ACRES ZONED COMMERCIAL- FULL SERVICE GARAGE, MOTOR HOME CONSIGNMENT DEALERSHIP & 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. **\$359,900**

FOR SALE- (ZC2188) CAMP SWATARA ROAD, MYERTOWN- 112 ACRES OF PRIME DEVELOPMENT LAND- 1/8 MILE FROM I-76, NEW BETHEL PARK AND NEW PET SMART & DOLLAR GENERAL DISTRIBUTION WAREHOUSES. POSSIBLE SCHOOL TAX CREDITS. **\$4,900,000**

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**

PENDING- (ZC2191) 1833 MOSES 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**

SOLD- (ZC2146) 1001 N. HANDOVER ST., POTTSTOWN

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

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

SOLD- (ZC2188) 553 E. HIGH ST., POTTSTOWN

FOR SALE- (ZC2192) 1300 NORTH CHARLOTTE STREET, POTTSTOWN- 2,727-SF, 9F, MANY POSSIBILITIES, PARKING FOR 40-VEHICLES. CALL FOR DETAILS. **\$385,000**

FOR SALE- (ZC2193) 801 WILLOW ST., POTTSTOWN- COMMERCIAL/INDUSTRIAL TYPE BUILDING. 2,800SF OFFICE SPACE PLUS APPROXIMATELY 4,700SF GARAGE SPACE W/6 OVERHEAD GARAGE DOORS. ALSO INCLUDED 130'X140' UNDEVELOPED LOT ACROSS FROM PROP. **Reduced \$305,000**

FOR SALE- (ZC2194) 2010 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) 3331 COVENTRYVILLE RD., POTTSTOWN- Zoning is Historic Village District (HV). 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 HOMEMADE 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) 3795 HORSESHOE PIKE, HONEYBROOK TOWNSHIP- 3 ACRE COMMERCIAL AND RESIDENTIAL PROPERTY ON BUSY RT. 302. TWO 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. **\$435,000**

FOR SALE- (ZC2197) 2952 E. HIGH ST., POTTSTOWN- COMMERCIAL TYPE OFFICE BUILDING FEATURING (7) OFFICES AND KITCHENETTE. ALL RECENTLY REDONE. HARDWOOD FLOORS, TILE AND CARPET LOCATED ON HEAVILY TRAVELED ROAD & TWO STORY (2) CAR GARAGE. **\$174,900**



Listings For LEASE

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

(ZC1033) North Keim 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!

(ZC1030) Lerman Street, West Pottsgrove- 10,000SF to 15,000SF warehouse/light manufacturing with office space. Loading dock and overhead doors. Call for rates.

(ZC1038) 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) Manalawny 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

(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

(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

(ZC1143) 2087 E. High St. Pottstown-Lower Pottsgrove- Free standing office/medical building situated just off High Street. 1,825SF comprised of 4 offices, kitchenette and large open area. Space is available early 2014. Call for details.

(ZC1144) 32 Wells Rd, Suite #2, Parkerford-Parkerford- Office/retail space situated along busy Route 724. 585SF former financial services office with offstreet parking. Available immediately. Signage on Route 724. Call for details.

(ZC1145) 1950 Weisstown Road, Boyertown (Pole Barn)- 32ft x 56ft w/3 phase electric w/a separate electric meter from the home. Commercial air compressor, cement floors, insulated, propane heat, one service door and 2 gable overhead 14' high doors. There is an outside water spigot. No bathroom. \$800/Month

(ZC1146) 32 Wells Road, Suite #4, Parkerford- Office/retail space situated along busy Route 724. 600SF with offstreet parking, available immediately. Signage on Route 724. Call for details. \$650/Month plus heat, electric and trash. Water and sewer included. NO CAM.

LEASED (ZC1137) 1071 Route 100, Bechtelsville-

LEASED (ZC1133) Hartmannville Road, Susquehanna-

LEASED (ZC1128) 190 Moser Road, Pottstown-

LEASED (ZC1141) 58 S. Adams Street, Pottstown-

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

Your LOCAL Experts Working For You!

A Division of Richard A. Zuber Realty - EXTENDING OUR SERVICES TO MEET YOUR NEEDS



422business.com

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

In This Issue | NOVEMBER 2013



6 King of Prussia Mall offers a diverse selection of over 400 stores for you to find the perfect gift for everyone on your list, and a delectable selection of dining options at three unique food courts to fuel your holiday shopping adventure.



10-13 A variety of gift giving options, dining, and services to help make your holiday unique and special.

Browse the **Business Marketplace** to grow your business, network, and keep your money local.



Contents

- 6 | Cover Story**
Five Tips for a Successful Holiday Shopping Season
- 14 | Ride to Prosperity Version 2.0**
Part 1 – Progress Report
- 31 | Legal Perspectives**
Will, Power of Attorney, and Living Will – What Are They And Do I Need Them?
- 32 | Leadership And Success**
Five Common Errors That Cost Sales and Harm Business
- 38 | Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 41 | Tricounty Area Chamber Of Commerce**
News & Events
- 51 | Downtown Marketing And Development**
Politics and Development
- 55 | Quick Technology Tips**
New Health Care Rule Goes Into Effect (Minus the Penalty)
- 60 | Regional Chamber Roundup**
News & Events: Spring-Ford Chamber of Commerce, Phoenixville Regional Chamber Of Commerce & Perkiomen Valley Chamber Of Commerce

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334 Subscribe online! www.422bizmag.com

Editor & Publisher – Bill Haley; Advertising Manager – Patti Seigel To contact the Route 422 Business Advisor: phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



www.422bizmag.com



5 Tips for a Successful Holiday Shopping Season



Navigating the busy holiday shopping season can take its toll on even the most seasoned of shopping veterans. As the East Coast's premier shopping destination, King of Prussia Mall knows a thing or two about making holiday shopping enjoyable, convenient and stress free for customers. Below are five useful tips to ensure a successful holiday shopping season:

Shop Early & Skip the Crowds

Morning hours are generally the best time to shop so get started as early as possible. And if you can, try to schedule your shopping trips for a weekday — the stores are less crowded and you'll find a better parking spot.

Stay in the Know

Follow King of Prussia Mall and your favorite retailers on social media and sign-up for the Mall Insider program to get the latest on sales, promotions, new products, events and more. Many retailers offer exclusive promotions and sales to their online community so make sure to stay connected.

(See "Cover Story" on page 8)



EVERYTHING PRINTING & SHIPPING CENTER

828A Route 100 • Bechtelsville • Cornerstone Plaza

Digital Print & Copy Center
Email/Upload Files
UPS Delivery
Fast Turn Around
Cost Effective
Print On Demand

WIRELESS PRINTING
BORDER PRINTING
ALL SIZES
REPRODUCTION
COPYING

Authorized Shipping Outlet FedEx Authorized ShipCenter

(610) 367-7444 • EverythingPrint.us

New Sheriffs in Town

We're growing fast. Great bankers helping great business people. Now Meridian's moving West, along the 422 corridor, and John Roach and Erwin Wenner are leading the charge.

Meridian, once a hallowed name in Berks County, had a strong community connection and great business banking.

John and Erwin mean to uphold that proud tradition with the fast local decisions, efficient technology and streamlined business services you'd expect from a Bank carrying on such a great name.

MeridianBank
Member FDIC

Scan this QR code to see and hear what Meridian customers have to say about dealing with a better kind of Business Bank.

www.MeridianBanker.com

WEST
422

PHR Contractors 610-792-2133
One Call does it all 267-343-9188

Snow Removal • REO Services
Facility Maintenance Services

**Insane 25% Off
Fall Sale!!!!!!**

Lock in your snow removal service early and save 25% now!

www.phrcontractors.com



COVER STORY

(Continued from page 6)

Utilize Mall Services

King of Prussia Mall offers several holiday amenities specifically designed to ensure shoppers' holiday trips are as convenient as possible. Offerings such as the newly introduced personal shopping program with King of Prussia's Style Setter Jessie Holeva; a complimentary holiday shuttle that transports shoppers to various locations around the property; a free mobile application providing customers with valuable information such as store locations, places to eat and sales; and to help avoid long lines when visiting Santa, a QLess program which allows guests to make virtual reservations and continue shopping in the mall until they are notified via text messaging of their time.

Be Comfortable

King of Prussia Mall encompasses almost three million square feet of space, and with more than 20 new retailers including West Elm, Soft Surroundings, MAKE UP FOR EVER and Crumbs Bake Shop added to the roster this holiday, there is a lot of ground to cover! Wear walking shoes and dress comfortably for your busy day at the mall.



HAVE FUN

Each year, King of Prussia Mall celebrates the holiday season with unique holiday events for the entire family — even the four-legged members! This year, Pet Photo Night will be held from 6:00-8:00 p.m. on Sunday, November 24 and a Pet Photo Morning event will take place from 8:00-10:00 a.m. on Saturday, December 7.

To learn more about the holidays at King of Prussia Mall including mall amenities, new retailers, holiday promotions, events and news, please

visit: www.kingofprussiamall.com or follow King of Prussia on its social media channels:

[www.Facebook.com/KingofPrussiaMall](https://www.facebook.com/KingofPrussiaMall) or [Twitter.com/KoP_Mall](https://twitter.com/KoP_Mall). 📱

www.KingOfPrussiaMall.com

Pottstown
(610) 326-0181
Boyertown
(610) 367-2058
www.glocker.com



*Need a Local
Commercial
Broker?
Call Us Today!*



Retail Space for Lease
Suburbia Shopping Center, Rt. 100, N. Coventry. Strip center and pad site stores available. Join Giant Supermarket at this high exposure center. Call for sizes and pricing.



#918 - New Hanover Twp
Two professional office suites, 2,700 SF and 2,400 SF, four months rent free to fit out, \$14 per square foot plus cam.



#9-F - Oil Distribution & Storage
Pottstown - 1.3 acres with 70,000 combined oil tank storage capacity. Just off Rt. 422 Stowe Exit. **\$275,000**



#990 - East Vincent Twp
1,470 SF stone home on .69 acre lot, two-car detached garage, excellent office location. **\$249,900**



eXpect performance!

DID YOU KNOW that internally processing your payroll involves labor, assets and technology costs that are much less expensive to outsource?

Additionally, in-house payroll managers may find it difficult to keep UP-TO-DATE with frequent regulatory CHANGES and payroll TAXES.

- Our central function is providing accurate PAYROLL services to companies just like yours.
- Prepared to handle all of the time consuming details— PROTECTING you from IRS penalties.
- We have succeeded in this business, in this region for more than TWENTY YEARS. It's easier than you'd think to switch!



610.495.7166 | WWW.EXPRESSDATASYS.COM

Does your investment strategy...

- Out-perform the S&P 500?
- Help you avoid big losses, like 2008?
- Provide consistent returns?

When is the best time to purchase security for your home?
Before a break-in

When is the best time to evaluate your investment strategy?
Before the next crash



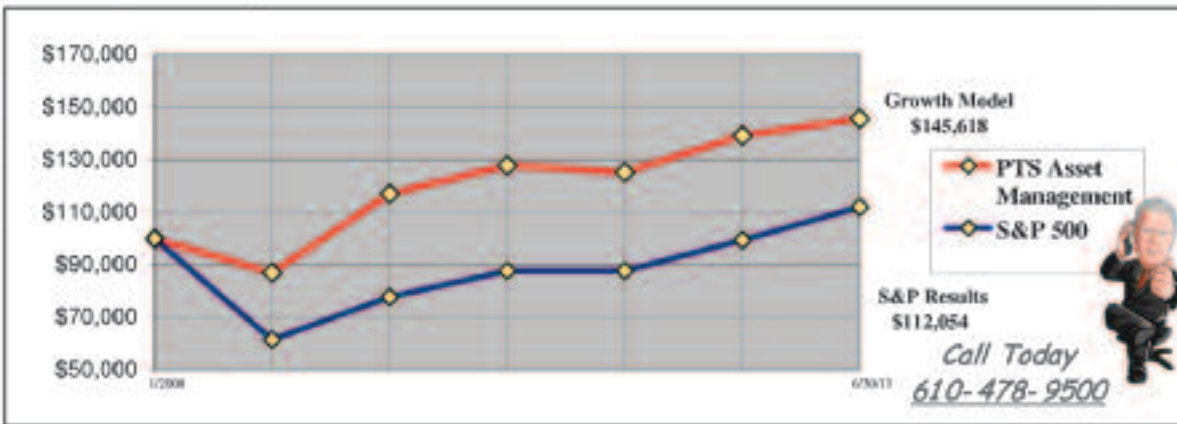
Quite simply, everyone is better off if they have their ducks in a row; this is the nature of my practice, and what I do for my clients. I have been finding more and more, that a personal GoToMeeting/ webinar/ meeting, may be the best way for us to initially get together. In this meeting, we will simply look at my computer screen together (via a link I email to you), and talk on the telephone, and find it extremely helpful and instrumental in making informed decisions; it's non-invasive, it's not obtrusive, and it's convenient for many. Call me 610-478-9500



PTS Asset Management

Long-term Success of Risk Management
"A Picture Is Worth a Thousand Words"

At PTS Asset Management our dual mission statement is to **Participate in Rising Markets and Preserve in Declining Markets**. In the 90s we achieved the first part of our mission statement by posting significant returns competitive with many market indices. During the bear markets that occurred in the first three years of the new millennium and in 2008, we achieved the second part of our mission statement by providing preservation. The chart below shows a \$100,000 investment for the period 1/1/2008 – 6/30/13. The red line represents the PTS Growth Model; the blue line represents the S&P 500 index.



Investment Period	PTS Growth Model	S&P 500
1/1/2008	\$100,000	\$100,000
6/30/13	\$145,618	\$112,054

Call Today 610-478-9500

Real results are no guarantee of future performance. Security prices will fluctuate. Diversification does not guarantee against market losses. The principal value and investment return will fluctuate so that your investment, when redeemed, may be worth more or less than your original cost. There is no guarantee the PTS program will be profitable, achieve any stated goals, or avoid investment loss. Investor results will vary from fund company to fund company. The above illustration is a result of applying the PTS signals from actual client accounts using several different fund families including, but not limited to, ADRI, American Funds, Millennium Trust Company, Tricity Advisors, East Company of America and Oppenheimer. Not all fund companies are represented in each period. They sell signals are implemented on a best effort basis, within the constraints and limitations placed on PTS by the underlying investment companies and custodians. The illustration includes the reinvestment of dividends, interest and capital gains. No adjustment has been made for a mutual fund sales charge. The underlying investment company may charge additional fees and commissions. Please refer to their prospectus or contact for details of these fees. The date of the initial investment is different for each fund company. The investment amounts are not equally weighted among our three risk references and are not of a diversified 1.33% advisory fee. Please refer to PTS's Form ADV for the current management fee structure. PTS is not responsible for typographic errors or any other inaccuracies in the content. We believe the information contained herein to be accurate and reliable. However, errors may occasionally occur. Therefore, all information and materials are provided "as-is" without any warranty of any kind. This is not a solicitation to buy or sell securities nor does it make any claim as to suitability for any client or entity. An investor cannot purchase the S&P 500 index and it is provided for comparison purposes only. The S&P 500 results are calculated using the year-over-year annual change, not including any dividends. The index performance is based on managed, stock investments. The PTS program will produce volatility that may be higher or lower than that of the index.

565 Washington Avenue • North Haven • CT • 06473 • 800-678-9730 • Fax 203-234-9550

Additional Information: Paul Felt Associates, LLC, Hingham, Spring, Pa. 610-478-9500 contact@pfa.com www.pfa.com

ROTARIAN VIEWPOINTS

What Rotary Means to Me...

By Robert Rettinger

I have been a member of the Pottstown Rotary for over eight years, and have served the organization at many different levels. Recently, this past year, I served as President and the one thing that I am always asked is, "How do you find the time?"

To answer that, you have to understand just what Rotary is, and more importantly, what it means to me.

Yes Rotary International does a lot of great things. It has had a quest to eradicate polio and we're just about there. It builds water treatment facilities in third world countries with the help of clubs — we send doctors in to operate on children with cleft palate and we're always first to respond to any catastrophes, no matter where in the world — these, plus many more activities, would make you proud to be a Rotarian.

So how does that relate back to me, and how do I find the time? Having worked here in Pottstown for 10 years, I have real-

ized that we have a tremendous need here — I get a great deal of satisfaction working with such a dedicated group of people, whether we are selling "duck" tickets that support 15 different charities, or participating in the 4th of July or Halloween Parade, or handing out dictionaries to children who may one day may write a novel.

So how do I find the time? I make it a priority in my life, and I would invite you to do the same. I have been very blessed, and I find that by working with other dedicated members who feel the same way as I do, you can accomplish anything. When you see the smile on a child's face from receiving a dictionary, watching a parade, participating in our talent show or going to camp for the first time, you receive a tremendous amount of satisfaction — ask yourself how can you not find the time? 📖

Bob Rettinger is the branch manager at First Niagara Bank, 1500 E. High Street in Pottstown. For more information about Rotary you can contact Bob at robert.rettinger@fnfg.com, or visit www.pottstownrotary.org.

A TRUSTED SIGN OF SECURITY TO SECURE YOUR HOME & BUSINESS



- ★ SECURITY SYSTEMS
- ★ FIRE ALARMS
- ★ CARD ACCESS & CCTV



**KRIEBEL
SECURITY
INC.**

ADVANCED TECHNOLOGY. GREAT SERVICE. BEST PRICES. LOCAL PROFESSIONALS.
CALL MASON CRAIG FOR THE LOWEST MONITORING RATES IN TOWN.

215-679-5921 ★ 1-800-982-8867 ★ www.kriebelsecurity.com

DE 11-145 | PA 005136 | NJ 34BF00033500

ROUTE 422 HOLIDAY GIFT AND SERVICES GUIDE

This year's guide focuses on a wide variety of great gift, dining, and service providers to help make your holiday party planning, shopping and preparations unique and special this year. From jewelry, clothing, and fine art, to antiques, unusual gifts, delicious food and specialty services, this year's guide offers something for everyone on your gift list.

The Goldsmiths Ltd.

There are other jewelry stores like the Goldsmiths, just not very close to this area. A few minutes are all it takes to realize the place is a little different. As soon as you walk in the door, if you look to the left you see the watchmaker's station . . . That's right, a watchmaker in the store, live and in person. To the best of our knowledge, there is no other jewelry store in the county with a watchmaker on staff. It could be as simple as a new battery or crystal replacement, or as complicated as restoring a vintage pocket watch. It's done right here, as well as small clock repair.



Move a little further into the store and the cases are filled with silver jewelry created by artists who are

hand picked by the owner, as well as pieces made by their own craftsman. A little deeper in, and gold starts to fill the shelves. Again, the jewelry is just a little outside of the mainstream, offering the individual with eclectic and/or tailored taste, the possibility of finding a piece that will compliment their wardrobe, personality, or gift needs.

Only half way in, and now the center cases steal the show with a variety of engagement rings, wedding bands (some made with meteorite and others with exotic woods), anniversary bands, and a collection of some of the country's finest artists, like Simon G and George Sawyer, as well as the Goldsmith's own designs. A selection of diamonds and precious stones is on hand for the offering, and resources developed over years in the trade broaden their access to virtually anything jewelry and gems

The Goldsmiths has 5 basic departments: Watch Service; Jewelry Repair and Service; Jewelry and Gemstone sales; CAD/CAM jewelry design and 3D printing; and Scrap gold and silver recycling and "e-porpoising."

Moving to the back of the store, a visitor is next greeted by the jewelry service department. Ring sizing, stone set-

ting, prong and chain repair, and all aspects of repair and manufacture are skillfully done right there in their workshop using lasers, torches, tumblers, and all of the current technology.

What's possible on a small scale now, could not have been imagined ten years ago. So much so, that the flagship of their services is in the area of Computer Aided Design, or CAD. After years of building jewelry using traditional methods, digital technology has moved in.

That brings the visitor to the custom jewelry section. The icons and symbols in life are often tangible reflections of our personality that can be worked into a design. As an example, the wedding band in the photo was designed for a tree surgeon, a gentleman who truly loved his work. After some "forensic" conversation, the use of the chainsaw blade was the symbol that best told his story. A complete discussion of the possibilities in this area of the business and all of its potential offerings is beyond the scope of this article. A visit to the Goldsmiths will surely be enlightening.

For additional information, visit the Goldsmiths Ltd., 80 Commerce Drive, Wyomissing, Pa 19610, and call 610.374.0800; www.thegoldsmithsltd.com.

Healing For The Body Massage & Bodyworks LLC

My name is Bill Master and I am a Certified Massage Therapist, adhering to a strict Code of Ethics and you will be guaranteed to receive both professional and ethical treatment during each and every massage session. I've been asked why I chose this profession and the answer is very simple. I too, have dealt with physical issues in the past and had not always received the most professional or competent care. It is my desire to administer the most professional & competent care to all of my clients. Everyone is treated individually, with the upmost care and compassion.



**Largest Fine Men's Store
in the Area!**

Hugo Boss
Jack Victor
Tommy Bahama
Enro
Peter Millar
Allen Edmonds

*Expert Tailors
on Premise!*

\$200⁰⁰ OFF ANY SUIT
in stock

www.weitzenkornsmenswear.com

Weitzenkorn's 145 HIGH STREET
POTTSTOWN, PA 19464
610.323.8810

WE SELL COMPLIMENTS

Find us on
Facebook

Hours: Monday 9:30 - 7:00 • Tuesday, Wednesday, &
Thursday 9:30 - 5:30 • Friday 9:30 - 9:00 • Saturday 9:30 - 5:30

Call for an Appointment
Monday - Saturday

828 North Hanover Street
Pottstown, PA 19464



267-923-1009

HealingForTheBody@gmail.com

Bill Master CLMT
PA License # MSG006708

www.healingforthebody.abmp.com

**Specializing In: Swedish, Deep Tissue, Integrative Massage,
Trigger Point Therapy, Myofascial Release, Cold Stone Therapy
& Proprioceptive Neuromuscular Facilitation**

It is my goal for "Healing For The Body Massage & Bodyworks LLC" to be known as a place for "Restoring Hope, Healing and Wholeness." I've worked with people with chronic issues, sciatica type symptoms, carpal tunnel symptoms, neck, back, shoulder, hip and foot issues with great success. I have also worked with clients who just want a nice, relaxing massage with great success. Whether you are in need of specific therapeutic treatment or just want to relax, allow me the opportunity to help you restore HOPE to your life, to facilitate your body's natural HEALING process-

es and bring you closer to the WHOLENESS that you so desire and can still achieve in your life.

To learn more about what services are offered checkout my website at www.healingforthebody.abmp.com. Beginning November 1 and straight through December 31, when new clients call to schedule a ONE HOUR massage, they will receive a \$10 discount on their first massage just for mentioning they read this article in the Route 422 Business Advisor! That is a \$60 - one-hour massage for \$50! Call 267.923.1009.

Holiday Gift Certificates Available

Chester County Running Store

10% Off Any Purchase
With this coupon.
Not valid with any other offers
or prior purchases. Expires 12/31/13

610-327-4843

38 Glocker Way - Pottstown
Suburbia Shopping Center

Your Local Running & Walking Headquarters!

Asics, Saucony,
Brooks, Nike,
New Balance, North Face,
Adidas, Puma, K-Swiss
Custom Fit our Specialty!

Weitzenkorn's

Weitzenkorn's men's store, located at 145 E. High Street, Pottstown, PA is a forth generation family owned business opened in 1864. We continue to carry on the proud tradition of distinctive men's wear for all sized men and all occasions.

In addition to our fine lines of clothing we also offer expert tailoring. We are truly a full-line men's store — carrying hats to shoes and jeans to tuxedos. Also offering formalwear for rental and sale.

At Weitzenkorn's men's store we carry only the most respected brands. With a

wide selection of suits, sports coats, slacks, denim, sportswear, furnishings, ties, belts, outerwear and shoes, we offer you style and comfort.

Weitzenkorn's has a complete Big and Tall shop up to size 70, including clothing and sportswear. We also have a complete department of Tommy Bahama clothing. For more information, please call 610.323.8810 and visit www.weitzenkornsmenswear.com. HOURS: Monday 9:30 - 7:00; Tuesday, Wednesday and Thursday 9:30 - 5:30; Friday 9:30 - 9:00; Saturday 9:30 - 5:30.

(Continued on page 12)

Why keep it?



If you don't wear it consider selling it or creating something new with it.

Bring in the gold, silver and platinum jewelry you no longer wear
to

GOLDSMITHS

Fine Jewelers

Specializing in jewelry repair, watch repair and custom designs
TheGoldsmithsltd.com

80 Commerce Dr Village Square Broadcasting Rd 610-374-0800

ROUTE 422 HOLIDAY GIFT AND SERVICES GUIDE

(Continued from page 11)

Milkman Lunch Company & Cake Shoppe

The Milkman Lunch Company & Cake Shoppe is Pottstown's premier café, located in the heart of the downtown business district. Our purpose is to fill a much-needed void in the food-service industry, by creating a desirable product with ease-of-service and convenience for both the consumer and the company. By combining a nostalgic image and service standards from years past with mass-market appeal and modern technology, the Milkman Lunch Company is striding towards the fore-front of today's busy, on-the-go culture.

The café itself is a charming, colorful respite from the cares of the day, and offers the perfect location to relax and enjoy the culinary creations of our talented chef, Sam Rhame. Chef Sam's kitchen philosophy is not complicated: use fresh, healthy foods and put them together in tasty, creative ways. A shining example of this is our varied sandwich menu. Meats are roasted right here in our ovens, and

pairing them with fresh fruits and vegetables, like roasted red peppers and Granny Smith Apples, creates a menu that is exciting and a lunch that's delicious and satisfying. Homemade side salads, hot soups and a grilled-cheese station make a casual dining experience to please professionals and families alike.

But let's not forget that the Milkman Lunch Company is itself paired with our Cake Shoppe. For weddings, birthdays, special occasions, or for anytime cake is a necessity, you will find Milkman Cakes are front and center at the most prestigious events and gatherings. Chef Sam specializes in creating one-of-a-kind delights, magical cakes decorated to suit any occasion or interest. He is a sugar artist of great skill, and his handmade, hand-painted flowers turn wedding and birthday cakes into cascading bouquets of beauty. His work is on display daily at our shoppe, where you will also find a plethora of delectable treats: jumbo cookies, thick and rich brownies, and a cupcake case featuring six incredible cupcake flavors at all times. Oh, to sink your teeth into a moist and flavorful



MILKMAN LUNCH CO. & CAKE SHOPPE

250 E. High Street, Pottstown, PA 19464

484-300-4488

*Our Motto — Love, Hope & Happiness
Through Cake and Catering*

*Our Inspiration — The neighborhood Milkman,
crisp and clean, friendly and helpful.*

www.milkmanlunchco.com • Find us on FACEBOOK



**Hours: Tuesday thru Saturday
8am - 6pm**

*Serving Made to Order Breakfast
Sandwiches, Lunch & Dinner*

CATERING 7 days a week!
(AFTER HOURS call: 484-948-6061)

HOLIDAY SPECIAL

Get a \$25 Gift Card for \$20
starting on Small Business Day,
November 30 thru December 23!

*Have your Holiday Party
at GRUMPY'S!
Call for more information.*

**137 E. High Street
Pottstown, PA 19464**



Create
a more artful
life!

Take a fun
art class

Browse our gallery
of local art
and handcrafted gifts

ART fusion
19464

Your non-profit community art center

formerly Gallery School of Pottstown/
Gallery on High

254 E. High St. * Pottstown, PA 19464 * 610-326-2506
www.artfusion19464.org * info@artfusion19464.org

610-495-1730

**Monday - Saturday 8-5
Sunday 9-3**



838 N. Lewis Road

Limerick, PA 19468

**Gift Certificates
Pre-Pay Cards**

**Buy 9 washes,
10th wash FREE**

GIVE THEM THE ROYAL TREATMENT.

King of Prussia now offers gift cards from over 85 popular retailers and restaurants, including the King of Prussia American Express Gift Card. Keep it simple this season.

Your *Holiday Kingdom Awaits.*



KING OF PRUSSIA

simon.com®  

Route 202 & Mall Blvd. • I-76 Exit 327 • PA Turnpike Exit 326 • 610.265.5727 • www.KingOfPrussiaMall.com



American Express® Simon Giftcards® Use only at U.S. merchants that accept American Express® Cards except cruise lines and casinos. Not for use at ATMs or for recurring payments. Not redeemable for cash. No fees after purchase. For more information, customer service, or Cardholder Agreement visit simongiftcard.com or call 1-800-331-5479. Issued by American Express Prepaid Card Management Corporation.

cupcake topped with our own Swiss-Merangue buttercream, and you'll feel your cares slip away on a blissful bite of heaven.

The Milkman Lunch Company and Cake Shoppe is open Tuesdays through Saturdays from 11:00 to 6:00. The Shoppe is available for private events and birthday parties, and our smiling staff, just like our namesake, the friendly, neighborhood Milkman, are here to provide fast, efficient and friendly service. We offer daily lunch specials, fabulous dessert selections, and a corporate catering service that brings Milkman lunches right to your office or work environment. Check us out on Facebook, or better yet, plan a time to visit us at 250 E. High Street in Pottstown. We look forward to making all your cake dreams come true.

Limerick Car Wash

Limerick Car Wash, located at 838 N. Lewis Road in Limerick, is open Monday through Saturday from 8 AM to 5 PM, and Sundays 9 AM to 3 PM. Gift certificates and Pre-paid Discount

Cards are available. Fleet accounts are welcome.

The #1 Exterior Basic wash is only \$8.00. The #2 Exterior Plus wash for \$10.00 includes Wheel Brite, Undercarriage Wash and Clearcoat Protectant. The \$12.00 #3 Exterior Complete wash includes Rain-X Complete Surface Protectant, Clear Coat Polish, Wheel Brite, and Undercarriage Wash.

Interior Detailing is available for \$90.00 for cars and \$130.00 for SUVs. Exterior Detailing is available for \$100.00 for cars and \$120.00 for SUVs. Full Detail (interior and exterior) is \$170.00 for cars and \$220.00 for SUVs. Available extras include: Engine detailing; Removal of road line painting in vehicle; Pinstriping; Leather conditioning; Compounding; and Scratch removal. Prices will vary due to vehicle size and condition. Weather conditions may cause the car was to be closed.

For additional information, please call 610.495.1730 and visit www.limerickcarwash.com. 

Jump Start Your Holiday Gift Giving Only \$49



Give a AAA Primary Membership for just \$49.
We'll waive the \$10 enrollment fee, a special one-time savings.*

*Regular New Primary Basic Membership with enrollment fee is \$59. Offer expires 12/31/13. Promotion Code: HG

**24-HOUR ROADSIDE ASSISTANCE • EXPERT TRAVEL PLANNING
SHOPPING DISCOUNTS • AUTO & HOME INSURANCE SAVINGS • PLUS MUCH MORE!**

To avoid delay, visit us in Royersford at 70 Buckwalter Road



Learn for yourself why dealing with a local company is better than buying printing on-line!

Where Berks County goes for printing...

Business Printing Solutions

small format

• Flyers • Brochures • Postcards

Large Format

• Displays • Yard Signs • Banners
and much more...

Conveniently located off the
Spring Valley Road exit from Rt. 12,
2620 Hampden Boulevard
Reading PA, 19604 • 610-929-1200
www.BerksDigital.com



Award winning
local business and Berks
Digital's Quality Printing
Guaranteed!

Call Today! New customers receive 10% OFF your first order, through Nov. 30, 2013. Please mention this ad at time of order to receive discount.



Industrial Equipment, Inc.

"Established 1977"

- Forklifts
- Sales
- Service
- Rentals



215 South Washington Street
Boyertown, PA 19512

610.369.9778

www.paindustrial.com

RIDE TO PROSPERITY VERSION 2.0

PART 1

PROGRESS REPORT

Beginning in 2009, eight leading local organizations — The Berks County Industrial Development Authority, the Berks County Planning Commission, the Berks County Workforce Investment Board, the City of Reading, the Greater Berks Development Fund, the Greater Reading Chamber of Commerce and Industry, the Greater Reading Convention and Visitors Bureau, and the Greater Reading Economic Partnership — began collaborating to develop a new economic development plan for Greater Reading and Berks County. This initiative culminated with the release of the *Ride to Prosperity: Strategies for Economic Competitiveness in Greater Reading* (published in the August 2010 through February 2011 issues of *Route 422 Business Advisor*). In this issue, and in our December issue, we will feature, in two parts, the recently released, *Ride to Prosperity Version 2.0*.

Executive Summary

The original RTP plan has helped guide key county economic development initiatives for the past three years, and spurred a new spirit of collaboration around the important work of building a more prosperous and successful Greater Reading and Berks County.

This report, the Ride to Prosperity Version 2.0, builds on our original work plan and lays out a new vision for economic development in the coming years. The partnership's newly proposed strategies, RTP 2.0, are focused on five key areas:

- **Entrepreneurship and Innovation:** We are proposing a new countywide effort, Reignited in PA, to groom a new generation of high growth companies in Berks County.

- **Workforce and Talent Development:** We will lead a new initiative to transform the County's Career and Technical Education system so that area youth are better prepared to enter growing technical career fields and local employers can tap into a skilled and career-ready workforce.

- **Sites and Infrastructure:** We have enjoyed great success in developing new sites for industrial development and will expand on this success via the RTP 2.0 strategy.

- **Quality of Place:** Hospitality and tourism are key, but little understood, anchors of the Berks County economy. Under RTP 2.0, we will seek to develop a stronger tourism sector that provides high quality jobs to local residents and attractive amenities for visitors.

(See "Ride to Prosperity 2.0" on page 16)

Meeting the I.T. needs of
Small to Mid-sized Businesses
for 19 years!



LYNX
COMPUTER TECHNOLOGIES INC.
a networking company



GREAT SOLUTIONS. GREAT PEOPLE.
www.lynxnet.com 610.678.8131

PENN STATE BERKS

Supporting the
Education and Economic
Development Goals in
the Ride to Prosperity
by offering the following degree programs:

B.S. in Business with a minor in Entrepreneurship
(Accelerated option available for adult students)
B.S. in Electro-Mechanical Engineering Technology
B.S. in Mechanical Engineering
B.S. in Information Sciences and Technology
B.S. in Security and Risk Analysis



For more information,
visit berks.psu.edu.



Take A Bite Out Of Your Mailman Costs!



Data Solutions. Postage Savings. Mail Processing.
Call Us To Find Out How You Can Save.

The WordTech Group
1.800.984.4266 www.wordtechinc.com

BUSINESS PROFILE

DONNA MANLEY, CERTIFIED HEALTH COACH

After spending nearly 40 years in the chemical manufacturing industry, and at an age when she was actually starting to think about retirement, Donna decided to venture into a new career. A simple desire to lose 35 lbs. led her to a life-changing program called "Take Shape for Life." She became a Certified Health Coach (certified through the MacDonald Center for Obesity Prevention and Education & Villanova University College of Nursing) and is representing Take Shape for Life in its mission to get America healthy.... one body at a time!

Obesity has reached epidemic proportions across America, affecting both adults and children. Many health issues can be directly linked to being overweight. Take Shape for Life's comprehensive program helps people develop

habits of health so that they can achieve optimal health in their lives. The real key to successful, lasting weight loss is through a strong support system. Take Shape for Life provides people with both a free, personal health coach and a bio-network of support throughout their journey.

Since the first step to getting healthy is getting to a healthy weight/healthy BMI, Take Shape for Life has a program that is very easy to implement, yields quick and significant weight loss, and is medically sound. If you need to lose weight (or have medical conditions associated with being overweight), contact Donna and let her help you get started.

For additional information, please call 610.326.1413, and visit www.DManley.TSFL.com 📧



SPACES AVAILABLE Limerick Square in Royersford!

- Highly visible and accessible from Route 422 Expressway.
- Philadelphia's fastest growing suburban area!
- High residential and office growth area.



Join these great tenants:

Texas Roadhouse
Chick-Fil-A
Applebee's
Hallmark
Subway

and more!!!



Longview

Phone: 610-902-3050
Fax: 610-902-3054
www.longviewlp.com



- Long Term Care Insurance
- Life & Disability Income Insurance
- Medicare Supplement
- Fixed Annuities
- Business Continuation Strategies
- Group Insurance



Bonnie Heath, CLTC
Associate

610.530.2112 Ext. 235
Toll free: 1.800.811.5400
email: bheath@jhnetwork.com

Offering John Hancock insurance products. Keystone Financial Management is independent of John Hancock. 1624 Hausman Road, Allentown, PA 18104. 165-20130319-136752

keystonefinancialmanagement.com



Residential & Commercial Services:
Air Conditioning & Heating • Electrical • Plumbing • Refrigeration
Kitchen & Bath Remodeling • Appliances & Floor Coverings

Longacreco.com • 610.845.2261

RIDE TO PROSPERITY 2.0

(Continued from page 14)

• **Business Friendly Berks:** We are sponsoring a new effort to bring top quality business expertise to help local governments redesign how they interact with local businesses in areas like zoning and licensing, and to become national leaders in providing high quality customer services. This effort will begin in Reading via a Business Friendly Greater Reading Task Force, and will soon be rolled out to other communities across the county.

Beyond these work plans, the RTP partners will continue to develop and expand their partnerships so that they can support key economic development initiatives while also serving as smart stewards of both public and private investments in the community.

Introduction

This report summarizes past progress and future plans of the Ride to Prosperity, a strategic economic development strategy for Berks County developed by eight partners who have primary responsibility for supporting effective economic development policies and programs in our community. Our eight core partners include the following organizations: The Berks County

Industrial Development Authority, the Berks County Planning Commission, the Berks County Workforce Investment Board, the City of Reading, the Greater Berks Development Fund, the Greater Reading Chamber of Commerce and Industry, the Greater Reading Convention and Visitors Bureau, and the Greater Reading Economic Partnership.

Our organizations came together beginning in 2009 with a goal of using stronger regional collaborations as a means to improve the economic prospects of Reading and Berks County. We began with ambitious long-term goals for a transformed Greater Reading:

- Where residents are more prosperous
- Where businesses are more innovative and faster growing
- Where opportunity is available to all, and
- Where long-time residents and newcomers are happy to live.

We embraced these long-term goals, but recognized that this long journey begins with smaller steps. Instead of developing a

(See "Ride to Prosperity 2.0" on page 18)

KINETIC
PHYSICAL THERAPY
& Human Performance Center

New Open at the Providence Town Center 241 Main Drive

- Early Morning and Evening Hours to Fit Your Schedule •
- One-On-One Treatment With the Same PT Each Treatment •
- No Need For a Doctor's Referral to Be Treated •

Call today to schedule your appointment . . .

610.831.5205
www.kineticptpa.com

Why TAB Industries is all wrapped up with Greater Reading.



TAB Industries discovered more in Greater Reading than just an affordable, strategic location in southeastern Pennsylvania. They found easy access—to a labor pool with a strong work ethic, desirable transportation routes and an abundance of valuable, competent fabrication providers. In Greater Reading, TAB Industries found a dynamic community where they can expand and achieve great things.

Discover greater possibilities. Visit GreaterReading.com.

**Greater
Reading** Economic
Partnership

(610) 376.4237
GreaterReading.com

Be something greater.

KINETIC PHYSICAL THERAPY IN COLLEGEVILLE

In October 2011 Kinetic Physical Therapy expanded its services by opening the Collegeville office located in the Providence Town Center, complementing its three locations in Chester County. As always, Kinetic is proud to offer Montgomery County the most comprehensive line of physical therapy services available in this region. From sports medicine, aquatic therapy, and video analysis to health and wellness, Kinetic is the provider for you, your health, and your complete recovery. The Physical Therapists here at Kinetic have all of the qualifications and advanced skills needed to provide you the highest level of health care in the region. In addition to extensive yearly continuing education, many of our Physical Therapists have post-professional degrees and specialty certifications.

We have worked hard as a company to bring you a product line that represents the most evidence based and current treatment techniques on the market today. It is this product line, and the professionals behind it that makes Kinetic Physical Therapy the ONLY choice for your physical therapy

needs. Kinetic Physical Therapy believes in developing each individual therapist. That's why we provide all of our therapists with advanced clinical education in manual Physical Therapy techniques, as well as the areas of their individual interests and specialization.

When you walk into Kinetic Physical Therapy you will be greeted by a friendly and knowledgeable staff person, in an atmosphere conducive to getting well. Our goal is to find the root cause of your problem, in order to achieve a long-term solution. We want to exceed your expectations! Our philosophy is simple, One Physical Therapist, One Patient, One Goal which means your evaluating physical therapist stays with you throughout the rehabilitative process.

The State of Pennsylvania supports your access to physical therapy services without a physician's prescription providing a tremendous convenience as well as financial benefit. For more information or to schedule an appointment call us at 610.831.5205 or visit us at www.kineticptpa.com. 📞

We want to help
EXPAND YOUR BUSINESS,
not our pockets.



Products and services **specially designed** for local, small businesses.

Commercial Loans (real estate secured, working capital, term)

Checking Accounts - Merchant Services - Business MasterCard®

Get started today!

800-593-1000, ext. 2121 or 2122

diamondcu.org



POTTSTOWN Member Service Center 1600 Medical Drive, Pottstown, PA 19661

EXETER Member Service Center 6891 Parklawn Avenue, Birdsboro, PA 19508

WYOMISSING Member Service Center Broadcasting & Paper Mill Roads, Wyomissing, PA 19610

READING HEALTH SYSTEMS Member Service Center 5th Avenue & Spruce Street, West Reading, PA 19611



NCUA

Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government by the National Credit Union Administration, a U.S. Government Agency.

Offering Products and Services to Help Your Business Grow and Prosper!

Our experienced professionals listen to your needs and help you make the right financial decisions for your business.

Now Located In Limerick!
Limerick Square Shopping Center
70 Buckwalter Road
Limerick, PA 19468

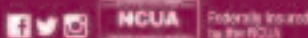


We're Better.

Change to American Heritage Today!

888-JOIN-US-9 www.AMHFCU.org/Limerick

- 30 American Heritage branches in Southeastern PA
- 30,000 Surcharge-Free ATMs Nationwide
- 7,200 Shared Branches Nationwide



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists

We've Got The 422 Region Covered!



Subsurface Investigations

Construction Inspection and Testing

Geotechnical Design & Analysis

Clean Fill Testing

Stormwater Infiltration Testing

Laboratory Soils Testing

Carbonate Site Assessments

Environmental Site Assessments and Remediation

www.earthengineering.com

Corporate Headquarters: 610-277-0850

Central PA: 717-697-5701

Lehigh Valley: 610-367-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

OWNER - OPERATED

OVER 40 YEARS' EXPERIENCE



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132

- **STATE INSPECTION**
- **AIR-CONDITIONING SERVICE**
- **GENERAL REPAIRS**
- **PA EMISSIONS TESTING**

RIDE TO PROSPERITY 2.0

(Continued from page 16)

long-term community wide vision for the County, we instead designed a work program centered on the important day-to-day work of economic and workforce development. We developed strategies and initiatives that would advance our local economy over a relatively short-term period of three to five years. Our achievements to date are detailed in part 2 of this report.

We have made important progress since our first strategy, the Ride to Prosperity, Version 1.0, was released in June 2010. Beyond individual projects and success stories, we have introduced new ways of working in Berks County. Collaboration is now the name of the game, and partnerships are the normal way of doing business.

Because of this success, we believe that the Ride to Prosperity strategic planning effort should be continued and expanded to support new advances in economic and workforce development. Our updated strategy for the coming three years, the Ride to Prosperity, Version 2.0, calls for a number of new initiatives to help further advance the Greater Reading economy and to position our community as a regional, statewide, and national leader in innovative approaches to economic development.

This report contains several key sections. We begin by assessing our progress since 2010 via our RTP 1.0 strategy. While we did not achieve every objective detailed in this earlier strategy, we can point to impressive achievements that are generating momentum as we shift to the RTP 2.0 initiative. Under this strategy, we intend to support new initiatives that will accelerate the growth of new entrepreneurs in Berks County, create the most business friendly communities in Pennsylvania, enhance Berks County's emerging tourism and recreation assets, and develop a pipeline of local technical talent that will attract new employers to Berks County and to help existing companies grow and thrive.

We conclude with recommendations for next steps beyond those envisioned in the RTP 2.0 strategy. While our eight organizations have lead roles in local economic development, we are not alone in this important work. We encourage any and all local partners to join us as we move forward on a county-wide ride to prosperity.

(See "Ride to Prosperity 2.0" on page 20)

ANTANAVAGE FARBIARZ ANTANAVAGE *Attorneys at Law*

General Practice
Wills | Trusts
Estate Planning | Divorce
Support | Custody
Real Estate | Civil Litigation



64 North 4th Street
Hamburg, PA 19526
610.562.2000
www.afalawfirm.com



Jesse Baro, Inc. Rolloff Service

Dumpster containers
for construction sites, permanent
locations and household clean outs.
(15, 20 and 30 yard containers)

Professional, courteous, reliable, fast, affordable service.

157 Quarry Road
Douglassville, PA 19518

Toll Free 1-877-497-8351

www.jessebaro.com



"Security Beyond Peace of Mind."

**You Know
Your Business —
We Know How To Protect It.**

SSC protects businesses like yours with a full range of
critical security products and services.

Find out why SSC is the better choice...

Call today for a FREE onsite evaluation, or current system upgrade.

800.232.2500

110 West Arch St., Suite 200 • Fleetwood, PA 19522

SecurityBeyondPeaceOfMind.com

**Providing Premier Commercial and
Residential Security for over 40 years.**



Current logo and design for Security Service Company vans, adopted in 2012.

SECURITY SERVICE COMPANY, INC. Marks 40th Anniversary of Founding this Fall

Since '73, Fleetwood company has built a commercial and residential clientele, offering technology and service.

Security Service Company Inc. marks its 40th anniversary in business this year. The Fleetwood, Pa.-based home and commercial security provider was founded in the fall of 1973, with offices in a small building in Reading.

The company is a provider of security, monitoring, alarm and reporting services to residential, industrial and commercial customers in eastern Pennsylvania and parts of adjoining states. According to



Richard Long Sr.

Richard Long Sr., one of SSC's founders, he and partner Gary Hager operated for the first eight years of the company's life on the strength of a handshake alone.

Long headed sales and Hager was an experienced technician. Beginning with mostly residential installations, SSC built its customer base with a range of hardware, installation and service offerings.

The growing company moved to Allentown and finally on to the company's current location. "You'd be amazed how many people now will tell me they were my first customer," Long said.

SSC's client base gradually encompassed more commercial customers. Meanwhile, wireless technologies



Gary Hager



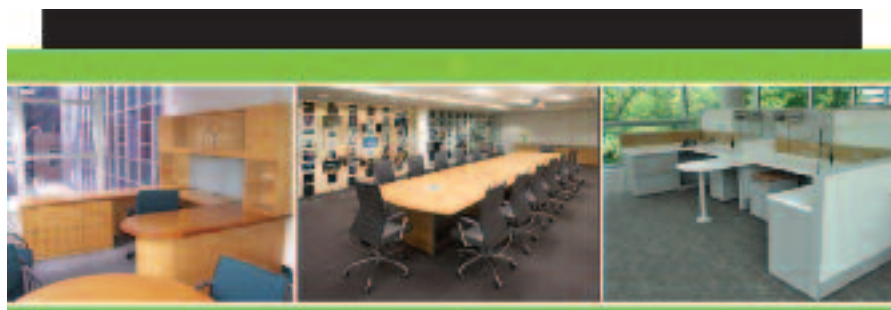
Richard Long Sr. (r.) and an unidentified employee with an early Security Service Company van.

replaced old hard-wired systems, enabling faster installation and many new features.

The transition to wireless and other powerful technologies industry-wide has made home security more effective. SSC was among the first companies to recognize and implement the inevitable change to digital communications.

SSC's independent, dedicated central office, installed in the '70s and continually being upgraded, has become one of the company's most important competitive advantages. Many security companies outsource central office functions, including critical inbound and outbound communications. A central office may be hundreds of miles away. If so, the training of the staff and the state of the equipment are often unknown. Also, those operators don't know the local situation - they may miss things that operators living and working in the area would realize at once.

(See "Buzz Around The Block" on page 21)



ethosource

OFFICE FURNITURE

Your one-stop resource for all
your office furniture needs!



- Pre-Owned
- Refurbished
- New

888-807-3846
www.ethosource.com

Now with 2 retail store locations in Reading and KOP!
See our website for details.

You wouldn't buy a car
without a test drive.

Why plan your
retirement
that way?

Janney

To help people make smarter choices, Janney has developed the Retirement Test Drive—a way for you to sit in the driver's seat of your own retirement and personally test the feel and fit of particular plans to find the best fit for you. You'll drive away with a roadmap you can feel confident about.

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.

KATHIE LYNN / TAMMY BOWMAN / JACKIE GOFUS • WWW.JANNEYPOTTSTOWN.COM
610-718-8560 • JANNEY MONTGOMERY SCOTT LLC • MEMBER: NYSE, FINRA, SIPC

RIDE TO PROSPERITY 2.0

(Continued from page 18)

Ride to Prosperity 1.0

Initial planning for the Ride to Prosperity (RTP) strategies began in late 2009. At that time, leaders of Berks County's eight leading economic and workforce development programs came together as part of a wider strategy to improve cross-organization planning and collaboration. The original planning team did not intend to start from scratch. They did not envision a comprehensive new plan for the county economy, but instead hoped to build on important efforts already underway. This included ongoing partner projects as well as other County plans such as Berks Vision 2020 and the work of The Initiative for a Competitive Greater Reading.

Unlike many community-planning efforts, the Ride to Prosperity focused on short and medium-term outcomes, i.e. action items that could be achieved with 3-5 years. Our broad goals were to accelerate successful programs that were already underway, change direction and update programs that were not working, and capitalize on the County's growing Latino community via new economic development and workforce initiatives.

Based on these broad objectives, the RTP Partnership selected five issue areas for initial work, and the June 2010 RTP report included the following calls for action:

1) Entrepreneurship and Innovation: Greater Reading should accelerate existing efforts and introduce new initiatives to improve our ability to nurture and support high-growth entrepreneurs.

2) Workforce/Talent Development: Concerted action to improve Greater Reading's lagging educational attainment levels is needed, especially in improving high school, community college, and college completion rates. In addition, the County must expand local aggressive efforts to train workers for key industries, such as manufacturing.

3) Business Clusters: We will seek to identify and refine emerging business clusters where we can target business retention and growth efforts, improve business-education partnerships to strengthen the local workforce, and promote these sectors as leading targets for new business development efforts.

4) Sites and Infrastructure: We will introduce a new set of initiatives to improve the area's site development processes with a goal of 300 shovel-ready acres by 2015, to provide a sufficient number of acres to accommodate local business development as well as any large prospects that we can attract to our region. Meanwhile, we will continue to promote signature projects, such as the proposed Berks Research and Technology Center and the Berks Park 78 @ Bethel, and reach out to localities that want to build collaborative partnerships around a series of smaller "shovel ready" sites. We also intend to prepare an inventory of both large (100+ acres) and small sites (e.g. 25-50 acres) that can be more rapidly converted into viable project opportunities.

5) Quality of Place: Improving the quality of local amenities should have two primary future directions. First, we need to enhance tourism promotion efforts and capitalize on Greater Reading's assets that could be used to attract visitors with an interest in outdoor recreation, scenic amenities, and arts and culture-related offerings. Even more importantly, the County must make catalytic investments that improve the quality of life for local residents, especially in support of key projects in the City of Reading.

A working group was designated to lead planning in each of these issue areas. Since 2010, these working groups have met and developed a host of strategies to pursue the objective laid out in the original RTP plan. Our progress in these areas is detailed

(See "Ride to Prosperity 2.0" on page 22)

Auction November 16, 2013

Starting at 11:00 AM

Preview Nov. 4 from 11 - 1

200 W Marshall Street

Norristown, PA 19409

The Historic Simpson Grist Mill - The Olde Mill

3 Floor Restaurant, Bar, Reception Hall

****Located in Norristown Enterprise Zone****



- 2 Parking Lots for 40 Cars
- Total Capacity 441 People
- Bar • Fireplace • Offices
- Gas Heat • 3 A/C Units
- Glycol Tap System
- 3-Phase Electric
- Walk-In Cooler & Freezer
- All Original Mill Equipment
- Rest Rooms • Loading Dock
- Includes all Equipment, Dishes, Tables, Chairs

The Norristown Enterprise Zone can make it easier by providing priority access to state liquor licenses.

AUCTION TERMS: 6% Buyer's Premium, 15% Down, Settlement within 45 days.



Mark Akins, President
647 Gongo Road • Gilbertsville, PA 19625
Toll Free (800) 554-5035 • Fax (610) 754-9460
Phone (610) 754-9450
www.GeyerAuctions.com



Auction November 16, 2013

Starting at 2:00 PM

Preview Nov. 4 from 4-6

2 Prime Building Lots

Lot 1 - 3.1 Acres, Zoned R4

Lot 2 - 3 Acres, Zoned R2



600, 690 Swinehart Rd, Boyertown, PA

Douglass Township

Montgomery County

CORE ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

STEP 1

SELECT YOUR SPACE

Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.

STEP 2

CHOOSE YOUR COLOR STORY

Professionally-designed, mix and match color schemes suit your space, your style and one another!

STEP 3

PICK YOUR PRODUCTS

We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

Core Elements: Quite possibly the easiest business decision you'll make today!



FLOORING SOLUTIONS MADE SIMPLE



CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457

5 minutes from the Limerick exit of Route 422

610-495-6211

www.ches-montcarpetoneparkerford.com

LIC# PA0081672

SECURITY SERVICE COMPANY, INC.

(Continued from page 19)

The SSC central office and its personnel are Five Diamond certified by the Central Station Alarm Association. Operators are screened, hired, trained and managed by SSC, and station equipment is UL listed. Of 2700 central stations nationwide, only 150 have earned Five Diamond Certification.

Residential or commercial, SSC has participated in current physical structure and personal security trends. For instance, their Personal Emergency Response System is a lifeline constantly linking vulnerable people to fast, reliable assistance. Pushbutton units worn at the neck or wrist let users alert SSC's 24-hour monitors, who summon necessary emergency services. Calls go out even if users can't stand or speak. PERS also tracks routine activities in the homes of protected customers, sending alerts if certain key actions aren't happening - the regular opening of a refrigerator or bathroom door, for instance. 📞



The 1970s: An SSC representative on the job.

About Security Service Co.: For four decades, Security Service Company has safeguarded its customers in eastern and central Pennsylvania and New Jersey with superior security and monitoring services. A highly trained staff delivers 24-hour service, ensuring continuous, reliable operation and redundant backup of every security system under the company's management. Unique to SSC is its ownership and maintenance of its own UL-listed, CSAA Five Diamond Central Station.

A PROVEN LEADER. in patient outcomes



Look at the Evidence

96.0%

of patients achieving community discharge goals

Census data gathered for time period 2nd Quarter 2009 through 2nd Quarter 2010 based on patients discharged from ManorCare Health Services – King of Prussia

Focus on success!

- Selecting a post-hospital rehabilitation provider is a critically important decision.
- The clinical team can significantly impact the success of your treatment.
- Choose a clinical team with a demonstrated track record of success – and a proven commitment to clinical excellence.

www.hcr-manorcare.com

ManorCare Health Services –
King of Prussia
610.337.1775





KLEIN

transportation

Your carrier for Corporate Entertaining,
Team Building, Shuttles, & Office Socials

Deluxe Motorcoach Transportation for any
event your company will plan

Call us at 800-451-6700 or visit www.kleintransportation.com



RIDE TO PROSPERITY 2.0

(Continued from page 20)

below. We can point to a host of important successes, but we also acknowledge a few areas where our work came up short. In some cases, our original plans were altered by outside events, and, in others, we failed to achieve our projected goals. While we would prefer to report a 100% success rate, the reality is that not all of our plans came to fruition. Like successful entrepreneurs, we are learning from our mistakes and intend to develop more effective approaches in phase two of the RTP initiative.

Each of the Working Groups can point to important achievements since 2010. These efforts are detailed below:

Entrepreneurship and Innovation

Berks County's infrastructure for supporting local entrepreneurs has been transformed over the past several years, and many of these successes can be attributed to the work of the RTP partnership. The original 2010 RTP report noted that the Reading area faced two primary challenges in terms of spurring entrepreneurship: low rates of new business starts and lower growth rates for businesses after start-up. Without a dynamic base of local entrepreneurs, long-term prospects may suffer. New firms bring new ideas and dynamism to the local economy, and as they grow, they create jobs and wealth for their owners, their workers, and for the wider economy. A competitive local economy is built upon a dynamic and prosperous base of thriving entrepreneurial ventures.

While Berks County's performance on various measures of small business dynamism was relatively weak over the 2000-2010 decade, more recent data are quite promising. According to 2009-2010 data from Dun & Bradstreet, the Reading MSA was among the nation's best performers in terms of job creation from new firms. In fact, Reading outperformed all MSAs in Pennsylvania and was among the top

performers in the entire Northeast region. Similar analyses from Moody's indicate that recent job growth in the Reading MSA outpaces both Pennsylvania and US averages. Future initiatives in the RTP 2.0 project should build on this momentum.

The Entrepreneurship and Innovation Working Group can point to two important achievements over the past three years. First, a host of new support resources have been put into place. New facilities are opening up across Berks County. These include the new Jumpstart Incubator and two co-working facilities at the Catalyst at Spring Ridge and at the T.E.A. factory in Reading. These facilities help build on the ongoing work of local support efforts housed at Greater Reading Business Resource Center and the Latino Business Resource Center.

In addition to these new facilities, an efficient and effective Greater Reading Entrepreneurial Action Team (GREAT) is in place, with partners sharing leads and providing joint services. Today, GREAT engages multiple local partners who provide a diverse mix of services to local business owners and aspiring entrepreneurs.

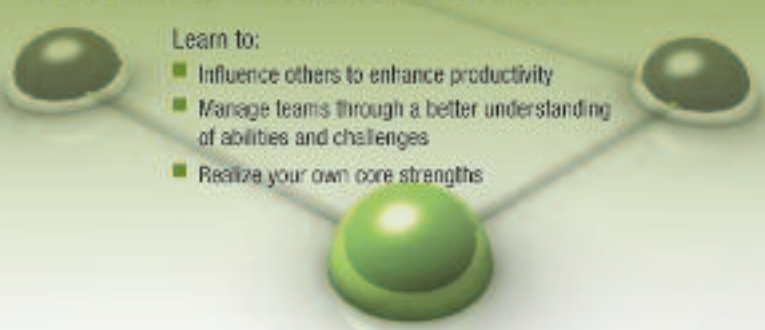
(See "Ride to Prosperity 2.0" on page 24)

Best Principled Solutions LLC

Coaching you to support YOUR future.

We provide customized solutions for developing and seasoned executives and their teams.

We coach around the discovery, clarification and resolution of the challenges that threaten YOUR success.



Learn to:

- Influence others to enhance productivity
- Manage teams through a better understanding of abilities and challenges
- Realize your own core strengths

Stop struggling and contact a professional coach today!

Want to check out your LEADERSHIP skills?
Take our assessment at <http://tinyurl.com/2013Leadersurvey>

For more information:
484.769.2327
www.bestprincipledsolutions.com

Proud Sponsor of Art-Heads.org




HOURS:
M, T, Th, F 10-6
Wed. 10-1
Sat. 10-1

North End Vision Center

Eye Exams
Contact Lenses • Eye Glasses
Industrial Safety Glasses
Sports Goggles

Keith Reitmayer, Optician
1401 E. High Street
Pottstown, PA 19464

(610) 323-4225



RPK Painting Wallpaper Hanging

Bob Kroh

484.437.5636

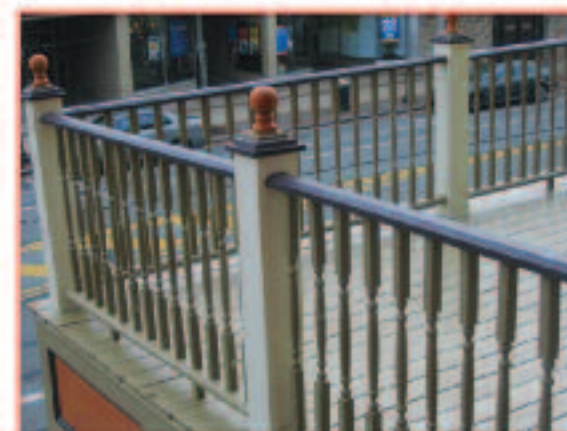
Specialties:

- Interior and Exterior Painting
- Faux Painting
- Wallpaper Removal and Installation
- Staining
- Crown Molding
- Chair Rails
- Decks and Wood Siding Treatment
- Power Washing

More than 30 years' experience.

Business built on referrals.

Extremely reasonable pricing. Fully Insured.





**Pest Control
Residential/Commercial
Wildlife Removal and Repair
Termite Treatment
Bed Bug Treatment**



**Family Owned
and Operated**

Fully Licensed and Insured
20+ years experience
Senior Citizens Discount
Military Discount



Visit us at:

**www.PatriotPestSolutions.net
www.PatriotWildlifeSolutions.net**

Call for Free Estimate —

610.489.5136

**Serving... Berks, Chester, Delaware
and Montgomery Counties**

RIDE TO PROSPERITY 2.0

(Continued from page 22)

Overall, the GREAT team serves hundreds of local business owners each year with services such as technical training, access to loans and other capital, and assistance in entering new markets.

Thanks to these new programs and investments, Berks County has built a robust infrastructure to support start-ups and small business owners. Over the coming years, we intend to build on this foundation via a host of new programs that seek to groom high growth gazelle businesses in Berks County. These new efforts will be a primary focus of RTP's future work.

Workforce and Talent Development

In today's economy, economic development is workforce development. Without a skilled and ready workforce, no region can prosper in the 21st century. Like many communities, Berks County and Greater Reading face a host of workforce-related challenges. These range from high dropout rates in many area high schools to lower shares of residents with higher education to a regional shortage of highly skilled technical workers. All of these issues warrant public attention, and many are being

addressed by local organizations such as the Berks Business Education Coalition.

The RTP partners opted to focus their work on the important connections and transitions between formal education and entry into the workforce. As such, the RTP Workforce and Talent Development working group proposed to pursue three top priorities: 1) To improve linkages between local high schools and Reading Area Community College (RACC), 2) To expand the use of industry-recognized credentials for technical training and other areas, and 3) To reform and restructure the County's career technical education system.

The RTP initiative has enjoyed considerable success in building a strong technical training pipeline that links local high schools to RACC and to other higher education institutions. RACC, the Berks Career Technical Education Center (CTC), the Reading Muhlenberg CTC, and Berks County are now nationally recognized as leaders and innovators in this area. GREP's award winning "Careers in Two Years" program is reaching out to students and their parents, encouraging them to consider high paying careers in key manufacturing technology fields. These positions, which require post high school education

**Dr. David McSurdy,
Dr. Sarah Pavlow,
And Staff**

**ORTHODONTISTS
for Children & Adults**

**430 Park Avenue
Suite 200
Collegeville, Pa 19426
610-489-6032**

**1831 Swamp Pike
Suite 200
Gilbertsville, Pa 19525
484-945-0336**

www.thesmilespecialists.com

10 % OFF

**For TriCounty Area Chamber
of Commerce Members!**

short of a four year degree, are known as middle skill jobs, and are projected to be the fastest growing employment segment in the US economy. By building a strong base of middle skill talent, Berks County not only provides promising career options to area youth, but it also benefits employers who will be attracted to Berks County thanks to its strong pipeline of skilled technical workers.

We can also point to important achievements in expanding the use of formal industry credentials, which are an essential tool for career advancement in technical fields. Area high schools and technical schools have greatly increased their use of formal industry credentials and have built much stronger connections to local employers. RACC's Schmidt Technology and Training Center is national leader on this front as RACC is nation's first community college to be authorized to issue specialized certifications developed by the National Association of Manufacturers. In addition, RACC's mechatronics program is receiving international attention as a model for effective education-business partnerships.

We have made less progress in our efforts to reform the County's career technical education systems. Program adminis-

trators are improving services, but continue to operate in a system designed in the 1960s when the basic concepts of vocational education were first adopted. The Berks WIB has led promising discussions with many local area school district leaders, who have expressed strong support for efforts to update and reform career training programs. We build on this momentum by making this initiative into a core focus area for the next phase of RTP.

Business Clusters

Greater Reading, led by GREP, has long targeted key industries, sectors, or clusters. These target industries typically provide higher wages or operate in sectors, such as manufacturing, that have histories of success in Berks County. GREP now devotes all of its marketing and business attraction initiatives toward industries that operate in five core clusters: advanced manufacturing, agriculture and food production, business and financial services, energy, and health sciences. These efforts continue to reap dividends, such as the recent location of GreatGrow, a green agriculture technology firm, to Muhlenberg Township.

(See "Ride to Prosperity 2.0" on page 59)



Young's Home Comfort
A Division of John R. Young & Co.
Family Owned & Operated Since 1810

Heating Oil & Kerosene
On & Off Road Diesel Fuel
Automatic Heating Oil Delivery (Subsidiary)

Young's Home Comfort has been providing quality service to the residents of the Upper Perkiomen Valley & beyond for over 120 yrs.

Save on energy cost with quality maintenance!

Servicing all Major Brands of
Oil Heat Equipment
Air Conditioners
Heat Pumps
Propane & Natural Gas

Quality Sales and Installations












(215) 234-4351
www.youngshomecomfort.com

Young's Home Comfort • 751 E. 4th St., Doyle Lane, PA • 762152



SunnyBrook ENTERTAINMENT

Our Holiday Line Up...



Swing Fever's Annual Fall Dance
Saturday, November 23



A Holiday Ball
The Sounds of SunnyBrook Band
Saturday, November 30



Community Christmas (A Free Event)
Sat, Dec 8



Twelve Twenty Four
Trans-Siberian Orchestra Inspired
Thurs, Dec 19



New Years Eve
Amanda Carr
Tues, Dec 31

Did You Know That All Proceeds Go To Benefit The Historic SunnyBrook Foundation a Non-profit 501(c)(3) Organization.

Put It On Your Calendar...

- Friday Night DJ Dances
Watch Our Website For Dates & Times
- Zumba At The Brook
Tuesdays & Thursdays 7PM

SunnyBrook Restaurant & Chummy's Lounge Are Open Daily For Lunch & Dinner
(Closed Mondays, Open For Sunday Brunch)



Celebrate The Holidays At SunnyBrook... Book Your Party Today!

Call 484-624-5187 or Visit www.TheSunnyBrookBallroom.net

ACCOUNTING / BOOKKEEPING

Bookkeeping Services, LLC

- Over 40 Years of Experience • No Contracts to Sign
- Bookkeeping, Payroll, Payroll Taxes
- Preparation work for Tax Filing
- Liaison between Accountants and Companies
- QuickBooks Pro Advisor



Bernadette J. "Butsy" McElroy • bjmcelroy7@aol.com

610-323-3230 • 610-323-3532 (Fax)

2151 E. High Street, Suite C, Pottstown, PA 19464

Member: American Institute of Professional Bookkeepers; TriCounty Area Chamber of Commerce; Governor Elect of Soroptimist International North American Region

Services Provided:

- Accounts Receivable & Payable
- Month End Closing
- Cashflow
- Profit & Loss
- Bank Reconciliations
- Daily Entries
- Training
- Payroll & Payroll Tax Service

1120 Ashbourne Dr., Reading, PA 19605



DMH
Bookkeeping Solutions



Remote or
On-Site Availability

O: 610.898.4355

C: 610.823.0701

We can help you fully realize the potential of your accounting software!

brenda@dmhbookkeeping.com
www.dmhbookkeeping.com

C. Malcolm Smith
& Company, P.C.
Certified Public Accountants

1258 Penn Avenue,
Wyomissing, PA 19610
610-375-6330

Specializing in Tax Preparation,
Tax Planning & Resolving Tax Problems.

Fax: 610-375-6367
www.cmscpa.com

Business Services include: Small Business Accounting; Bookkeeping & Data Processing; QuickBooks Services; Payroll; Part-Time CFO Services; Audits - Reviews - Compilations; Cash Flow Management; Bank Financing; Business Valuation; Strategic Business Planning; Succession Planning; New Business Formation; Non-Profit Organizations; and Internal Controls. Also: Personal Financial Planning; Estate Planning; and Elder Care.

EP Caine & Associates CPA, LLC

KATHLEEN M. COVAL, MBA, CPA, PARTNER

kcoval@cainecpa.com

C: (610) 405-6451

O: (610) 525-2933

F: (888) 662-4942

www.cainecpa.com

Offices in Royersford,
Bryn Mawr & NJ



The Firm Offers:

Tax Planning & Preparation
Business Consulting & Forecasting
Accounting & Bookkeeping Services
Budgeting & Debt Counseling
Forensic & Litigation Support

A. MAZZO
ACCOUNTING SERVICES

www.amazzoaccounting.com

901 Fern Avenue, Kenhorst, PA 19607

Phone: 610-775-9216 Fax: 610.927.5051

Email: amazzoaccounting@comcast.net



Anthony M. Mazzo
Owner

Taxes, Payroll, Accounting, Bookkeeping
Excellent Service & Peace of Mind at Affordable Rates

Karlene's Konsulting

Karlene A. Novotny

Professional Accountant/Owner

Specializing in Tax Preparation, Accounting
and Bookkeeping Services

560 Baptist Church Road, Spring City, PA 19475

610-745-2350

k_konsulting@comcast.net

AUTOMOTIVE / SERVICE

ALBITZ GARAGE, INC.

610-326-1438

www.albitz.com

2827 E. High St., Pottstown, PA 19464

Fleet/Commercial Accounts Welcome!

All major credit cards accepted

Red Kieffer's Auto Repairs, Inc.



Specializing in
Mercedes-Benz since 1961!

1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com

CATERING



JAVELIN CATERERS

ph- 610-323-9495
fax- 610-323-8098

everything tastes better outdoors

Planning your next event?

From finding your ideal location, to planning activities and entertainment, Javelin Caterers will handle all your event needs. Javelin Caterers specializes in the following events.

Private Parties	Outdoor Weddings
Fund Raising	BBQ Events
Picnics	Corporate Events
Clam Bakes	Pig Roasts

Javelin Caterers has been handling companies and Group outings of 100 to 10,000 since 1971 and our experience shows!!

ENTERTAINMENT / RECREATION

Don't miss our full season of plays & musicals!

STEELriver

PLAYHOUSE

Order Online! www.steelriver.org

(610) 970-1199

245 E. High Street, Pottstown, PA 19464

Accomplice
(comedy/thriller)
November 1-10
Tickets \$15-\$19

Shrek
(A family holiday musical)
December 5-22
Tickets \$15-\$27





1428 Ben Franklin Hwy., Douglassville
610-323-2434

Pro Shop • Group Rates • Adult Leagues
Glow Bowling • PARTY ROOM up to 25 PEOPLE

www.jaylanesbowling.com

FREE SHOE RENTAL
Limit 1 Per Visit
Cannot be combined with other offers. 422BA

FREE GAME
Buy 1 Get 1 FREE
Up to Two People
Cannot be combined with other offers. 422BA

DATABASE SERVICES

Bolles Database Services



Let your database serve you, not the other way around.

Flexible, fast, friendly customized database solutions for the small to medium sized company or organization

Gilbertsville, PA
484.363.1903
www.bollesdata.com

EVENT PLANNING / CATERING

Planning and Resourcing Holiday Parties ?

Act Now and Save 20% On Rental Orders* Through December 2013
(*Amount Limited—Subject To Availability—Delivery Not Included)

Tables, Chairs, Linens, Tableware

The Party Redux Showcase

We Put The SPECIAL in Special Events!

205 East High Street, Pottstown, PA 19464 484-948-3280



DECORATING / INTERIORS

DECORATING DEN INTERIORS



Let us help you get ready for the holiday season.

Barbara McInnis-Hayman
484-624-4787
barbara@decoratingden.com
www.decoratingden.com

We come to you! Our extensive product assortment allows us to work with your lifestyle and budget. Our initial design consultation is complimentary.

CUSTOM WINDOW TREATMENTS | FURNITURE
LIGHTING | FLOOR COVERINGS | ACCESSORIES

FINANCIAL SERVICES

Are you & your employees

Financially Fit?

Retirement plans customized to YOUR business to provide for your most VALUABLE ASSET your employees.

www.mlfa.com/planning

800.226.6532 **MAINLINE**
FINANCIAL ADVISORS, LLC



FLOORING

Commercial Flooring
Tenant Fit Out
Offices • Restaurants
Health Care • Education
Hospitality • Retail
Property Management

In-Stock Commercial:
• Carpet
• Laminate
• Hardwood
• Ceramic Tile
• Vinyl

CARPET & TILE MART
FLOORING SUPERCENTERS

READING 610-921-2037

EXTON 610-363-5017

MONTGOMERYVILLE 215-631-1441

www.CARPETMARTCOMMERCIAL.com

HEALTH / HEALTHCARE

**Take Shape
For Life.**
Life in Motion

Helps to Eliminate/Lower Medication for Type
II Diabetes, Blood Pressure and Cholesterol

TIRED OF DIETS THAT DON'T WORK?

-TRANSFORM YOURSELF-

*We make it easy to be free of excess weight,
low energy, and poor health.*

Donna Nager

Certified
Health Coach
#18165761

Call: 610-457-8245 Email: donnanager@yahoo.com
Ask about the BUSINESS OPPORTUNITY

www.Passion4Health.TSFL.com/explore

GRAPHICS/SIGNS/BANNERS

Raise Your Business Visibility

FAST SIGNS
More than fast. More than signs.



180 Shoemaker Rd., Pottstown, PA 19464

o: 484-624-4874 | e: 566@fastsigns.com | w: fastsigns.com/566



HEMORRHOIDS?

DON'T KEEP TREATING THEM...REMOVE THEM

The THD Procedure™ Minimally Invasive Hemorrhoid Removal

Fast. Painless. Proven.

Medical Director: Scot D. Paris, M.D., F.A.C.S.

www.ihatemyhemorrhoids.com

610.326.8400

Pottstown Surgical Associates Hemorrhoid Center

1329 E. High St., Suite 1, Pottstown, PA 19464

The THD Procedure may not be
appropriate for all patients. You
and your physician will determine
an appropriate treatment for your
diagnosis during your examination.

HEATING / AIR CONDITIONING

A. JACKSON ECKER, INC.
PLUMBING-HEATING-COOLING



144 KING ST., POTTSTOWN, PA 19464

(610) 326-5011

Serving the area for Four Generations Since 1925!

www.ajacksonecker.com

HEALTH COACH/CONSULTING



Donna Manley
Certified Health Coach

DISCOVER

- Safe, clinically proven weight loss.
- The health improvements that come with shedding unwanted pounds
- A new you through Optimal Health

Contact me at:
(610) 326-1413

www.DManley.TSFL.com



HOME IMPROVEMENT

Erb Construction
INC.com



CUSTOM HOMES • ADDITIONS • HOME IMPROVEMENTS

610-369-8007

www.ErbConstructionInc.com

Over 42 Years and 3 Generations of Service

INSURANCE SERVICES



With insurance through AAA, you'll enjoy outstanding service and convenience – along with competitive rates and other benefits.

Contact AAA today for your Free No-obligation Auto Insurance quote

AAA Insurance

70 Buckwalter Road, Royersford • 610-323-6300

AAA, sometimes that, Insurance is available in qualified PA. applicants by the Pennsylvania Guarantee of Automobile Liability Exchange, AAA East Penn Insurance Agency, Inc. is a licensed producer agency for the Exchange.

EVANS, HAUSEMAN & RICHARD, INC.

Working with Business Clients for Over 75 years

"ONE SOURCE FOR INOVATIVE SOLUTIONS"

General Liability, Property, Workers Comp, Employee Benefits

343 E. HIGH ST, POTTSTOWN, PA 19464

(610) 323-2201

WWW.POTTSTOWNINSURANCE.COM

Being there is why I'm here.



Total average savings of \$763*

Let me show you how combining home and auto policies can add up to big savings.

Like a good neighbor, State Farm is there.

Chris Rowe, Agent
1304 E. High Street
Pottstown, PA 19464
Bus: 610-323-8500
chris@chrisroweinsurances.com

State Farm

*Average annual household savings based on national 2012 survey of new policyholders who reported savings by switching to State Farm.
State Farm Mutual Automobile Insurance Company, State Farm Indemnity Company,
State Farm Fire and Casualty Company, State Farm General Insurance Company, Bloomington, IL.

VLAHOS | DUNN | INSURANCE

Providing quality Business, Auto, Home, Life & Health coverage to the Tri-County Area since 1994

We Can Meet All of Your Commercial Insurance Needs

Specializing in Hard-To-Insure Professions

1954 E. High Street, Suite 3, Pottstown, PA 19464
P: 610.326.1010 | F: 610.326.1270
www.vlahosdunn.com



INTERIOR DESIGN/ORGANIZING



Interior Design
Professional Organizing
Home Staging
Color Consultation
Feng Shui



Phone 610-220-2121
Email cday@dayorgdesign.com
www.dayorgdesign.com

Organizing & Design

LAWN & GARDEN SUPPLIES

PUGHTOWN AGWAY

819 Pughtown Road & Rt. 100, Spring City, PA 19475
Located 1/4 mile south of Routes 23 & 100

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 3
Garden Center (610-469-8688) open every day including Sunday

- **Legends, Triple Crown and Pennfield feed lines.**
- Baled Shavings and Bedding Pellets.
- Hay, Straw & Premium Wood Fuel Pellets.
- Organic Chicken Feeds & all kinds of Bird Seed!
- Bulk & Bagged Compost, Soils & Mulches.
- Grass & Pasture Seeds.
- Lime & Organic & Commercial Fertilizers.



LIMOUSINE SERVICE

MICHAEL'S

Classic Limousine

Corporate Accounts, Airport Service, Special Events, Weddings, Proms

We Offer: Sedans, Stretch Limousines, SUVs, Stretch SUVs, Stretch Hummer, Limousine Coach

"Friendly People ... Friendly Service"

610.929.4919

We Accept Visa, Mastercard, American Express, Discover

Route 61, Reading • www.michaelsclassiclimo.com

WANISH LIMOUSINE

Pottstown 610.326.1226

Reading 610.372.6363

"Family Owned & Operated Since 1984"

ASK ABOUT OUR NEW 14 PASSENGER LUXURY LIMO BUS!



WWW.WANISHLIMO.COM

All Airports
Corporate
Weddings
Bachelorette Parties
Sporting Events

Concerts
Casinos
Proms
Anniversaries
All Social Occasions

PUC# A-03106710 • ICC# NC-10492

CALL 610.323.6253 TO PLACE YOUR AD IN BUSINESS MARKETPLACE

LODGING



New Hotel
610-495-6999
www.hamptoninnlimerick.com

95 Rooms
Corporate Amenities
Indoor Pool / Fitness Center
Meeting Space Available
Free Continental Breakfast
Free WIFI

MANUFACTURING

From Standard O-Rings to Custom Manufactured Seals... **YOU'LL FIND IT HERE!!!**

M-LINE
O-RINGS • GASKETS • ETC.

- Custom Seals (Hydraulic, Pneumatic & Rotary) • O-Rings
- Braided Packing & Mechanical Seals • Cylinder Repair & Fabrication • Gaskets • Pumps, Motors & Valves ...and more!

www.MLINESEALS.com Tel: 610-652-2478
3186 N. CHARLOTTE ST. GILBERTSVILLE, PA 19525

MEDICAL SUPPLIES

"Providing you with your home medical equipment needs... 100% of the time"

ROYAL MEDICAL SUPPLY

• Oxygen
• Nebulizers
• Medications
• CPAPs / BiPAPs
• Lightweight Oxygen
• Hospital Beds

• Wheelchairs
• CPAPs
• Scooters
• Stairglides

"YES WE WILL, 100% OF THE TIME"

34 E. High Street, Pottstown, PA 19464
• Telephone: **610-705-9292** • Fax: **610-705-9777**
www.RoyalMedicalCo.com

Monday through Friday 9:00 am to 6:00 pm • 24 Hour Emergency Service • 365 Days A Year
Serving Berks, Berks, Chester, Delaware, Lancaster, Lehigh, Montgomery & Philadelphia Counties

NAIL SALON



7reNAILBAR

610-792-3572

LakeView Shopping Center
949 S. Township Line Road
Royersford, PA 19465
www.7renailbars.com

Follow us on
Facebook
Twitter

Mon. - Fri. 10 am - 7 pm
Saturday 9 am - 6 pm
Sunday 10 am - 5 pm

Looking for part-time
receptionist and store
manager assistant.

REAL ESTATE / FOR SALE/LEASE



Chris James Hector
ABR, GRI, CRS
Broker/Owner
Broker Appraiser
Cell: 610-316-3678
ChrisJamesHector@verizon.net



Chris James Hector Realty



610-933-7592
Fax: 610-933-2888



Andrea Lynn Burns
Realtor
Cell: 610-329-1622
AndreaBurns317@gmail.com

Office: 213 Sherwood Ln., Phoenixville, PA 19460

At Keller Williams Realty Group, Our Business Is Built on Building Yours.



LIMERICK WORCESTER

To Schedule a Confidential Interview, Contact Eileen Campbell or Cory Ruge at 610-792-5900.



Eileen Campbell
Team Leader
E.Campbell@kw.com



Cory Ruge
Associate RE
coruge@kw.com

Keller Williams Realty Group
342 N. Lewis Rd Limerick, PA 19460 | 2502 W. Germantown Pike Worcester, PA 19400 610-792-5900



Debby Singleton
Residential & Commercial
Real Estate Sales & Rentals

Direct: 610-496-9094
email: Homesbydeb@comcast.net

Springer Realty Group
156 W. Ridge Pike, Limerick, PA 19468
Main #: 484-498-4000
PA License: RS-199510-L

TRAVEL SERVICES



Your happily ever after begins here.

Cathi Marcheskie Maziarz
Travel Advisor Specializing in Disney Destinations
610-724-8201 • Cathi@GlassSlipperConcierge.com
GlassSlipperConcierge.com • facebook.com/GSCCathi

WILL, POWER OF ATTORNEY, AND LIVING WILL What Are They And Do I Need Them?



LEGAL PERSPECTIVES

By Thomas A. Fosnacht, Jr., Wolf, Baldwin & Associates, P.C.

Almost all people in their lifetimes will have some interaction with the basic tools of estate planning: a Will, a Power of Attorney, and a Living Will. Whether planning for ourselves, or being designated as an executor, an agent, or a medical surrogate, such preparation, while not pleasant to contemplate, is necessary and wise to make sure our affairs are carried out as we wish when we are unable to communicate our desires directly. This article will discuss each of these basic tools.

The Will

A Will is a written document, which identifies who will receive your money and your property after you die. Other than a Trust (which tool is beyond the scope of this article), a Will is the only way most individuals can have any say about "who gets what" after that individual passes on. This includes not only family and friends but such things as gifts to charities and religious organizations.

However, if you do not have a Will (a state in which you are called "intestate"), the government, through a specific law called the intestacy law, mandates who gets your property. If there is a surviving spouse or surviving "issue" (children, grandchildren and so on) such individuals will generally receive all or a substantial portion of the property of the deceased. However, if

there is no surviving spouse or issue, and there is no Will, the law passes the decedent's property to others in the order of the closeness of their family relationship (the "degree of consanguinity") to the deceased. Although certain variations do exist, in general, the order in which family members inherit is: parents, brothers/sisters, nieces/nephews, grandparents, and then aunts/uncles. In the absence of anyone closer, relatives as distant as the children and grandchildren of an aunt or uncle may be entitled to some portion of a decedent's estate. Finally, in the rare instance in which no relatives exist within these family categories, an individual's money and property will "escheat." Escheat means that the deceased's estate becomes the property of the Commonwealth. This situation can be

(See "Legal Perspectives" on page 33)

Introducing...
The New Maillie.

New Logo, Name, and Website...
Same High-Quality, Personalized Service.

Delivering Financial Expertise
and Personalized Service for
over 60 years.

www.maillie.com

Maillie
Expertise Beyond The Numbers

Mont Clare | 610.935.1420
West Chester | 610.696.4353
Wilmington | 302.358.2371

Certified Public Accountants and Business Consultants.

We make it EASY to talk with a lawyer.

WOLF BALDWIN
and Associates

Workers' Compensation
Estate Planning and Administration
Family Law • Business Law • Civil Litigation
Real Estate • Business & Family Mediation Services

Serving Montgomery, Berks and Chester Counties Since 1973

Pottstown
610-323-7436
800 East High Street
Pottstown, PA 19464

West Chester
610-436-8300
17 Wilmont Meadows, Suite 405
West Chester, PA 19380

Reading
610-374-2400
606 Court Street, Suite 203
Reading, PA 19601

www.wolfbaldwin.com

FAMILY OWNED & OPERATED SINCE 1967

H&F TIRE SERVICE

Bridgestone • Firestone • Fuzion
Goodyear • Kelly • Dunlop • Michelin
Uniroyal • B.F. Goodrich • Carlisle
Continental • General • National

Performance
Touring
All Season Radial Tires

- Computerized Wheel Alignment / Balancing
- Full Brake Service
- Struts/Shocks
- Batteries
- Tire Repair / Wheels
- Emission Inspections
- Front End Specialists

SAME DAY SERVICE
POTTSTOWN
610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465
MON-FRI 8-5 • SAT 8-12

COMPLETE AUTO & LIGHT TRUCK REPAIR

- Oil & Lube
- Inspection Station
- Exhaust Systems
- Fleet Service
- National Accounts Welcome

Visit Us At www.hftire.com

FIVE COMMON ERRORS THAT COST SALES AND HARM BUSINESS

First Law on Holes: When you're in one, stop digging! — DENIS HEALY

LEADERSHIP AND SUCCESS

By Kenneth D. Richardson, PhD, Redwood Enterprises



There's no shortage of advice regarding new things we can do to improve our sales, but sometimes our problems are coming from things we need to STOP doing. Despite the current focus on positive thinking and affirmations, one problem that holds sales reps back is self-centeredness. When that's the case, the quickest route to improvement is to face that fact, correct the habits associated with it, and move on.

Salespeople are ever in search of new ways to improve their performances, and the biggest things going these days revolve around the use of social media and various other "emarketing" tools.

These certainly have their place, but success in sales will always also require good interpersonal skills and a desire to be of service to others. Experts on the effects of technology on society are warning however, that both of these appear to be deteriorating in the digital age. That's troubling.

Psychologists who study patterns of social interaction tell us that callousness and rudeness are becoming increasingly common in our society, and that narcissistic tendencies and other symptoms of egocentrism are more prevalent than ever. A number of factors are contributing to these trends.

Technology: A double-edged sword

These days we spend more and more time interacting with one another through digital technology, and therefore the frequency of face-to-face contact has declined. While we may communicate with one another more often, we do so indirectly and without the humanizing influences of body language, facial expressions, and voice inflections.

Many observers feel that as our communications become more indirect and impersonal, we can expect people to become more insensitive. The fact that rudeness and even cruelty (e.g., "cyberbullying" among children) are on the increase in our society, shows that we are indeed becoming a more self centered and less empathetic lot.

(See "Leadership and Success" on page 34)

osmm
SCHOOL MEDIA MARKETING
www.schoolmediamarketing.com
ph: 888.269.9464



advertise your business
at Parkiomen Valley School District
at Boyertown Area School District

website ads.
campus presence.



We'll help you harness the power of money.

First Priority Bank
Smart money banks here.®

Our creative cash management, customized loan solutions, fast local decisions and truly personal service will change the way you feel about banking. Call us - we make it easy to switch.

CORPORATE OFFICE
2 WEST LIBERTY BLVD. • MALVERN, PA 19355
484-527-4028 • WWW.FPBK.COM

FDIC

Elk Environmental Services

Industrial Services

- 24-hr Emergency Response
- Waste Management
- Industrial Cleaning
- Tank Management
- Field Services
- Remediation
- Demolition
- Training

elk
Environmental Services
experienced and equipped to respond

www.elkenv.com • 1420 Clarion Street • Reading, PA 19601 • (800) 851-7156



Your One-Stop Technology Shop For Both Residential & Commercial Technology Needs

access control	off-site systems
cctv	paging systems
computer networks	smart house
data back-ups/storage	telephone systems
direct tv	virtualization
fire/ security systems	voice & data cabling
home theaters	web hosting
monitoring	wireless communications

We are committed to delivering the highest level of service. Call us today for a free evaluation!

Phone 610.495.6204 • Fax 610.495.6205
3117 W. Ridge Pike, Pottstown, PA 19464
sales@schultztechnology.com

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP



- Performance Products
- Hydraulic Hose & Fittings
- A/C Hose & Fittings
- Weatherhead/Brass
- Metric & BSP Fittings
- Industrial Rubber Products

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

LEGAL PERSPECTIVES

(Continued from page 31)

avoided with a properly executed Will, by which property can pass not only to one's family, but to any person or any corporate entity to whom the person making the Will (called the "testator") desires.

In addition to directing who gets an individual's property, a Will can specify who does not get property or who does not get property directly. This may be of great importance in situations where individuals who might otherwise inherit (by will or by intestacy) are incompetent to manage their own affairs whether because of physical disability, mental or emotional incapacity, youth or because they are subject to the influence of designing persons or even drugs or alcohol. A Will can specify, for any reason or for no reason, that a certain individual or entity shall not inherit anything. Additionally, a Will can create a Trust (called a "Testamentary Trust") and appoint a Trustee, who would then manage any inherited money or property for the benefit of such a disabled or incapacitated beneficiary. A Will can also designate an Executor or Executrix who is charged with managing the estate by paying any debts and transferring the remaining assets of the estate to the beneficiaries.

As you can see, a basic Will is a useful tool for your estate planning in all but the most limited and simple of situations. A consultation with an attorney would be useful to find out how the above general information would specifically apply to you.

The Power of Attorney

A Power of Attorney ("POA") is a document by which one person (the "Principal") authorizes another person (the "Agent") to take various actions on the first person's behalf. POAs are used for a variety of purposes and in a variety of contexts.

A POA could be used for very limited purposes. This is known as a "Special" or "Limited" POA. For example, a Principal could authorize her Agent to take action regarding only a single real estate or banking transaction. On the other hand, a Principal could issue a very broad POA permitting the Agent to handle any aspect of the Principal's business or personal matters. Such a broad POA is referred to as a "General" POA.

Typically, a POA becomes effective the moment when both the Principal signs it and the Agent signs an "acknowledgment" of it. As a result, the Agent may be authorized to

(See "Legal Perspectives" on page 35)



New Phoenixville Location Now Open

Located in the Technical College High School, Pickering Campus, the new site offers:

- Credit classes including general education courses
- Short-term certificate programs in allied health and manufacturing fields
- Non-credit courses
- Financial aid opportunities
- Walk-ins welcome Monday – Thursday, 10 a.m. – 3 p.m.
- Spring registration now open

Find yourself here.

APPLY TODAY
dccc.edu/phoenixville
 610-723-1104

Phoenixville Campus

Technical College High School
 1580 Charlestown Road
 Phoenixville, PA 19460

Delaware County Community College
 Serving Delaware and Chester Counties

LEADERSHIP AND SUCCESS

(Continued from page 32)

Self-centeredness is bad for business

Communication and understanding are essential to success in any business, and the escalating rates of insensitivity and rudeness do not improve businesses. Several decades ago there was a book called *Winning through Intimidation* that made a brief splash. The ripples however, quickly dissipated and little has been heard of it since. Antisocial behavior is not highly esteemed among legitimate businesspeople.

Performance in the domain of sales is particularly dependent upon skills associated with interpersonal sensitivity and the ability to see things from the viewpoint of others. Since all businesses ultimately depend upon sales to sustain themselves, the proliferation of self-centeredness and narcissism in our society is not good news for businesses in need of effective sales reps.

Ineffective sales people abound

Jim Muehlhausen, author of *The 51 Fatal Business Errors and How to Avoid Them* cites the retaining of self-centered salespeople as a major cause of failure. But with 50 other errors to discuss, Muehlhausen only glossed over the sales problem, limiting his discussion to salespeople whose activity levels are disappointingly low. In other words, he

was concerned primarily about the problem of laziness.

While I agree with him in one sense, it's also true that there are many energetic and active salespeople who fail to close deals because they're socially insensitive. Sometimes the problem is not motivation, but competency. Locked into their own perspectives, many sales reps engage in self-defeating behaviors that seem fine to them, but that actually turn prospective buyers off.

Bad habits that ruin sales

While it's normal to think in terms of what things salespeople might start doing that would improve their performances, but the really great ones don't think in normal terms. Being their own biggest critics, they also examine the flip side of the coin, often asking themselves what things they need to stop doing.

Every one of us has been approached by salespeople whose annoying interpersonal styles prevented us from buying from them. We may have actually wanted what it was they were selling—we just opted not to purchase it from them. Let's turn to some of the things that such people do that defeat their own purposes.

(See "Leadership and Success" on page 36)

ARE YOU STILL SUFFERING?

End the Pain with No Surgery
 And No Out-of-Pocket Costs!

Decompression Traction Therapy

A Safe, Non-Surgical Approach
 to Back and Neck Pain

PHOENIX Rehabilitation
Royersford
610.948.8680
www.phoenixrehab.com

*Excluding co-pays/ deductibles if applicable.

PHOENIX
 Rehabilitation and Health Services, Inc.



Visit local businesses at the area's largest Business to Business Tradeshow. Hosted by the Spring-Ford Chamber of Commerce.

This is a great way to showcase your business to other local businesses.

Exhibitors will receive: A list of all attendees; Listing in the Expo program; 10' booth with a 6' skirted table provided; Marketing package to help promote the event including: Counter sign, Invitations, Flyers, Email template, and Marketing plan.

Booths and electricity are available on a first-come, first-serve basis, so register fast! Promotion: Reserve your booth now and receive **\$25 off your booth registration! Offer expires 11/30/13.**

If you are not exhibiting, we ask that you attend the event for lunch and to meet other local businesses.

Where:

Gymnasium at Pope John Paul II High School
181 Rittenhouse Road, Royersford, PA 19468

When: Wednesday, February 26, 2014
(Snow date March 5, 2014)
11:00 a.m. - 2:00 p.m.

Please register on the events page at
www.springfordchamber.com

Please contact the chamber office for more details at 610-489-7200 or info@springfordchamber.com

Sponsors:



LEGAL PERSPECTIVES

(Continued from page 33)

act, even though the Principal also could continue to act for himself if he is able to and chooses to do so.

By far the most common type of POA, useful to the largest number of people, is known as a "General Durable Power of Attorney." As a General POA, it grants very broad current powers to the Agent. In addition, however, as a "Durable" POA the Agent may continue to act on behalf of the Principal even after the Principal has become mentally or physically incapacitated such that she cannot act on her own behalf. This is a very important and useful capability. For example, if an elderly person becomes incapacitated by Alzheimer's disease or other dementia, a child or other caregiver possessing a General Durable POA can perform necessary tasks, such as banking, authorization of medical care, and management of governmental services, which would be impossible to do without the POA. Indeed, not having a Durable POA has on countless occasions prevented family or friends from taking needed action on behalf of an incapacitated person, and necessitated expensive and time-consuming court action to receive permission to act on the incapacitated person's behalf. The alternative is a "Springing" POA, which

only becomes effective upon the occurrence of a certain event, such as the incapacity itself. This Springing POA is, by its nature, self-limiting, and not as useful a tool for general estate planning, since there may be some question as to whether the principal is truly incapacitated, calling into question whether the POA is valid at any given time.

Finally, it is important to remember that a POA is a powerful tool that can and has in the past been subject to abuse. On far more than one occasion, an Agent under POA, whether a family member, friend or hired professional, has wrongfully acted to advance the Agent's personal interests to the detriment of the interests of the Principal. Accordingly, while a POA typically establishes a convenient, useful, and often necessary, way to take action for the benefit of the Principal, it is of the utmost importance to select an Agent under POA who will be readily available and who is reliable, honest and trustworthy.

The Living Will

The term "Living Will" is commonly used, albeit inexact, to refer to a class of healthcare related documents which also includes a "Declaration," an "Advance Medical Directive," an "Advance Health

(See "Legal Perspectives" on page 37)



Engage
with John & Michelle

John & Michelle are watching movies On Demand for date night. Looking up the best takeout on their laptop.

They're always engaged. On the computer, on TV.

At Comcast Spotlight we have multi-screen advertising solutions and premium programming. We'll maximize the delivery and impact of **your message** - both geographically and demographically.

We'll help you engage with John & Michelle - no matter where they are or what they're doing.



theadengagecomcast.com

COMCAST
SPOTLIGHT

LEADERSHIP AND SUCCESS

(Continued from page 34)

Below is a short list of errors that bad sales reps need to eliminate from their behavioral repertoires if they intend to improve. Highly successful reps avoid these like the plague. All of them are reflective of self-centeredness to various degrees, and that's what makes them so offensive.

Error #1: Trying to rush things

Sales reps, who are poorly trained or inexperienced, make this mistake all the time. Rather than letting prospective buyers consider their options at their own pace, reps of this ilk attempt to hustle them into decisions that they're not yet prepared to make, thinking that they can "tip the scales." They often do — in the wrong direction.

This more often than not generates what's known in the business as "push-back," or resistance to buying that may have little or nothing to do with the product or service in question. What it really represents is the potential buyer asserting his or her independence and right to choose. Generating pushback kills a lot of sales that might otherwise be closed if the rep were more patient and respectful of prospects' ability to think things through for themselves. Advice: Lighten up!

Error #2:

"Talking down" to prospects

Nothing galls people more than having their intelligence insulted, no matter how subtly. And yet this happens all the time. Suggesting that a prospect is stupid if he or she doesn't make a given purchase is foolish, regardless of any thinly veiled attempt to appear helpful. Advice: Never entertain the idea that a potential customer will buy from you in order to convince you that they're intelligent — few of them will spend money just to buy your esteem.

Error #3: Doing all the talking

The most successful salespeople are better listeners than they are talkers. What the really good ones do is ask questions that invite prospects to express themselves and their interests. People love to talk about themselves and their preferences, and it's good sales practice to allow them to do that.

The late Steve Covey, author of *The 7 Habits of Highly Effective People*, insisted that we do better in our relations with others when we "seek first to understand, and then be understood." Trying to outtalk the other person in a sales situation is bad

(See "Leadership and Success" on page 38)

HIGH-QUALITY, AWARD-WINNING MEDICINE?

ABSOLUTELY.

BECAUSE YOU DESERVE MORE.

Everyone expects a hospital to offer expertise, technology and quality care, but what about genuine caring for your physical and emotional well-being? At Mercy Suburban Hospital, you can have it all.

DeserveMore.org/Suburban



2013
GET WITH THE
GUIDELINES
AWARD



 **Mercy Suburban Hospital**

A member of Mercy Health System

1.877.GO MERCY

We Are...

Communicators

Civic Minded

Professional

Creative

Customer Focused

Team Oriented

Detail Driven

Dedicated

Passionate

Let us "bring it" to your next Video, A/V Production,
Meeting or Event. Call us!



VA PRODUCTIONS, INC.

Video Production Audio Visual Meeting & Event Planning



Virginia Frederick-Dodge
President & Owner

**A Proud Woman-Owned Business of
Berks County for Nearly 20 Years.**

www.vapro.com 610-777-3636

VirginiaD@vapro.com

Get a **360°**
view of the
possibilities.



Any way you look at a Butler® building system, there's something to like. From flexible interior configurations to virtually unlimited exterior options. And from fast installation to long-term performance. The possibilities are endless. To discover more reasons to build with Butler, contact us-your local Butler Builder®.



GENARD GROUP, LTD

Contact us at 610-495-5506
or visit us on the web
www.GenardGroupLtd.com

©2012 BlueScope Building North America, Inc. All rights reserved. Butler Manufacturing™ is a division of BlueScope Building North America, Inc.



Local People. Local Decisions.
Discover how Discovery can help your business grow.

(L to R) Edwin Williams, CPA, President/CEO, Lynne S. Ruffner, Director of Lending, and Jan Moore, Vice President/COO

2744 Century Blvd.
Wyomissing, PA 19610

610.372.8010
www.discoveryfcu.org



DISCOVERY
FEDERAL CREDIT UNION
RESERVE • ENGAGE • PROSPER

Fewer Fees. Better Rates. Friendly Service.

LEGAL PERSPECTIVES

(Continued from page 35)

Care Directive,” and a “Healthcare Power of Attorney.” The basic purpose for all of these documents is similar. They all involve methods of informing and directing doctors and other members of the medical profession of which treatments and procedures you do or do not want to be used, if you are in a hospital, in a terminal condition or a state of permanent unconsciousness, and cannot speak or otherwise communicate for yourself.

The form of the Living Will, the Declaration and the Advance Health Care Directive each are very similar to the others. Each of these documents provides an individual the ability directly to communicate their treatment wishes to their doctor. Most commonly, these documents are used to clarify which treatments and procedures an individual does not want to receive when confined in a hospital with no realistic prospect of recovery. Such choices frequently are referred to as refusing “heroic measures” when such measures serve only to prolong the process of an individual’s dying. Some of the heroic measures which most commonly are declined include cardiac resuscitation, mechanical respiration, tube feeding, and

kidney dialysis. There are however, any number of other treatments and procedures which an individual may identify.

These documents also typically appoint a “healthcare agent” or “healthcare surrogate” to direct doctors expressly to follow the individual’s previously recorded treatment wishes. Making healthcare decisions for another, which may include choices between life and death, may well become difficult and stressful. Common choices for this position include a spouse, an adult child, another family member or a very close friend. In all cases however, it is critical to choose an agent or surrogate who is mature, emotionally stable and strong, who knows you well and can be trusted to follow your wishes.

Regarding a Healthcare Power of Attorney, the prime difference between it and the Living Will type documents, is that an individual formally grants his or her healthcare agent or surrogate the full authority of an agent under a power of attorney. This type of document may, if desired, authorize the healthcare agent not only to direct the withholding of specific

(See “Legal Perspectives” on page 39)

422bizmag.com

Business Advisor

“We at Zuber Commercial have enjoyed our commitment to the Route 422 Business Advisor.

There are several reasons why we continue to take a whole page of advertising.

The #1 reason has been because we get good results.

The exposure in the marketplace reaches out to a variety of clientele.

It reaches into various counties, which provides even more exposure.

Their professional approach & demeanor helps to create success for them and

Zuber Commercial.” – Richard A. Zuber, Owner, Zuber Realty

Place Your Ad in our NEXT issue! Call (610) 323-6253

ADVERTISED SERVICES DIRECTORY

ACCOUNTANTS

A. MAZZO ACCOUNTING SERVICES	26
C. MALCOLM SMITH & COMPANY, P.C.	26
EP CAINE & ASSOCIATES CPA, LLC	26
MAILLIE LLP	31

ADVERTISING

COMCAST SPOTLIGHT	35
-------------------	----

ADVERTISING/BILLBOARDS

OAKS MEDIA (FORMERLY VFP BILLBOARDS)	59
--------------------------------------	----

ART FOR SALE/ART CLASSES

ART FUSION 19464	12
------------------	----

ATHLETIC FOOTWEAR & ACCESSORIES

CHESTER COUNTY RUNNING STORE	11
------------------------------	----

ATTORNEYS

ANTANAVAGE, MOYER & FARBIARZ	18
WOLF BALDWIN & ASSOC. PC	31

AUTOMOTIVE / SERVICE

ALBITZ GARAGE	26
EMBODY'S SUNOCO	18
H & F TIRE SERVICE	31
RED KIEFFER'S AUTO REPAIRS, INC.	26

BANKING / FINANCES

AMERICAN HERITAGE FEDERAL CREDIT UNION	18
DIAMOND CREDIT UNION	17
DISCOVERY FEDERAL CREDIT UNION	37
FIRST PRIORITY BANK	32
MERIDIAN BANK	7
NATIONAL PENN	51
PHOENIXVILLE FEDERAL BANK & TRUST	54

BOOKKEEPING/ACCOUNTING

BOOKKEEPING SERVICES, LLC	26
DMH BOOKKEEPING SOLUTIONS	26
KARLENE'S CONSULTING	26

BUILDING CONTRACTORS

GENARD GROUP, LTD.	37
--------------------	----

BUILDING MAINTENANCE/JANITORIAL SERVICE

DE MEDIO'S BUILDING MAINTENANCE	33
---------------------------------	----

BUSINESS SOLUTIONS

JWM DIRECT	56
SCORE	57

CATERING

JAVELIN CATERERS	27
PANERA BREAD	27

COACHING/CONSULTING

BEST PRINCIPLED SOLUTIONS	22
DONNA MANLEY CERTIFIED HEALTH COACH	28

COMPUTER SERVICE/REPAIR

PC INNOVATIONS	38
----------------	----

CONTRACTOR SERVICES/CONSTRUCTION

ERB CONSTRUCTION	28
------------------	----

DANCE INSTRUCTION

POTTSTOWN DANCE THEATRE	53
-------------------------	----

DATABASE MANAGEMENT/DIRECT MAIL & FULFILLMENT

THE WORDTECH GROUP	15
--------------------	----

DATABASE SERVICES

BOLLES DATABASE SERVICES	27
--------------------------	----

DIGITAL PRINT/COPY CENTER

EVERYTHING PRINTING	7
---------------------	---

EDUCATION / CONTINUING EDUCATION

DELAWARE COUNTY COMMUNITY COLLEGE	34
PENN STATE BERKS	15

EMPLOYMENT SCREENING SERVICES

THE ACCU-FACTS COMPANY	52
------------------------	----

ENERGY

EXELON NUCLEAR LIMERICK	53
-------------------------	----

ENGINEERING SERVICES

EARTH ENGINEERING	18
-------------------	----

ENVIRONMENTAL SERVICES

ELK ENVIRONMENTAL SERVICES, INC.	32
----------------------------------	----

EVENT PLANNING

THE PARTY REDUX SHOWCASE	27
--------------------------	----

FINANCIAL SERVICES

JANNEY MONTGOMERY SCOTT	20
MAIN LINE FINANCIAL ADVISORS	27
MESSMER FINANCIAL	57
PAUL FAIR ASSOCIATES	9

FLOORING

AIRBASE CARPET MART	28
CHESMONT CARPET ONE	21

FOOD / RESTAURANTS

GRUMPY'S HANDCARVED SANDWICHES	12, 39
ROUTE 422 BUSINESS ADVISOR DINING GUIDE	39

FURNITURE / FLOORING

LASTICK FURNITURE	58
-------------------	----

HAULING SERVICES

JESSE BARO, INC.	19
------------------	----

HEALTH / HEALTHCARE

DAVID MCSURDY DMD ORTHODONTICS	24
HEALING FOR THE BODY	11
KINETIC PHYSICAL THERAPY	16
MERCY SUBURBAN HOSPITAL	36
NORTH END VISION CENTER	22
PHOENIX REHABILITATION	34
POLLARD PLASTIC SURGERY	51
POTTSTOWN MEMORIAL MEDICAL CENTER	2
POTTSTOWN SURGICAL ASSOCIATES	28
SKINHEALTH SOLUTIONS	55
TAKE SHAPE FOR LIFE	28

HEALTH SERVICES / REHABILITATION

MANOR CARE HEALTH SERVICES	22
----------------------------	----

HEALTHCARE/MEDICAL SUPPLIES

ROYAL MEDICAL SUPPLY	30
----------------------	----

HEATING/AIR CONDITIONING

CC & M SERVICES, INC.	40
JOHN R. YOUNG & COMPANY	25
A. JACKSON ECKER, INC.	28

INDUSTRIAL EQUIPMENT / INDUSTRIAL SUPPLY

PA INDUSTRIAL EQUIPMENT	14
CLARK INDUSTRIAL SUPPLY, INC.	33

(Continued on page 40)



“Exceptional Quality with a Personal Touch”

- Immediate Emergency Response
- All types of PC & Mac Repairs and Upgrades
- Wireless Network Installation and Repair
- New and Refurbished Laptops, PC's and Mac's available
- Custom Computers Built to Meet Your Needs
- Popup, Spyware & Virus Removal
- Data Recovery and Backup
- Complete Office and Network Relocation
- Preventive Maintenance
- Service Contracts Available

11% OFF ALL SERVICES

With this coupon. Expires 12-1-13.

Come visit our store at
The Trappe Shopping Center

www.mypcinnovations.com

484-902-8217

130 W. Main St. Suite 122, Trappe, PA 19426

LEADERSHIP AND SUCCESS

(Continued from page 36)

for business. Advice: Read the “7 Habits” and give special attention to Habit #5. If you’ve already read it, give it a review.

Error #4: Overuse of industry jargon

Novices in the financial services business do this all the time. They sound like television commercials, prompting listeners to look for a remote so that they can turn them off. Seasoned veterans speak in plain English, avoiding the use of polysyllabic terms (big words) unless it’s absolutely necessary to use them.

What you want to do is put the prospect at ease — if you’re truly knowledgeable, that will come out as a matter of course. The conspicuous use of industry jargon usually comes across as stiff, formal, and phony. A little “folksiness” can go a long way when establishing rapport with prospective clients. Advice: Study the sayings of Will Rogers — if you don’t know who Will Rogers was, “Google” him!

Error #5: Arguing with prospects

This one requires little explanation. Once a sales rep’s interchange with a prospective customer degenerates into an argumentative back and forth, it’s over. Telemarketers, failing lot that they are, typically resort to such tactics out of desperation. Telemarketing aside, this doesn’t work in any domain.

(See “Leadership and Success” on page 40)

Take Advantage of **MORE**

At Signs & More, our name says it all. We have the industry experience and creative capabilities to offer you more.

- **MORE** name recognition
- **MORE** market exposure
- **MORE** impact

THE SIGNS & MORE ADVANTAGE:
More Ideas • Better Design •

MORE VALUE for your Marketing Dollars

Speak with our knowledgeable staff to learn more about the advantages we can offer you!



Signs & More

W Lancaster Ave, Shillington 610-777-0500
www.SignsMore.com

ROUTE 422 BUSINESS ADVISOR DINING GUIDE



**Hours: Tuesday thru Saturday
8am - 6pm**

*Serving Made to Order Breakfast
Sandwiches, Lunch & Dinner*

CATERING 7 days a week!
(AFTER HOURS call: 484-948-6061)

HOLIDAY SPECIAL
Get a \$25 Gift Card for \$20
starting on Small Business Day,
November 30 thru December 23!

*Have your Holiday Party
at GRUMPY'S!
Call for more information.*

GRUMPY'S
• HANDCRAFTED SANDWICHES •

610-323-1232

**137 E. High Street
Pottstown, PA 19464**

Pottstown Red Lobster
223 Shoemaker Rd.
Pottstown, PA 19464
Phone: 610.323.0415 Fax: 610.323.1165
www.redlobster.com

Take-Out and Catering
Available! Lunch
starting at \$6.99!

RED LOBSTER
FRESH FISH • LIVE LOBSTER

Try our Happy Hour
deals! Now featuring
great local beers!

Seven Stars Inn
"The Original Chester County Steak House"

Route 23 and Hoffercker Road, Phoenixville, PA

610-495-5205
www.sevenstarsinn.com

Serving Dinners Tuesday through Sunday

*Featuring overly generous portions
of the finest beef, veal and seafood*

since 1736

Gracie's 21st Century Cafe' & Catering
CIVILIZED DINING
in The Country

Find us on **facebook** at
Gracie's 21st Century Cafe and Catering

Holiday Catering, Wine Pairings,
Special Event Dining, Cooking Classes,
Special Holiday Hours and More!

25 YEARS
11.21.2014

610-323-4004
www.gracies21stcentury.com

1534 Manatawny Road, Pine Forge, PA 19548



The Inn at St. Peter's Village
610-469-2600

3471 St. Peter's Road, St. Peter's Village

THURS. 4-9 pm, FRI. 4-10 pm, SAT. 4-10 pm
Sunday Brunch: 11:30 am - 2:30 pm, Sunday Dinner: 3-6 pm

Reservations recommended.

www.theinnatsaintpeters.com

BANQUETS • PRIVATE PARTIES • WEDDINGS



LEGAL PERSPECTIVES

(Continued from page 37)

treatments, but also to direct, among other things, that specific treatments be authorized, that an individual be admitted to a medical, nursing, residential or similar facility, or, expressly to request or concur with a "no-code" (Do Not Resuscitate) order by an attending or treating physician.

These healthcare documents are available for the benefit of individuals seeking peace of mind that they will not be kept alive, indefinitely, in a vegetative state. It is important to remember, however, that if an individual is awake and able to communicate, that his or her wishes always

will supersede the directives of any written documents. No one will be left untreated if he or she can and does specifically request that treatments be administered, no matter what is contained in the Advance Directive or Healthcare POA.

Finally, everyone should be aware that if you have not executed one of these healthcare type documents, all doctors and healthcare providers are ethically and legally obligated to administer all available and medically indicated treatments and procedures, indefinitely, whether or not you are in a vegetative state.

It is plain to see that estate planning, even on a basic level, requires careful consideration and forethought. Although there are plenty of cheap estate planning forms

which can be purchased online or at stores, you get what you pay for. Off-the-shelf Wills, Powers of Attorney, and Living Wills cannot substitute for the informed professional judgment of a Pennsylvania estate planning lawyer. To make sure that your particular situation is handled correctly, so that you have the greatest peace of mind, consultation with an attorney is key. ■

Thomas A. Fosnocht, Jr., Esquire, is an attorney with the law firm of Wolf, Baldwin & Associates, with offices in Pottstown, West Chester, and Reading. He may be reached at 610.323.7436 or by e-mail to tfosnocht@wolfbaldwin.com. Mr. Fosnocht concentrates his practice in wills, estates, probate, Orphan's Court, and real estate, and litigation related to such matters.

ADVERTISED SERVICES DIRECTORY

(Continued from page 38)

INSURANCE SERVICES
AAA EAST PENN29
BONNIE HEATH, CLTC16
EVANS, HAUSEMAN & RICHARD, INC.29
MAIN STREET FINANCIAL PARTNERS64
STATE FARM CHRISTOPHER ROWE29
VLACHOS DUNN INSURANCE29

INTERIOR DECORATING
DECORATING DEN INTERIORS27

INTERIOR DESIGN / PROFESSIONAL ORGANIZING
DAY ORGANIZING & DESIGN, LLC29

IT SERVICES AND SOLUTIONS
CMIT SOLUTIONS OF NORTHERN CHESTER COUNTY55
LYNX COMPUTER TECHNOLOGIES, INC.14

LANDSCAPE SERVICES
CLEAN CUT LAWN SERVICE52

LAWN & GARDEN SUPPLIES
POTTSTOWN ROLLER MILLS56
PUGHTOWN AGWAY29

LIMOUSINE SERVICE
MICHAEL'S CLASSIC LIMOUSINE29
RHODAS LIMOUSINE SERVICE, INC.62
WANISH LIMOUSINE29

LODGING
HAMPTON INN30

MAINTENANCE/JANITORIAL SERVICES
NATHAN ALTENOR'S JANITORIAL SERVICES, INC.53
PHR CONTRACTORS7

MANUFACTURING
MAYER POLLOCK STEEL CORPORATION51
M-LINE SEALS & GASKETS30

MARKETING / ADVERTISING
BERKS DIGITAL, INC.14
KINETIC WEB SOLUTIONS52

MARKETING/ADVERTISING
JIM BOZZINI SCHOOL MEDIA PROMOTIONS32

MEETING/ENTERTAINMENT FACILITY
SUNNYBROOK BALLROOM25

NAIL SALON
TRE NAIL BAR30

OFFICE FURNITURE
ETHOSOURCE, LLC20
FURNITURE SOUP54

ORGANIZATION
GREATER READING ECONOMIC PARTNERSHIP17
POTTSTOWN ROTARY CLUB57
SPRING FORD CHAMBER B2B EXPO35

PAINTING CONTRACTOR
RPK PAINTING23

PAYROLL SERVICES / BOOKKEEPING SERVICES
EXPRESS DATA SYSTEMS, INC.8

PEST CONTROL
PATRIOT PEST SOLUTIONS24

PHOTOGRAPHY
STYLISH IMAGES PHOTOGRAPHY54

REAL ESTATE / FOR SALE/LEASE
CHRIS JAMES HECTOR REALTY30
GLOCKER AND CO. INC.8
KELLER WILLIAMS REAL ESTATE30
LONGVIEW DEVELOPMENT16
SPRINGER REALTY / DEBBIE SINGLETON30
ZUBER COMMERCIAL REALTORS4

REAL ESTATE ATTORNEY
ANDREW J. MONASTRA, PC58

REAL ESTATE AUCTIONEER
GEYER AUCTIONEERS21

RECREATION / ENTERTAINMENT
JAY LANES27
STEEL RIVER PLAYHOUSE27

RESIDENTIAL & COMMERCIAL SERVICES
THE LONGACRE COMPANY16

RESTAURANT
GRACE'S 21ST CENTURY CAFE & CATERING39
RED LOBSTER39
SEVEN STARS INN39
THE INN AT ST. PETER'S VILLAGE39

RESTAURANT/BAKERY
MILKMAN LUNCH CO. & CAKE SHOPPE12

RETAIL / SHOPPING
PLAZA & COURT AT KING OF PRUSSIA13
WEITZENKORN'S & SONS10

RETAIL/JEWELRY
GOLDSMITH LTD. FINE JEWELRY11

SECURITY SERVICES/ALARMS
KRIEBEL SECURITY/CZAR STAR9
SAH INCORPORATED33
SECURITY SERVICE COMPANY19

SEPTIC SERVICE
A HONEY DIPPER / J. BREHM, INC.55

SIGNS/BANNERS/GRAPHICS
FASTSIGNS28
GRABER LETTERIN'28
SIGNS & MORE38

STORAGE FACILITIES
B&S SELF STORAGE40
LIMERICK CAR WASH12

TECHNOLOGY/COMMUNICATIONS
SCHULTZ TECHNOLOGY33

TRANSPORTATION
KLEIN TRANSPORTATION22

TRAVEL & AUTOMOTIVE SERVICES
AAA EAST PENN13

TRAVEL SERVICES
GLASS SLIPPER CONCIERGE30

VIDEO PRODUCTION
V.A. PRODUCTIONS36

VIDEO PRODUCTION/TELEVISION
PCTV NETWORK56

Let's have a *heating* discussion now.
Then in summer, we'll help cool you off.

Call our service managers at
610-370-9907.

CC&M Plumbing Heating Electrical
Current Connections & Mechanical Services, Inc.

B&S Self Storage
"The Storage Solution"
www.BandSSStorage.com

Budget Truck Rental
Two Locations

Douglassville
604 Ben Franklin Hwy.
Rt 422 & Hillview Rd.
610-385-7200

Pottstown
175 S. Pleasantview
(Behind K Mart)
610-970-9902

Inside & Outside Storage - U Lock
Boxes & Moving Supplies
Unit Sizes - From Closet to Garage
Fenced - Lighted - Safe - Secure
Controlled Gate Access
24-Hour Surveillance
Computerized Gate Access
All Major credit Cards - No Deposits

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2013 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the *Route 422 Business Advisor* are the views of authors and individual contributors and are not to be attributed to the *Route 422 Business Advisor*, its editorial advisors, or its advertisers, unless expressly stated. The *Route 422 Business Advisor* does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. **All ads are non-cancellable.** ERRORS—It is the *Route 422 Business Advisor's* policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the *Route 422 Business Advisor*, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, *Route 422 Business Advisor's* liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the *Route 422 Business Advisor* is notified PRIOR to the next edition's deadline. Placing an advertisement in the *Route 422 Business Advisor* constitutes acknowledgment and acceptance of these terms.

LEADERSHIP AND SUCCESS

(Continued from page 38)

Advice: At the first sign of irritation in a prospect, thank them for your time, wish them a good day, and ask if might speak with them another time. Also, if you've got an argumentative streak in you, outgrow it, and fast — all it will net you is a bad reputation.

Honest self-assessment:
The key to success

One way to improve your performance in the domain of sales is to document your activities in writing on a daily basis and tie these directly to the results you've achieved. Note what you did well, what you did poorly, what you can do better, and how. Review to the relationship of all of the above to specific goals that you have for who you want to be and how you want to live, and do that in writing as well.

Above all, be honest with yourself, both about your strengths and about the areas in which you would benefit from improvement. Positive thinking is useful, but it can easily be confused with false confidence and even denial. Neither of these latter two will make you better at what you do.

Star athletes achieve excellence by reviewing their performances, sticking with what they're doing right, admitting what they're doing wrong, and eliminating the destructive patterns of error that hold them back. They also visualize applying all of the above systematically in their next outing.

Their confidence then emerges naturally from knowing that they've done everything possible to give themselves their best chances at success. It works for them — can you think of any other areas of professional activity in which such an approach might be useful?

Dr. Richardson is the founder of Redwood Enterprises, a business consulting, training, and executive coaching firm that specializes in helping business owners make sure that what they do every day reflects sound strategic planning. He is available for speaking engagements on business related topics. Visit his company's website at www.redwood-enterprises.com, or contact Redwood Enterprises by phone at 610.326.3670.

Editor's Note:

This article and all past articles by Dr. Richardson published in *Route 422 Business Advisor* are available at www.422business.com.

Readers may post comments and ask questions, and engage the author in a dialogue.



TRICOUNTY AREA CHAMBER OF COMMERCE

TCACC MISSION:

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

2013-2014 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Rod Martin, Owner,
Martin Stone Quarries, Inc.

CHAIRMAN ELECT

Heather Chandler, President,
Sealstrip Corporation

TREASURER

Sharif Omar, CEO, Pottstown
Memorial Medical Center

IMMEDIATE PAST CHAIRMAN

Terese Brittingham, Broker/Owner,
Keller Williams Realty Group

SOLICITOR

Joseph K. Koury,
O'Donnell, Weiss & Mattei, P.C.

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Brad Borneman,

The Body-Borneman Companies

Bill Breslawski, Maillie LLP

Ross DeSimone,

Corporate Psychological Resource Center

Joe Fava, Clothes to Home Dry Cleaning

Richard Graver, Victory Bank

Drew King, Main Line Financial Advisors

David Kraybill, Pottstown Area Health &
Wellness Foundation

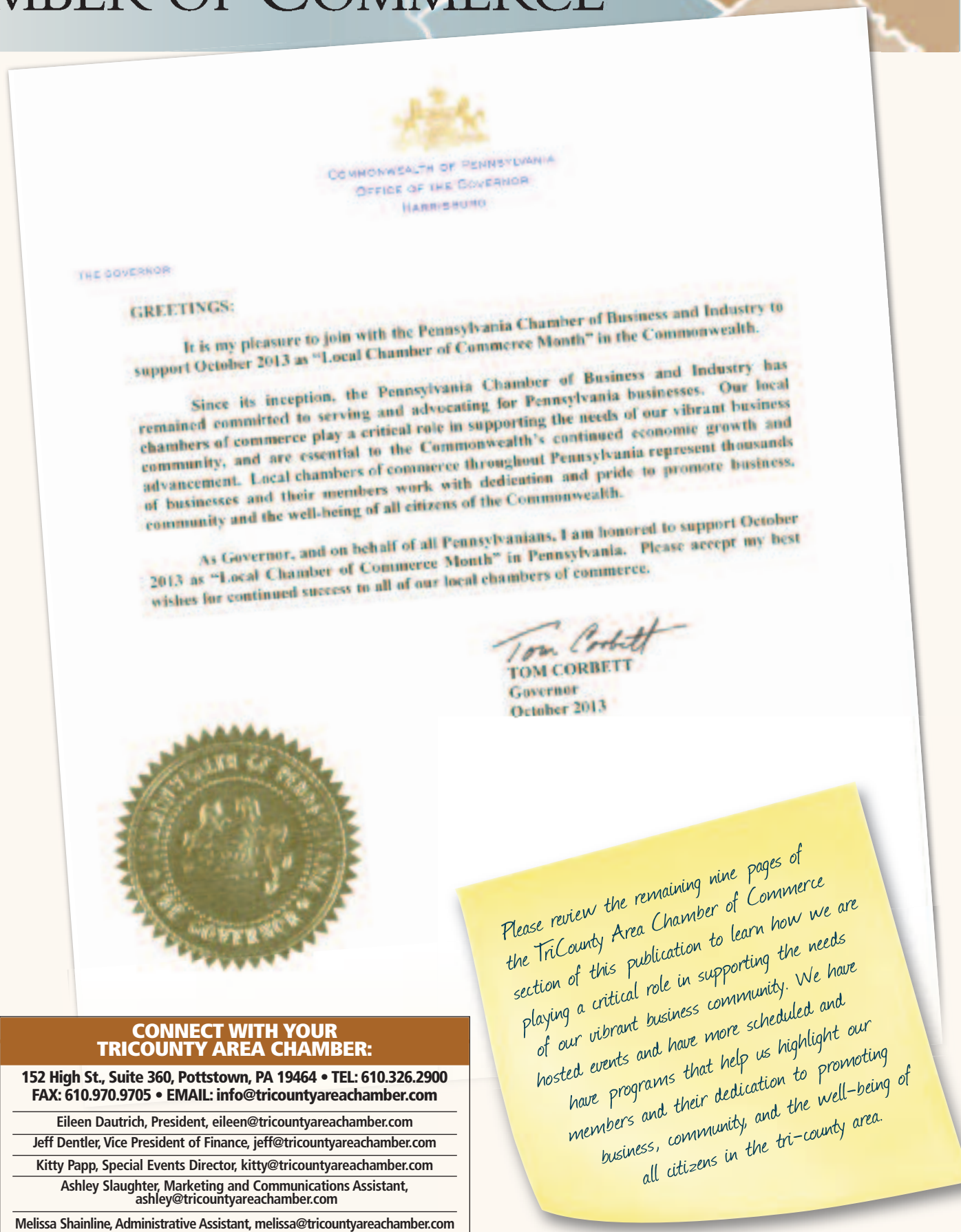
David Lewis, Exelon Corporation

Rick Lewis, Lewis Environmental, Inc.

Steady Moono, Montgomery County
Community College

Baran Schultz, Schultz Technology

Frank Strunk, National Penn



GREETINGS:

It is my pleasure to join with the Pennsylvania Chamber of Business and Industry to support October 2013 as "Local Chamber of Commerce Month" in the Commonwealth.

Since its inception, the Pennsylvania Chamber of Business and Industry has remained committed to serving and advocating for Pennsylvania businesses. Our local chambers of commerce play a critical role in supporting the needs of our vibrant business community, and are essential to the Commonwealth's continued economic growth and advancement. Local chambers of commerce throughout Pennsylvania represent thousands of businesses and their members work with dedication and pride to promote business, community and the well-being of all citizens of the Commonwealth.

As Governor, and on behalf of all Pennsylvanians, I am honored to support October 2013 as "Local Chamber of Commerce Month" in Pennsylvania. Please accept my best wishes for continued success to all of our local chambers of commerce.

Tom Corbett
TOM CORBETT
Governor
October 2013



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

Please review the remaining nine pages of the TriCounty Area Chamber of Commerce section of this publication to learn how we are playing a critical role in supporting the needs of our vibrant business community. We have hosted events and have more scheduled and have programs that help us highlight our members and their dedication to promoting business, community, and the well-being of all citizens in the tri-county area.

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!***

American Heritage Federal Credit Union
The Limerick Square Shopping Center
70 Buckwalter Rd.
Limerick, PA 19468
610.792.7440

www.amhfcu.org

Banks / Credit Unions

A financial services credit union offering services to all of Philadelphia, Montgomery and Bucks Counties.

Car-Tel Communications
501 Station Ave.
Haddon Heights, NJ 08035
856.761.7600
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.

Cutillo's Restaurant
2688 E. High St.
Pottstown, PA 19464
610.327.2910
www.cutillos.com

Restaurants / Clubs

Cutillo's Restaurant is located in the beautiful village of Sanatoga, PA, just east of Pottstown. Cutillo's Restaurant overlooks the Sanatoga Creek and has a rich heritage in western Montgomery County. The restaurant also offers take-out and catering services.

Dentler's Dog Training, LLC
1218 Cherry St.
Pottstown, PA 19464
610.505.0123

www.dentlersdogtraining.com

Pet Shops / Supplies / Grooming / Training
Dentler's Dog Training provides behavior modification and obedience training using positive reinforcement methods, while teaching dog owners how to properly train their pets. Their motto: "Training one end of the leash, educating the other."

Patient First
Shoemaker Road
Pottstown, PA 19464
717.819.3320

www.patientfirst.com

Hospitals

Patient First medical centers are open from 8 AM to 10 PM, every single day of the year for physician-directed, non-appointment primary and urgent care. Each Patient First Medical Center has on-site labs, x-rays, and prescription drugs and all major insurance plans are accepted.

The Pennsylvania Community Development & Finance Corporation
2561 Bernville Rd.
Reading, PA 19605
610.898.6051

www.pcdfc.com

Financial Consultants / Services

PCDFc is a Certified Development Company of the US Small Business Administration (SBA) developed as a not-for-profit corporation to provide SBA 504 loans to new and growing small business seeking fixed rate, long term financing at or below market interest rates.

MEMBERSHIP REFERRAL INCENTIVE

Refer a business & they join, you receive a \$50 Referral Reward. It's that simple. The \$50 can be designated towards many Chamber programs and events, including your dues. Referred a new member? Call 610.326.2900 or visit us on the web at www.tricountyareachamber.com

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

34 YEARS

Malvern Federal Savings Bank
Waste Management of PA

26 YEARS

Penn Airways

24 YEARS

Borough of Boyertown

22 YEARS

Herbein & Company, Inc.

20 YEARS

AdVantage Promotional Advertising

10 YEARS

Independence Planning Group

5 YEARS

Whitegate Contracting Company

1 YEAR

Hand & Stone Massage and Facial Spa
Christian Ricco, State Farm Agent
Zimmerman Law

Member Renewals

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

Albitz Garage, Inc.

Andrew J. Monastra, P.C.

Cardno BCM

Colorworks

Graphic Services, Inc.

Fellowship Farm

Friendship House

Gary's Carpet & Flooring Depot

Hollenbach Construction, Inc.

Lower Pottsgrove Township

National Penn Investors Trust Company

Orlando Law Offices, P.C.

PeopleShare, Inc.

PermaBond, LLC

Pottstown Area Health & Wellness Foundation

Pottstown Area Seniors' Center

Pottstown School District

Reading Art Works

Rotary Club of Pottstown

Schuylkill River National & State Heritage Area

Schuylkill Valley Regional Dance Company

Tornetta Realty Corp.

United Way of Greater Philadelphia & Southern New Jersey

Universal Machine Co.

Visiting Nurse Association of Pottstown & Vicinity

Walnut Woods

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

Weds., Nov 6

11:30 AM – 1:30 PM

WOW LUNCHEON

Bellewood Country Club, 400 E. Schuylkill Rd., Pottstown, PA 19465
Sharon H. Katz, PH.D., of Main Line Psychological Resources, LLC will present on “Stress Management for Women in the Workplace: Key techniques, especially during the Holiday Season”. She will address time management, maintaining energy, setting limits, relationship troubleshooting, setting realistic goals and relaxation skills.

\$25 per Member (pre-paid), \$30 per Member (invoiced); \$35 per non-member
Sponsored By: Diamond Credit Union

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; \$20 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 the pilot program of the Chamber’s Worksite Wellness Initiative completed by Sealstrip Corporation and a community health needs assessment conducted and presented by the Pottstown Area Health and Wellness Foundation.

Current accurate information and trends on people, their interests, needs and demographics can be difficult to find in one place. Whether you are a non-profit or for-profit business, this comprehensive needs assessment presentation will highlight our progress and challenges in the Tri-county Area. Experience the tip of the iceberg of data and ways to go deeper. The presentation will be a snap shot on area health and population statistics and trends. This presentation is a collaborative effort between the Pottstown Area Health & Wellness Foundation and the TriCounty Area Chamber of Commerce.

\$25 per Member (prepaid); \$30 per Member (invoiced); \$50 per non-member
Sponsored By: Pottstown Memorial Medical Center

Tues., Nov. 19

4 – 6 PM

NOVEMBER BUSINESS CARD EXCHANGE

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

Members Only; No Charge; Reservations Appreciated

Join fellow Chamber Members for wine, beer and hors d’oeuvres provided by Catering by Yellow Springs and beautiful sounds from pianist Jeremy Fanucci. There will also be a gift basket drawing.

Sponsored By: The Victory Bank

DECEMBER SAVE THE DATES

Tues., Dec. 10

5 – 6:30 PM

ANNUAL HOLIDAY MIXER

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

Celebrate with fellow Members at our Open House while enjoying refreshments donated by Chamber food & beverage Members.

Members Only; No Charge; Reservations Appreciated

Thurs., Dec. 5

11:30 AM – 1:30 PM

WOW LUNCHEON

Cuttillo’s Restaurant, 2688 E. High St., Pottstown, PA 19464

Linda Jacobs, Senior Art Director at Epps Advertising, will be presenting “Jump on the BRAND wagon!” and share tips to help you “brand yourself” so you stand out in your market, identify your strengths, and use social media and the Internet to sell YOU!

SAVE THE DATE

Weds., January 15

BOYERTOWN AREA PROGRESS DINNER

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

Social Hour

Dinner & Program

Highlighting business & community with the presentation of the James K. Boyer “Quality of Life” Award and a video by Boyertown Area High School Students showcasing progress in the Boyertown Area over the last year.

These companies will be featured in the Progress Dinner’s Video Presentation:

Berk Wiper International, LLC

Boyertown Community Park Walking Trail, Exercise Stations and Frisbee Golf

Lords & Ladies Salon - Perkiomenville

Quigley Chevrolet

Quigley Chrysler, Dodge, Jeep and Ram

\$70 per Member; \$100 per non-member; \$650 per table of ten

Sponsorship Opportunities Available

Inclement Weather Date: Weds., January 22.

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, POTTSTOWN, 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

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



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



SAVE. SHOWCASE. SHARE.

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

ALWAYS BUY CHAMBER THIS HOLIDAY SEASON!

FEATURED MEMBER BENEFIT OF THE MONTH

TriCounty Area Chamber of Commerce has a business directory on its website to help you find what you are looking for. This holiday season make sure you remember your ABC's – ALWAYS BUY CHAMBER.

There is a full list of over 400 local businesses to meet all your personal and business needs when planning for the holidays this year!

Visit the business directory at tricityareachamber.com or scan this QR code with your smartphone for the Chamber's Mobile App and support our local businesses and community.



SAVE

SAVE ON ENTERTAINMENT

Get great deals on movie tickets and other fun activities! Time to stock up for the holidays! Don't forget about this great Member Benefit when thinking about what to do with your family this holiday season. Also – makes a great stocking stuffer!

Movie Tavern: OUR PRICE - 10 Tickets for \$79.50; Gate Price - 10 Tickets for \$95

Carmike: OUR PRICE - 10 Tickets for \$75; Gate Price - 10 Tickets for \$102.50

Regal: OUR PRICE - 10 Tickets for \$74; Gate Price - 10 Tickets for \$115

Adventure Aquarium: OUR PRICE - Adult \$17; Gate Price - \$24.95; OUR PRICE - Child (2-12) \$13.50; Gate Price - \$17.95

National Aquarium: OUR PRICE - Adult (12-59) \$25.50; Gate Price - \$29.95; OUR PRICE - Child (3-11) \$20; Gate Price - \$20.95; OUR PRICE - Senior (60+) \$24.50; Gate Price - \$26.95; OUR PRICE - Military \$22

Philadelphia Zoo: OUR PRICE - Adult \$16; Gate Price - \$20; OUR PRICE - Child (2-11) \$16; Gate Price - \$18

Please Touch Museum: OUR PRICE - General Admission \$13.50; Gate Price - \$16; OUR PRICE - Centennial Grown-Up Tours \$13.50; Gate Price - \$16

Tickets are for Chamber Members and their employees only.

Call 610.326.2900 or visit the Members Only section on tricityareachamber.com for more information and availability.

SAVE WITH COUPONS

You can offer special holiday coupons for Chamber Members and the public to use!

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

If you would like to offer a coupon, please visit the Members Only tab at www.tricityareachamber.com to create your own. Coupons can be made available to the

general public (Public Coupons) or can be restricted to fellow Chamber Members (Member-to-Member Coupons).

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

SHARE

WE SHARE WHAT IS HAPPENING IN THE COMMUNITY

Post your grand opening, fundraising, or other event to our Community Calendar. Simply go to the Community Calendar page and click on Submit Your Community Event. After you fill in the details, submit the event, and when it is approved by Chamber staff, your event will appear on the calendar.

Also, use the Community Calendar this holiday season to find out what events are happening in our area!

SHOWCASE

SHOWCASE THAT YOU BELONG TO THE CHAMBER

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?

As potential customers are out and about this holiday season, make sure they know you are a Chamber Member by following these 3 steps:

1. 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!

2. MAKE SURE YOUR WINDOW DECAL IS PLACED IN YOUR STOREFRONT

Chamber Members received their Window Decals in February! Place your decal in your storefront 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.

3. USE THE CHAMBER LOGO ON YOUR MARKETING MATERIALS

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.

PROMOTE YOUR BUSINESS VIA EMAIL

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



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

SHOWCASE YOUR HOLIDAY GOODS AND SERVICES WITH A REACH OF 800 POTENTIAL CUSTOMERS WITH ONE MAILING!

Promote your holiday goods and services in the Chamber's Newsmagazine!

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 the Chamber's October Newsmagazine Insert Sponsors!



WE SHARE YOUR NEWS

Have information about what your business has in store for the holidays? Send us a press release and we will add it to our website!

We will post your submitted press releases to the Member News section of tricityareachamber.com. Please send press releases as attachments (in Word or PDF format) to jeff@tricityareachamber.com.

Plus, we SHARE your news on Facebook and Twitter!



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

THANK YOU

**THANK
YOU TO THE
OCTOBER
COFFEE
SPONSOR**



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.*

SEPTEMBER BUSINESS CARD EXCHANGE



From left to right: Hanna Hartman, Herb Real Estate, Inc.; Jackie Gofus, Janney Montgomery Scott, LLC; Lori Rohrbach, National Penn Bank; Sylvia Landis, Pottstown SCORE Chapter 594

On September 24, Chamber Members gathered at St. Aloysius School for the September Business Card Exchange. St. Aloysius is celebrating 100 years in the community and Chamber Members celebrated with their staff and enjoyed an evening of networking and hor d'oeuvres in the school's Gathering Center.

Sponsored By:



The next Business Card Exchange will be **Tuesday, November 19, 2013** from 4 to 6 PM at **The Victory Bank**, 548 N. Lewis Rd., Limerick, PA 19468

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

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

Also - don't forget about the Chamber's Holiday Mixer on December 10th!



Staff of St. Aloysius School.

**Creating
Connections**

WOW - WOMEN OF THE WORKFORCE

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

The next WOW Luncheon is **November 6** from **11:30 AM to 1:30 PM** at **Bellewood**



Country Club in Pottstown.

Sharon H. Katz, PH.D., of

Main Line Psychological

Resources, LLC will present

on **"Stress Management for Women in the Workplace: Key techniques, especially during the Holiday Season"**.

She will address time management, maintaining energy, setting limits, relationship troubleshooting, setting realistic goals and relaxation skills. **\$25 per**

Member (pre-paid), \$30 per Member (invoiced); \$35 per non-member

Sponsored By: **Diamond Credit Union**

To register go to tricountyareachamber.com

or call 610.326.5158.



**Sponsor a
WOW Email**

Have products or services that the WOW audience may be interested in? Use our monthly WOW email to let other Women of the Workforce know about what you have to offer.

For more information on this email sponsorship opportunity, contact Ashley at ashley@tricountyareachamber.com or 610.326.2900.

We want to thank the individuals that participated in the first meeting of the WOW Advisory Board:

Kristin Vandergoes,
Main Line Financial Advisors, LLC

Denise Davis,
C. Raymond Davis & Sons

Beth McGee, YWCA Tri-County Area

Cathi Marcheskie Maziarz,
Glass Slipper Concierge

Carol Daniels, National Penn

Nicole Henderson, Montgomery
County Community College

Robin McMonagle P.T.,
Occupational Health - CarePlex

Bernadette McElroy,
Bookkeeping Services, LLC

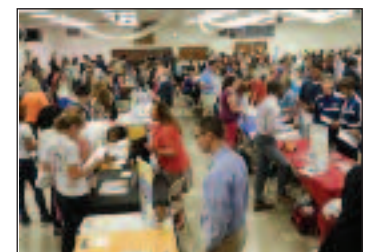
Leslie Stillings,
Pottstown Regional Public Library

TCACC'S 26TH ANNUAL COLLEGE FAIR

Students from six schools from across Montgomery, Berks and Chester Counties attended the Chamber's 26th Annual College Fair on Thursday, October 3 at Gilbertsville Fire and Rescue Company Hall in Gilbertsville. Students had the opportunity to meet with over 80 college and university representatives from several states.

Thank you to the following schools that participated in the 26th Annual College Fair

Pine Forge Academy
Pottsgrove High School
Pottstown High School
Progressions School
Upper Perkiomen High School
West-Mont Christian Academy



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



TRICOUNTY AREA
CHAMBER OF COMMERCE
Building Connections. Creating Communities. Supporting Commerce.

BOYERTOWN AREA PROGRESS DINNER

Featuring:

The presentation of the James K. Boyer "Quality of Life" Award and a video by Boyertown Area High School Students highlighting progress in the Boyertown Area over the last year.

**Wednesday,
January 15, 2014**

Indement Weather Date:
Wednesday, January 22, 2014

5 PM
Social Hour
Beverages will be for sale from 5 to 6:15 PM

6:30 PM
Dinner

**La Massaria at Bella Vista
Golf Course**
2901 Fagleysville Road
Gilbertsville, PA 19525

\$70 per Member
\$650 per Member table of ten
\$100 per non-member

TO REGISTER:
1. scan this QR code, 2. call 610.326.5158,
3. email kitty@tricountyareachamber.com, or
4. go to tricountyareachamber.com



SENATOR MENSCH ATTENDS CHAMBER PRO BUSINESS COUNCIL MEETING

State Senator Bob Mensch of the 24th District visited with the Membership during our monthly Pro Business Council meeting on Monday, October 21, 2013. Mensch discussed state legislative issues with the Council including transportation funding, liquor privatization, pensions, and property taxes.

The Chamber's Pro Business Council meets on the 3rd Monday of each month at 10 AM at the Chamber Office in Pottstown. The next meeting will take place on November 18, 2013. If you are interested in attending, please call us at 610.326.2900 or email Eileen at eileen@tricountyareachamber.com to let her know you plan to attend.



CREATING **CONNECTIONS** BUILDING **COMMUNITY** SUPPORTING **COMMERCE**



TRICOUNTY AREA
CHAMBER OF COMMERCE

Reliable info.



Free delivery.

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

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

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

MARKETING WITH THE CHAMBER

Did you know that you can advertise on the Chamber's website?

I think this might be one of the Chamber's best kept secrets. We get a lot of hits on our website and only two of our top thirteen most visited pages have banner sponsorships!

So far in 2013, the Chamber has had over 31,000 visits to tricountyareachamber.com! Each of our top thirteen website pages had over 1,500 visits this year. For just \$500 a year your business can be seen on the Chamber's website. An internal website sponsorship includes a banner ad on the page that takes visitors DIRECTLY TO YOUR WEBSITE, plus you get your business directory listing upgraded to a gold enhanced listing (add your logo, map link, business description, email link & website link).

Want to be seen by those 31,000 visitors? We have a limited amount of sponsorships remaining for these pages. The full banner at the top of the home page and on over 90% of all the pages that rotates among sponsors and links directly to your website can showcase your business for \$750 per year and includes a platinum enhanced directory listing (add a highlighted box around your listing, your logo, map link, business description, email link & website link). We also offer a ¼ banner logo



Ashley Slaughter

sponsorship found at the bottom of over 90% of all the pages that rotates among sponsors and links directly to your website and can showcase your business for \$300 per year and includes a gold enhanced directory listing (add your logo, map link, business description, email link & website link). Like I said, there are only a few of these sponsorships still available!

Now that the secret is out about this amazing and affordable way to market your business to range of potential customers, I suggest you get in touch with Jeff at or call 610.326.2900 to secure your featured internal website sponsorship or one of the limited home page sponsorships before someone else realizes what a good deal this is!

Top Website Pages for the Past Year

- #1 Chamber Overview - Sponsored By: Pottstown Memorial Medical Center
- #2 Business Resources - Sponsored By: Pottstown SCORE
- #3 Staff Directory
- #4 Photo Gallery
- #5 Municipal Info
- #6 Networking
- #7 Board of Directors
- #8 Contact Us
- #9 Membership App
- #10 Tri-County Life
- #11 Member Benefits
- #12 Jobs In Region
- #13 Largest Employers

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 – Engineering, Manufacturing

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@tricountyareachamber.com.

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 PILOT PROGRAM FROM THE
TRICOUNTY AREA CHAMBER OF
COMMERCE WORKSITE WELLNESS
INITIATIVE
&
THE POTTSTOWN AREA HEALTH
& WELLNESS FOUNDATION'S
NEEDS ASSESSMENT FOR THE
TRI-COUNTY AREA COMMUNITY

TO REGISTER:
SCAN THIS QR CODE WITH YOUR SMART PHONE.
CALL 610 326 5158.
EMAIL [KITTY@TRICOUNTYAREACHAMBER.COM](mailto:kitty@tricountyareachamber.com).
OR GO TO TRICOUNTYAREACHAMBER.COM.

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

RIBBON CUTTINGS



CROSSFIT FIDELITY

123 E. Philadelphia Ave., Boyertown, PA 19512



DOWN PINE LANE

1 E. Philadelphia Ave., Boyertown, PA 19512



AMERICAN HERITAGE FEDERAL CREDIT UNION

The Limerick Square Shopping Center,
70 Buckwalter Rd., Limerick, PA 19468

LEADERSHIP TRI-COUNTY CLASS OF 2014

September kicked off the start of the Leadership Tri-County Class of 2014 with an opening session built around introductions to the nonprofit sector in the tri-county area and teambuilding. The class started off by attending the Chamber's September Membership Breakfast where they learned about how area school districts are advancing career and vocational education in the tri-county region.

Presentations from Wendy David, Director of Regional Community Impact, United Way of Greater Philadelphia & Southern New Jersey, and David Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation focused on the climate of nonprofits in the area, a basic understanding of what role Boards play in nonprofits, along with a host of other information to help attendees better understand what the next 10 months will look like.

Class members also gathered at Fellowship Farm for team building activities to both get to know one another better and to build trust within the group.

NEW THIS YEAR - Participants gathered at the MCCC University Center for **BoardCorps™: Bootcamp**, The Nonprofit Center's signature immersion into the roles and responsibilities of nonprofit boards. This program will be presented as a series of three 2 hour classes on best practices in board development. The first of the two hour sessions was presented by Sonia Stamm, Founder & Principal of The Stamm Consultancy and Consultant and Trainer with The Nonprofit Center at La Salle University, in September. This piece of the Leadership Tri-County program is happening thanks to the education sponsor for 2014: **Pottstown Area Health & Wellness Foundation**.

This year's class is better than ever. Class members will be working on projects for nonprofits in the community over the next 10 months and their energy and positive attitudes will contribute greatly to the success of the program. Stay tuned for updates in future articles in the *Route 422 Business Advisor* to learn more about the Class of 2014 and what they are up to.

LEADERSHIP CLASS OF 2014

- Joyce Bagiraneza**, Valley Forge Casino Resort
Paul Coakley, John Middleton, an Altria Company
Barbara Deloplaime, National Penn
Krista Dougherty, Schultz Technology
Sheila Dugan,
Pottstown Downtown Improvement
District Authority
Kourtney High,
Borough of Pottstown
Rebecca Hobbs, O'Donnell, Weiss &
Mattei, P.C.
Cynthia Logan, John Middleton,
an Altria Company
Carrie Makoid,
Barry Isett & Associates, Inc.
Jeffrey Mantz, Maille LLP
Kenneth McQueen, John
Middleton, an Altria Company
Ashley Pultorak, Pottstown Area
Health & Wellness Foundation
Ginny Takach,
Borough of Pottstown
Nicole Taylor, Susquehanna Bank
Summer Trout, Montgomery
County Community College
Michael Wagman,
Pottsgrove School District



LEADERSHIP TRI-COUNTY

Over the next 9 months the Leadership Tri-County Class will be completing the following projects:

2-1-1 SEPA - A Community's
Introduction to 2-1-1

**Boyertown Area Community Wellness
Council** - Marketing Plan / Rebranding

Independence Day Ltd. -
Re-energize 4th of July in Pottstown

The Pottstown Area Seniors' Center -
A Positive Aging Experience

**Pottstown Downtown Improvement
District Authority** - Building a Community

**The Leadership Tri-County Class of
2014 is sponsored by:**

John Middleton
an Altria Company

Leadership
TRI-COUNTY

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

2013 is Biggest Year Yet for Bike to Work Challenge

The daylight shortens, the mornings are brisk, and the leaves begin to fall. These are tell tale signs that Autumn is upon us, but it also means that the annual Bike to Work Challenge has concluded. 2013 was the fifth year for the Bike to Work Challenge, and it was the most successful challenge to date. The Bike to Work Challenge began on May 1 and concluded September 30.

This year the Bike to Work Challenge was administered by Communities in Motion, a subsidiary non-profit of GVF. The challenge was also part of the National Bike Challenge which is sponsored by the League of American Bicyclists; Communities in Motion managed the challenge locally. The Bike to Work Challenge is exactly as it sounds, it encourages people to leave the car at home and ride a bike to work. This year saw the most growth in the challenge, from 162 participants in 2012 to 393 in 2013. Those riders logged a total of 275,089 miles on 17,214 trips. For all that riding, the impact on the environment meant that 98,457 pounds of CO2 were saved from being exhausted by automobiles. As for individual performance in the challenge, the median number of miles logged was 261, with a median 21 trips. For all that riding, the median amount of CO2 saved was 34.75 pounds.



Perennial TriCounty Area Chamber of Commerce participant Jeff Dentler

logged an impressive 57 trips for a total of 112 miles, saving 102.7 pounds of CO2. Kudos to Jeff, his legs must be tired from all that pedaling!

The results of the challenge can be deceiving, and it would be easy to assume that the greatest number of miles is the most important factor, but total mileage only tells a part of the story. The essence of the Bike to



Shayne Trimbell,
Project Coordinator,
GVF Transportation



Work Challenge is about inspiring change, and challenging people to rethink their use of the automobile. For those reasons, the most meaningful statistic is the number of trips; it is a more accurate measure of behavior change. For example, a person that lives 2 miles from their place of employment and rides every-day to work can only possibly record 20 miles per week, whereas the person who lives 10 miles from their place of employment may record 20 miles from a single commute, but may only ride one day per week. While both participants are avoiding the use of their automobile, the person riding more frequently is having a bigger impact. This scenario demonstrates why a greater emphasis is placed on the frequency, and not strictly the miles a person rides.

Beyond the environmental impact and the reduction of traffic, biking to work has immense health benefits. While on the bike, you are burning calories, and exercising your cardiovascular system. The results can be astonishing and noticeable, something that sitting behind the wheel of your car does not provide. Riding a bike also can be a money saving venture by reducing the amount of gasoline that you need to put in your car. Consider that 40% of automobile trips are for trips less than 5 miles, a distance that is entirely achievable on a bike, and in an amount of time that is nearly comparable. Biking to work is often just the beginning of a change of perspective to one that sees the bike as not just a recreational pastime, but as a tool for daily needs.

The Bike to Work Challenge will return in 2014. If you missed this year's challenge, consider participating next year. Once you start commuting by bike, and realize how much fun it is, how much money you saved, and how much fitter you look, you may not look at your car with the same reverence.

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



Joe Fava

JOE FAVA, OWNER OF CLOTHES TO HOME DRY CLEANING

Company Description: Dry Cleaning, Laundry Services and Tuxedo Rental

Special Interests: Spending time with his family and friends, the outdoors, hiking and camping

Number of Years he has worked in the Tri-County Area: 6

Personal Business and/or Leadership Philosophy: "We are all in this life together and it is together that we will get through our darkest periods. It is together that we celebrate our best times and it is together that we grow and improve the world we live in. No one goes at it alone and can survive for long."

Business Role Model: Rocco D. Simone - owner of a small town fruit and vegetable store. Joe thinks that it's amazing what a 12-year-old can teach you about business, especially how to not be so serious when dealing with the public and how to laugh and be light-hearted. Service trumps everything, even price.

Areas of Involvement within the tri-county area: Serves on TCACC Board of Directors

Why Joe feels that the programs and services provided by TCACC offer value as a Member: He believes that it legitimizes his company and helps with company recognition.

Leadercast

TriCounty Area Chamber

@
New Hanover United
Methodist Church
Gilbertsville, PA

Join Us
May 9, 2014



A one day leadership
event broadcast LIVE from
Atlanta, GA to hundreds of
locations around the world.

Check Out the Chamber
on Social Media



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

GOLF OUTING



On September 16, 2013 the Chamber held its 33rd Annual Golf Outing & Clambake at Hickory Valley Golf Course. The weather was great for golf and networking! Attendees were able to enjoy more networking during the Clambake portion of the event. The Clambake was provided by Moyer's Catering.

The award for...

Longest Drive - Troy Long,
StandingStone Media/SSM Creative
Straightest Drive - Andy Marraffa, Media
Fusion Technologies, Inc.
Closest to Pin - David Szablowski,
National Penn

1st place: John Cunningham of AGL Spray Foam, Derek Menaldino of Main Line Financial Advisors, LLC and Shawn Standen of Santander

2nd place: Todd Becker, Joe Corcoran, and Jake Greth of Sealstrip Corporation

3rd place: Jim Phillips, Richard Graver, Joe Major, and Eric Offner of The Victory Bank

The Chamber would like to thank everyone who helped make this event possible!

Thank you to the participating companies:

The Body-Borneman Companies
C. Raymond Davis & Sons, Inc.
Clothes to Home, LLC
Continental Bank
Corporate Psychological Resource Center
Furniture Soup
Global Advanced Metals
Greater Reading Economic Partnership
H & H Home Inspections
H & K Group
IPR International
Keller Williams Realty
Lewis Environmental
Limerick Township
Longacre Co.
MackKissic, Inc.
Maillie LLP
Main Line Financial Advisors, Inc.
Marion & Black, LLC
Martin Stone Quarries
Media Fusion Technologies, Inc.
National Penn
Penn Environmental & Remediation, Inc.
Pottstown Memorial Medical Center
Schultz Technology
Sealstrip Corporation
SEI
Standing Stone Media/SSM Creative
The Victory Bank
Vitello Law Firm
Walnut Woods
Windstream Communications, Inc.

Thank you to the 2013 Golf Outing Hole Sponsors:

Clothes To Home
Continental Bank
Corporate Psychological Resource Center
Coventry Christian Schools
Diamond Credit Union
Fulton Bank
Main Line Financial Advisors
Martin Stone Quarries, Inc.
McCormick Chiropractic
Media Fusion Technologies, Inc.
O'Donnell, Weiss & Mattei, P.C.
Pottstown Auto Wash and Detail Center
The Perkiomen School
The Victory Bank
Yucha & Associates Chiropractic

Special Appreciation to our volunteers for the day:

Janet Haupt - National Penn
Richard Linderman -
O'Donnell, Weiss & Mattei, P.C.
Carrie Robinson - Schultz Technology
Lori Schweitzer - Potty Queen
Thomas Spann - National Penn

Thank you for your contribution to this Event:

Arnold's Family Fun Center
Clothes To Home
Community Health & Dental Care
Diamond Credit Union
Fulton Bank
Greater Reading Economic Partnership
H & K Group
Hickory Valley Golf Club
Janney Montgomery Scott
Lindt Chocolate
McCormick Chiropractic
Milkman Lunch Co.
Moyer's Catering
Penn Liberty Bank
Philadelphia Premium Outlets
Pottstown Auto Wash and Detail Center
Pottstown Memorial Medical Center
Ron Black Agency
Tri County Toyota
Valley Forge Casino Resort

Meet The Leadership TRI-COUNTY Class Of 2014



Joyce Bagiraneza, Sales Manager of Valley Forge Casino Resort, has worked in the tri-county area for 12 years. She is married to her husband Willibrord and has one daughter, Estelle. Her special interests include spending time with her husband and daughter, hanging out with her mother and father, and volunteering. Family time is important to her - whether it's watching Finding Nemo or Dora the Explorer another time or continuously learning more from her parents. She also tries to follow the Dalai Lama's saying - "If you want others to be happy, practice compassion. If you want to be happy, practice compassion."

Joyce holds a BS in Business Administration and an MS in Tourism and Hospitality Management. Her personal business philosophy includes *treating everyone the way you would want to be treated - you don't need to step on anyone to get ahead.* Joyce's business role model is Oprah Winfrey.

Other than Leadership, Joyce is very involved with the Chamber. Joyce feels that participating in the Leadership Tri-County program is important and says that "The tri-county area is my community and I want to be more involved in the advancement of my community. Being a part of the Leadership Tri-County program helps me to understand what the local issues are, who the local players are, and how to make a difference in the community."

Joyce looks forward to learning more about the way the community functions and areas where she can be of service while participating in Leadership Tri-County.



Paul Coakley, Senior Manager, Human Resources of Altria, has only lived and worked in the tri-county area for a little over a year and a half. He is married to his wife Belinda and has one son, Paul II. Some of Paul's special interests include supporting veterans by volunteering with veterans affairs, riding Harley Davidson motorcycles, working out, lifting weights and running.

Paul holds a BS in Criminal Law and an MPA in Human Resources. Paul's personal business philosophy is to *lead by example; do what you said you would do; respect one another; and it's easy to lead when things are going good.* His business role model is Charles "Chuck" Mayes who taught him everything when he started out in Human Resources, especially the Labor Relations aspect of the business.

Since Paul is relatively new to the area he hopes to become more involved with the TriCounty Area Chamber of Commerce. Paul feels participating in the Leadership program is important to get to know other leaders in the community and for other leaders to learn more about Altria and John Middleton Co. Paul says that "Together we can improve our surroundings."

Paul is looking forward to learning all that he can about nonprofits - how they work, funding, budgeting, and utilizing their 501(c)(3).

A special thank you to the sponsors of this event:

Putt for Cash Sponsor:



Cart Sponsor:



Lunch Sponsor:



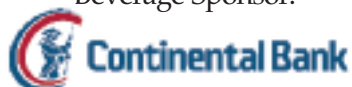
Goodie Bag Sponsor:



On Course Snack Sponsor:



Beverage Sponsor:



Trophy Sponsor:



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

POLITICS AND DEVELOPMENT

DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy



The more I am out on my own working, the more I realize that politics is the essence of doing downtown development deals. Since I have worked in so many places, I have a fairly good idea of what it takes to get a project done. Elected officials, commission members and citizens all have a say in development. When a developer attempts to work in a town, there is always a need to work with the locals.

If the developer is local, it makes the process a little easier because he or she knows all of the people involved. On the other hand, it might make it harder if people know the developer and have an ax to grind with the individual. In most cases, the people presenting the new development are from out of town and are viewed as having deep pockets.

I have a couple of development projects going throughout the state, and I have found, depending upon the project, that people can have widely divergent opinions concerning what is and what is not acceptable. In towns where not much happens, there is always a desire to "make it happen," and in towns that are less than struggling, there is always a "why should we attitude."

Given the fact that all development projects are not created equal, it appears that people in struggling towns try to find a way to look at the positive side of development. I have always liked to work in the towns that have problems. "My kinda Town," I often say to the elected officials. The realm of possibilities is endless, in terms of what good you can do.

I have found that some towns will never revitalize because of the politics. Politics of exclusion, politics of hate, politics of the

ridiculous, all rein either exclusively or in tandem. There are times when the politicians in these towns realize that there is nothing they can do, so they punt. Normally when they are ready to punt and take a chance, they tend to fall back to normality once things start going better. I call it "too many geniuses in the room syndrome."

I see it all of the time, "Hahaha, well Barry, I think we can take it from here." What happens after that is, a decline occurs in small increments, because the room full of geniuses dismantle what is important, because they are left to the "feel" of the town. Their concern is more about politics and how their friend could get a job, or how Joe from down the street has a better idea.

I recently interacted with a different kind of politics, the politics of self-centered gain. Not that I am a stranger to it, as after all, I worked for a couple of years on South Street. In this case, I had an elected official on my board admit that they had taken money which was donated as a contribution. It was a surreal moment at the meeting, and there was an eventual resignation.

(See "Downtown Marketing And Development" on page 53)

choices

Manage your cash and checks better and keep more dough.
National Penn small business advisors provide customized cash management and business checking solutions to help you compete in today's fast-paced business environment. Book a free lunch or breakfast meeting at mysmallbizbank.com.
It's not revolutionary. It's the way relationships should be.

NATIONAL PENN

Member FDIC 1.800.822.3321 | www.mysmallbizbank.com

BANKING INSURANCE INVESTMENTS TRUST

WHEN YOUR IMAGE COUNTS

POLLARD | PLASTIC SURGERY
body contouring + facial rejuvenation

15 Presidential Boulevard | Suite 102
Bala Cynwyd, PA 19004 | 610.667.3303
www.epollardmd.com

MAYER POLLOCK STEEL

Voted Best Scrap Metal Recycler in PA

Highest \$ Paid For All Metal Scrap:
Cars, Appliances, Cast, Structural, Copper, Brass, Stainless, Aluminum, Etc.

Recycling America's Resource Since 1959

Servicing Industrial Accounts is Our Specialty!
Free Container Service Provided
Industrial Demolition
www.mayerpollock.com

Three Locations in PA:
Temple 610-926-1387 • Pottstown 610-323-5500 • Phoenixville 610-935-9363





EMPLOYMENT SCREENING SERVICES

Do you **really** know whom you have just hired?
Employers, you have a right to know.

Background Screening Components
Tailored to your Company's Needs:

Criminal History • Employment History
Driving History • Education • SSN Verification
Professional Licenses / Certifications

Avoid Negligent Hiring. Detect Résumé and Application Fraud.
Protect your Company. www.TheAccu-FactsCompany.com
CALL FOR FREE CONSULTATION 1-800-336-1001
P.O. Box 177 • Perkiomenville, PA 18074 • 610.287.5300 • Fax 610.287.2657



CLEAN CUT

ESTABLISHED 1987

LAWN & LANDSCAPING SERVICE

Ron Buttaró phone 610.495.6399
Owner/President fax 610.970.7014
285 Linfield Road, P.O. Box 1100, Parker Ford, PA 19457
www.cleancutlawnandlandscape.net

Commercial Snow Removal • Firewood

LAWN SERVICES	LANDSCAPING SERVICES
- Mowing - New Lawn Installation - Seed or Sod - Lawn Renovations - Mulching & Edging - Shrub trimming - Maintenance Contracts	- Creative Designs - Trees & Shrub Installation - Patios & Walkways - Retaining Walls - Enhancement Lighting - Irrigation Systems - Ponds & Waterfalls - Fencing

REGRETTABLE FACTS –

From Here to South Korea

(Summary from "Court Favors Yale in Suit Involving Fake Degree," the New York Times, August 15, 2013)



By Joseph J. Hirsch, The Accu-Facts Company

As an employer, one of the first things you look at in an applicant's resume and submitted paperwork is the school where he or she graduated. When you see a degree issued and conferred from Harvard, Yale, Princeton, or Columbia universities, for example, your interest in this candidate will most likely be piqued. Ivy League graduates demand and get your attention very quickly, in the hiring phase.

Imagine the surprise of a prestigious South Korean university when they discovered that one of their professors does not actually hold an Ivy League graduate degree despite claiming to do so:

When Shin Jeong-ah, a rising star in the art world, applied for a job at South Korea's prestigious Dongguk University, in 2005, one credential stood out above the rest: a Doctorate in Art History from Yale University, in New Haven, Connecticut.

In a country where a premium is placed on impressive degrees, so much so that it can even affect marriage proposals, a Yale University degree is about as good as it gets anywhere around the world.

But two years later, after being employed, it was revealed that Ms. Shin had never received a Yale degree, embarrassing Dongguk University officials and setting off a scandal that quickly spread beyond the school to prominent figures across the country.

Ms. Shin would eventually be convicted of falsifying records — including a document she claimed certified her Yale University doctoral degree — along with embezzlement crimes too.

However, Dongguk University officials also felt wronged by Yale, which in 2005 had mistakenly confirmed the authenticity of Ms. Shin's Yale credentials.

Dongguk University filed a civil suit against Yale, but the courts sided against the Korean university, citing that there was "no malicious intent" in the oversight, by Yale. This one person incident has proven expensive for the Korean school, losing millions that would have been used instead for expansion. More importantly, the administration at Dongguk experienced extreme embarrassment and lost prestige, in front of its clients, the students, the local community, and around the country too.

It's not just high-level professor positions, however, who have been found to falsify documents. Last month in this column, I discussed similar circumstances for Scott Thompson, the Yahoo CEO who stepped down when it was also discovered that he did not hold the computer science degree his resume claimed. These events show that even top executives and other

(See "Regrettable FACTS" on page 54)

logical solutions for a technical world



Kinetic

web solutions

web design

web hosting

graphic design

internet applications

192 West Ridge Pike
Limerick, PA 19468

610-831-9827

www.kineticweb.com

Limerick Generating Station

Powering the community for the future



Exelon Nuclear submitted a license renewal application to the U.S. Nuclear Regulatory Commission seeking approval to operate Limerick for an additional 20 years. It is important for Limerick to receive license renewal and remain in the community.

Good for Our Power Supply

License renewal is good for the regional power supply. Limerick is a reliable, always-on, inexpensive energy source providing electricity to the power grid.

Good for Our Community

License renewal is good for our community. Limerick employs hundreds of local people in well-paying jobs and contributes approximately \$600,000 to community organizations each year.

Good for Our Environment

License renewal is good for our environment. Limerick generates enough carbon-free electricity to power over two million homes.

To learn more about Limerick Generating Station visit www.exeloncorp.com/limerick

 Like us on Facebook
www.facebook.com/limerickgeneratingstation

©Exelon Corporation, 2010

Exelon
Nuclear



Full classes in Ballet and Pointe, Modern Dance, Jazz, Tap, Hip-Hop, Break-Dance, Irish, African, and Pilates.

Michelle Jones Wurtz, Director
610-323-2569
72 W. Main St., Pottstown PA 19465
www.pottstowndance.com

Pottstown Dance Theatre
Quality Dance for All Ages

Reasons to Choose Us

- * Home of the Dancers that Performed in London during the 2012 Olympic Games
- * Degreed International Faculty
- * Newly Formed Repertory Ensemble Performing at the Lincoln Center in 2014
- * Performing in Rio During the 2016 Olympic Games



DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 51)

When I look back to what I was told when I accepted the assignment, people told me they were concerned about where the money was going. There was no political will to change it, because the person was an elected official and the politics of whom you know played prominently in the calculus of interaction.

When a professional is hired to do the job, I would suspect that people expect results. Politics play a large role in the person being successful, or even whether or not they are hired. If a person does not have a lot of experience, they may be swayed by "conventional wisdom" of the town's political establishment.

I remember my first day in Lock Haven, when I was hired to be the main street manager in 1985. I was called into the local politician's office and told, "I know you have a lot of big ideas, but we like things the way they are ... don't make waves."

Another politico would call my office at 8:30 every morning to make sure I was in the office. They were looking for someone to show up, not someone to do something.

In Phoenixville some of the council people hated me so much they appointed a guy that I got fired to be on my parking

authority board. I will never forget how one councilperson said "he is good with analyzing the finances," and I am thinking this is the same guy that forgot to file 15 audits. Yeah man ... he is good with the finances I thought.

One time in DuBois Pa, I had one council person come out against the revitalization of the downtown because he said it was drawing business away from his hardware store that was on the edge of town. Plus, his political rival was a strong supporter of the program and that was an influence.

The politics in Philadelphia were just brutal. Elected officials tried to respond to their constituency, and did things like trying to make me move a street musician off the street for what I considered racial prejudice on behalf of the complaining person. I had people attempt to make me a bag man by asking to secure payments for the right to have wifi in headhouse square.

It is like that everywhere you go. It is only a matter of degree.

Any way you look at it, a main street manager has to be a skilled politician and know when to hold 'em and when to fold 'em and move on to another town. ■

610 247 8131

Nathan Altenor's
Janitorial Services, Inc.

Professional, Reliable & Affordable
Commercial & Residential Cleaning Services
offices • construction carpets
floors/refinishing • windows

- Fully Bonded and Insured • Free Estimates
- Special Rates for Seniors • No Job Too Big or Small
- Environmentally Safe Products
- Professionally Trained Staff

www.Altensorsjanitorial.com
fax 610.970.6249

total satisfaction...
and that is my professional guarantee!

REGRETTABLE FACTS

(Continued from page 52)

high standing professionals should undergo the same careful employment background screening as lower level employees too. Consistent, precise facts across the entire enterprise really do matter.

Pre-employment background screening is important because applicants must have the necessary educational credentials and skills for the job they're applying. Deception must be discovered, at the initial background screening phase. Moreover, any job that involves access to confidential data, or access to huge budgets, should be given special scrutiny in the aggregate set of background tasks conducted, especially in the early screening phase of the hiring process.

Because of the need to mitigate every hiring risk, to identify or find falsehoods and any deception, an employer should contact and utilize a reliable employment background screening service, like "The Accu-Facts Company." Professional and engaged support to weed out false resumes, and other forms of deception from applicants, is prudent for many of the obvious reasons, but workplace safety and mandatory FCRA compliance are equally

important too. Avoid the hiring pitfalls that may damage your brand, your business reputation, or your workplace environment, which is the paramount goal of your background screening program. The FACTS in this instance are certainly regrettable to both universities.

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. Visit www.TheAccu-FactsCompany.com, for important Forms and information. Contact our office at 800.336.1001 or submit your email inquiry from our website Contact page. Thank you. 📧



uniquely customized

A table made of your own product?!
Let us create to make your environment truly and uniquely yours!



Furniture Soup will, through design, innovation, & pure gutsiness, get your business to the next level!

Contact us at 610-926-8700 or www.furnituresoup.com to learn more about evolving your business environment.

New. Pre-owned. Remanufactured.
Great furniture. Great interiors.
Great value.

MAKING A
in the community
DIFFERENCE^ON

MAIN STREET FOR
OVER 100 YEARS!




PHOENIXVILLE FEDERAL BANK & TRUST

www.phoenixfed.com
610-933-1000

Phoenixville • Collegeville
Royersford • Pikeland • Limerick

FDIC Member

Stylish Images photography

Are you trusting Your Business' image to poor snapshots?

We fix bad photography with Great Portraits.....Call Today!

Business and Commercial Portraiture * Weddings * Families
Seniors * Sports Action * Same Day Digital Portraits and Events
Photos for: Business Cards, Annual Reports, Websites and Newsletters
Visit us: www.stylishimages.com

Business Discounts available for multiple sessions



Elap Services, LLC



Patriot Pest Solutions






610-792-9956

New Health Care Rule Goes Into Effect (Minus the Penalty)



QUICK TECHNOLOGY TIPS

Provided by CMIT Solutions of Northern Chester County

With new HIPAA regulations officially on the books as of September 23rd, and the Affordable Care Act, or "Obamacare," beginning its official rollout on October 1st, the health-care landscape has never looked more confusing. Two recent polls from the *Pew Research Center/USA Today* and the *Wall Street Journal/NBC News* bear that fact out.

What's all the confusion about? Obamacare's employer mandate, which states that all businesses with at least 50 or more full-time employees must offer acceptable insurance coverage or face a \$2,000 penalty, has been pushed back until 2015 — partially because of worries about the strain it might impose on government IT systems. And although the individual mandate, which requires eligible US citizens to have health insurance or pay a tax penalty, doesn't go into effect until January 1, 2014, all 50 states have health insurance exchanges, or "marketplaces," up and running as of October 1st.

What's more confusing is that some states will operate these exchanges alone, some will leave them up to the federal government, and still others have part-

nered with Washington, DC, to jointly run them. Some experts say the law's implementation will add jobs to the economy; some say it will subtract them. Some say the law will reduce health-insurance costs and streamline the medical field; some say it will raise costs and hopelessly mire health-care providers in bureaucratic red tape.

There's one cut-and-dry rule, however, upon which everyone agrees: per the US Department of Labor, any company with one or more employees and at least \$500,000 in annual revenue must notify their employees of the new health-care exchanges.

But even that cut-and-dry *Affordable Care Act* aspect contains shades of gray. Two weeks ago, several news outlets

(See "Quick Technology Tips" on page 56)



We worry about IT, so you don't have to.
Providing information technology (IT) services and solutions for small and mid-sized businesses at a fraction of the cost of an on-site IT support person.

Free Network Assessment!

Responsive IT Services
Proactive Flat Rate Support
Backups & Disaster Recovery
Cloud Computing Options
Visual Collaboration
Spam & Virus Protection
Email Archiving Solutions
Help Desk

Office: 484.944.0019

rmegni@cmitsolutions.com

www.cmitsolutions.com/nochestercty

dermHA*
Look your best for the Holidays!

Professional Skin Care Makes a Difference
Treatments for Men and Women at our Downingtown location include:

- Micro-dermabrasion w/Skin Treatment
- Micro-Needling Treatment
- Glycolic Peel/AHA Peels
- Papaya Enzyme Treatment
- Vitamin C Anti-Aging Treatment
- Acne Treatment w/Extractions
- Teen Facial Treatment w/Extractions

Owner Michelle Bell is a licensed esthetician with over 20 years working with sensitive and problem skin and is a member of the SPSSCS.

Pennsylvania's Best Women in Business 2013

Holiday Savings!
Oct 28th - Dec 31st
Call to schedule a complimentary consultation.

Schedule a Series of Customized 1½ hour Facial Treatments
15% Off OR **20% Off**
3 TREATMENTS OR 6 TREATMENTS
plus a FREE Starter Kit

www.dermHA.com Call: 877-9dermHA or 610-269-7009

Expires 12/31/2013

A Honey Dipper
SEPTIC SERVICE
J. Brehm, Inc.

WE PUMP WHAT YOU DUMP

Prompt, Reliable, and Quality Service!
Residential • Commercial • Industrial
Septic Pumping • Field Services • Bulk Hauling
610.327.1699 • www.honeydipperseptic.com

THE PCTV NETWORK

***Your Hometown Station...
We're Home For You!***

NOW OFFERING:

- *Streaming on Three Channels. 24/7*
- *Unbeatable Pricing for Commercial Productions and Airtime*
- *Webisode Productions*
- *Internet Placement*
- *Live Remote Broadcasts at The Location of Your Choice*
- *Local Sports Advertising Packages*



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866



JWM
Business Services

We put your marketing in motion

JWM Direct
Way Cool Email
Kinetic Web Solutions

Proper implementation of your marketing ideas are a key ingredient to success.



www.jwmbusiness.com
610-831-9030

QUICK TECHNOLOGY TIPS

(Continued from page 55)

reported that non-compliance with this rule could result in \$100-a-day penalties, stoking business community unease about the ramifications of the controversial and often confounding health-care reform law. Thankfully, the US Small Business Administration cleared the air on September 12th, reporting that the rule would stand — just minus any fines for non-compliance.

As trusted advisors to the small and medium-sized business community, CMIT Solutions still urges all small businesses that meet the one employee/\$500,000-in-revenue criteria to notify their employees about the new health-care exchanges. These written notices are required to describe the exchanges and the services they provide, along with providing details about purchasing private coverage or remaining on an employer-provided plan. The employer notification mandate applies not only to existing employees but also to new hires, who must be notified in the same manner within 14 days of their start date.

The Department of Labor has two model notices available for employers: one for employers who offer a health plan to some or all employees, and one for employers who do not (Spanish-language versions are also available here).

Many analysts project that health-insurance costs will rise for small businesses, and as business owners ourselves, we share your pain. Now is the time to align our business budgets to make sure we're maximizing efficiency and productivity. CMIT Solutions is here to help with an in-depth business analysis that can align your technology costs to meet your business needs.

Call or email CMIT today for a free technology assessment, or to find out more about our HIPAA Compliant Managed Services. ☑

For additional information, please contact: Rick Megni, CMIT Solutions of Northern Chester County; 484.944.0019; rmegni@cmitsolutions.com; www.cmitsolutions.com/nochestercty.



Purina Mills, Inc.

Pottstown

ROLLER MILLS Inc.

- WE SELL PROPANE
- LARGE SELECTION OF WILD BIRD FEED, BIRD FEEDERS & BIRD HOUSES
- WATER SOFTENER SALT
- FULL LINE OF PURINA FEEDS
- WE HAVE COAL, BAGS & BULK, RICE, PEA & NUT
- WOOD BRICK FUEL & PELLETS
- ICE & SNOW SALT IN STOCK
- STONE & SAND
- LIMESTONE
- PLASTIC FOR POOL COVERS

625 Industrial Highway
Pottstown, PA 19464
(610) 323-8620

The Pottstown Rotary Club Wants You!



You are cordially invited to make new friends and business contacts, while engaging in fun activities designed to serve our community.

This is your opportunity to grow your business and your circle of friends, and help make your community a better place to live and work.

Join us at 6:30 on Wednesday evenings at Brookside Country Club for a delicious meal, camaraderie, and a Rotary meeting where we plan and execute projects to improve the community.

- *Meaningful community service projects*
- *Fun social activities*
- *Important business connections*
- *Deep and lasting friendships*
- *Opportunity to learn about our community*

**Call Bill Wellen at
484.886.5396 to learn more!**



www.pottstownrotary.org

NCCPAP President Ed Caine named in *Accounting Today's* TOP 100 MOST INFLUENTIAL PEOPLE IN ACCOUNTING

Accounting Today just named NCCPAP (National Conference of CPA Practitioners) President Ed Caine — CPA, CFF, CITP, and CGMA — one of the Top 100 Most Influential People in Accounting.

This annual list is the accounting equivalent of *Who's Who in America*, and is compiled by *Accounting Today*, a leading provider of online business news for the tax and accounting community.



In addition to running his own practice in Bryn Mawr, Pennsylvania, Caine regularly interfaces with Congress and the IRS; he is an advocate

for the implementation of tax policy changes that positively impact small CPAs and the clients they serve. As the second largest CPA organization in the United States, NCCPAP's focus is geared towards helping CPA firms that typically range in size from one to 25 employees. NCCPAP's mission is two-fold: advocacy for both its members — and collectively their more than one million clients—and helping CPAs run and manage their practices better.

Commenting on the current tax environment, Caine says, "The down economy has brought the government's reduced revenue stream and the methods for its collection, under intense scrutiny. I am proud to be a member of an organization like NCCPAP because our membership is comprised of practicing CPAs who know how decisions made at the top impact their clients and their practices. When it comes to advocacy, our members volunteer, doing everything in their power,

to ensure smart tax policies are put in place by our country's leaders. Our voice is a critical part of the process."

Caine has been an active member of NCCPAP serving on its National Board and as an officer; he became its President in 2012. He is the Vice President of the Golden Slipper Club and Charities, Vice Chair of the Radnor Township Citizens Audit Review & Financial Advisory Committee (CARFAC) and Chair of Radnor's Audit Committee. Caine is also a member of the IRS' NPL Committee, and a member of both the AICPA and the PICPA.

His extensive past business experience includes being the CFO for two businesses, and many years with major international CPA firms. Caine is an alumnus of Lehigh University (BA) and Temple University (MBA). He lives with his wife Jill in Bryn Mawr and has two daughters. 🏠

MESSMER FINANCIAL

Christine Messmer, M.S.E., CFP®
Registered Investment Advisor

www.christinemessmer.com

chris@messmerfinancial.com

610-489-7925

101 Oak Street
Collegeville, PA 19426

Share the Secrets of Your Business Success

**Become a SCORE Volunteer
Business Counselor and Help
Build a NEW Generation of
Entrepreneurs!**

**Call 610-269-7009 or visit
www.pottstownscore.org**

**Pottstown SCORE Chapter 594 serving
Montgomery, Chester, and Berks Counties**

SCORE is a resource partner with the
U.S. Small Business Administration



Andrew J. Monastra, P.C. *Real Estate Law — All the Time*

Residential & Commercial Real Estate Transactions
Resolving Complex Title Issues
Underwriting Counsel to Federal Credit Unions
Serving All of Eastern PA

We can help you . . .

- **Be a better realtor**
 - **Keep current on new laws and ideas**
 - **Grow your business**
- . . . Succeed!**



Mr. Monastra brings real world experience to his clients and translates complex transactions into a language his clients can understand.

Chris Tibert, Chief Operating Officer, Cumanet, Inc.

740 East High Street
Pottstown, PA 19464
www.monastralaw.com

Phone 484-941-0912
Phone 484-941-0913
Fax 610-326-7287

CELEBRATE WITH US...

Lastick
FURNITURE & FLOOR COVERINGS

FREE FINANCING AVAILABLE
*See store for details.

40th ANNIVERSARY!

SAVE UP TO 68% OFF

on FAMOUS NAME BRANDS
LIKE: Broyhill, Bassett,
Ashley, Flexsteel,
Klaussner and more!

Thank you for 40 years!

Endless rooms of furniture at

Lastick
FURNITURE & FLOOR COVERINGS

269 E. High Street • POTTSTOWN

SPECIAL SALE HOURS: MON & FRI 10-8
TUE, WED, THU, SAT 10-5:30 • SUN 12-5

610-323-4000 www.lastickfurniture.com

EXTRA DISCOUNTS ON FLOORING!

ALL BEDDING: 50% OFF

CHOICE
WE ACCEPT VISA, M/C, & DISC

BUSINESS PROFILE

LASTICK FURNITURE & FLOOR COVERINGS

After 39 years of doing business downtown, Lastick Furniture & Floor Coverings has continued to satisfy customers. We believe that no matter how much money a customer has to spend on furniture and flooring, they should get the absolute most for their money. At Lastick Furniture you receive quality affordable home furnishings.

In 2011 Lastick Furniture received *The Mercury's* Reader's Choice Award for the second consecutive year, and is a recipient of the "Harry C. Kahn Memorial Retailer of the Year Award," presented by the Tri-State Home Furnishings Association. The award is received for outstanding dedication and professionalism in the Home Furnishings Industry.

The Lastick family entered the furniture business in 1973 when Jerry Lastick and his parents, Eli and Sonia Lastick, opened a shop at 310 E. High Street, the former Eagles building. A year later, the family purchased the Block Furniture building at 269 E. High Street, their current location.

Owners Jerry Lastick and his sister Marsha Petnick say despite the current economic conditions that exist, Broyhill Furniture continues to be their best-selling product. Lastick is now one of Broyhill's largest retailers in the tri-state area.

Lastick's showcase gallery status gives them preferred pricing, along with shipping and ordering privileges that allow the shop to sell the newest looks at the lowest prices in the area, bar none. The showcase has been a hit with new

and long-time customers in the immediate vicinity as well as shoppers from as far away as the Main Line and Bucks and Delaware counties. Lastick relies on word of mouth as one of their best means of advertising, while selling at the lowest prices.

Additionally, the flooring store has been given a complete makeover. Petnick's husband, Martin, runs the flooring department, which is in the building across the street. Flooring department additions include new lighting and displays along with new flooring throughout the 5,000-square-foot showroom.

The hottest selling floors are ceramic tile. Not only is it a surface that endures heavy traffic beautifully, but it is also one of the earliest manmade building materials. Just about any color, pattern and texture can be found.

Hardwood is another strong seller. Lastick offers many wood types not typically found in big box stores. These include Brazilian mahogany and cherry, tiger wood, hickory, cork maple and lyp-tus. Other types of floor coverings offered include laminates, carpets and vinyl.

Now with a total of about 28,000 square feet of selling space, Lastick, Petnick and their employees can cater to all trends with ease. Lastick prides itself in its professional installers. All work is guaranteed. Lastick said the secret to the success is simple: Good products at reasonable prices and personalized service after the sale. 📦

WHY ADVERTISE?

1. **Improve your company's name recognition.**
2. **Generate activity during slow times.**
3. **Expand your business with new prospects.**
4. **Win back former customers.**

Place Your Ad in our NEXT issue!
Call (610) 323-6253

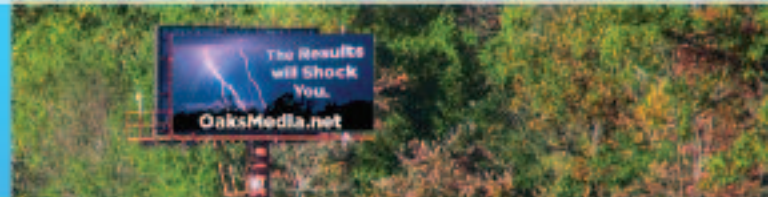
Mention this ad and get

10% OFF

ALL NEW ADVERTISING!

No Contract Length Required!

Oaks Media is committed to creating the most versatile marketing medium available.



Formerly VFPBillboards



Take advantage of this special offer to enjoy the most effective advertising tool on the market!

For more information contact:

Scott Zeigler @ (610) 823-2393 or 855-422-OAKS

szeigler@oaksmedia.net

FOR ALL OF YOUR ART NEEDS!



WWW.NEWMANGALLERIES.COM

info@newmangalleries.com 215.563.1779

RIDE TO PROSPERITY 2.0

(Continued from page 25)

RTP 1.0 envisioned the development of a new alternative energy cluster network within Berks County. These networks are important tools to help firms grow and do business with one another. While we thought that an alternative energy cluster made sense, but the cluster working group was unable to create a new countywide network of alternative and renewable energy firms. This initiative began in late 2010 with several industry listening and planning sessions, but ultimately failed to generate much interest among local employers. A number of market factors, such as the cessation of Pennsylvania's solar energy tax credits and expanded interest in Marcellus Shale gas resources, also affected our planning efforts. Given the current financial challenges facing the renewable energy sector, we do not intend to revisit this strategy in the RTP's next phase.

Sites and Infrastructure

For many years, Berks County's ability to attract major new employers was hampered by the limited availability of building sites that were at or near "shovel-ready" status. Dating back to 2001, outside consultants had recommended that the Berks County focus on its inventory of sites, so

that attractive locations would be available for firms considering relocation to the area. The Sites and Infrastructure Working Group made this goal into its top priority.

Berks County can point to some impressive infrastructure-related achievements since 2010. A number of new sites are emerging across the county. In Bethel, Berks Park 78 is thriving, with new tenants including PetSmart and Dollar General. On their own, these two firms are expected to employ more than 1,000 people. Near Morgantown, the 200+ acre New Morgan Business Center has been designated as a Keystone Opportunity Zone (KOZ), greatly enhancing its desirability for new businesses. Other smaller sites are being developed in locations such as Amity Township, near the Reading Regional Airport, and Hamburg Logistics Park.

In addition to developing and market new industrial sites, the Sites and Infrastructure Working Group also focused on some of the less public, but equally important, tasks related to site development. This work included the development of a countywide water and sewer plan that maps local infrastructure and its

(See "Ride to Prosperity 2.0" on page 60)

RIDE TO PROSPERITY 2.0

(Continued from page 59)

capacities for various uses, and the mapping of dozens of smaller industrial sites across the County. These smaller sites are often located in communities seeking redevelopment opportunities, and the reuse of these sites is excellent use of former industrial land.

Quality of Place

The RTP Quality of Place Working Group likely had the broadest portfolio of issues and challenges. We originally set an ambitious agenda that focused on two related sets of activities: 1) To make Berks County a more attractive destination for tourists and other visitors, and 2) To support a range of new programs and investments to improve the overall quality of life for all county residents.

The Working Group has enjoyed success in developing new activities and events to attract visitors and to provide entertainment opportunities for local residents. Newer facilities like the GoggleWorks and the Sovereign Center attract numerous visitors, and many shops and restaurants along the Penn Corridor are thriving. Regular events such as the Greater Reading Film Festival, the Penn Street market, and First Friday Reading are generating lots of local and regional buzz. In addition, the Greater Reading Convention and Visitors Bureau has developed new marketing tools and strategies, and has also implemented new systems for both promotion and for the management of membership and visitor information.

Our Working Group made less progress in dealing with some of the larger quality of life challenges facing Reading and Berks County. While Penn Avenue in West Reading thrives, other parts of the Penn Corridor (especially the 400-500 block of Penn Street) lack attractive amenities for shoppers or visitors. We intend to continue working to support development of the entire Penn Corridor, in partnership with the Reading Downtown Improvement District and others, as part of the RTP's next phase.

This effort should be greatly accelerated by the designation of a new Main Street program in downtown Reading. The City has filed an application for Main Street designation, and if approved, the City will have access to expanded resources and technical support to improve amenities in downtown Reading. All of the RTP partners strongly support this effort.

(See "Ride to Prosperity 2.0" on page 62)

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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

Building a Better Community Through Business



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

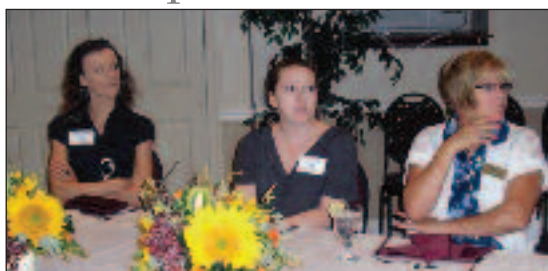
The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued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

Visit www.springfordchamber.com
for Chamber Events, Press Releases,
Online Newsletters and more!

RECENT EVENTS



Florist Speaks at WIN



Heidi Swartz, co-owner of Three Peas in a Pod, Florist and Gifts was the guest speaker at the September luncheon of Spring-Ford Chamber's Women in the Network. She was introduced by her mother, co-owner Gail Wellington, of the popular North Lewis Road flower shop. Gail spoke about Heidi's education in art and photography at City and Guilds of London Art School and Berkshire School of Art and Design in England. Heidi then worked in country shops where she designed flowers for celebrities including Ringo Starr, Richard Attenborough and Princess Margaret before returning to the United States to look for her own shop. Heidi explained that she wanted to own a business where she could become a part of the everyday life of the community.

Chamber Previews New Technology

Google Glass had the room buzzing at the Spring-Ford



Chambers October lunch.

Donna Botti from Delos, Inc. of Collegeville demonstrated a prototype of this state-of-the-art wearable computer. Resembling eyewear without lenses, this hands free device is voice activated but also has a touch pad in the temple and a prism display. In connection with your smart phone it works as a Bluetooth device sending sound through a tiny microphone in the headset and transmitting sound to the wearer through bone conduction. It will read messages as well as displaying them. The images appear on a virtual display "in space" above and to the right of the viewer. The demonstration left the room buzzing.



The Peanut Bar and Grill Ribbon cutting

Chamber members look on as the owners of the Peanut Bar and Grill cut ribbon officially opening their restaurant at 301 N Lewis Road, Royersford.



Owners Duayne and Donna Norris are welcomed as Spring-Ford Chamber members by our president, Noel Billingsley.

UPCOMING EVENTS



Open House/Mixer at Patriot Pest Solutions

November 7, 2013, 5:00 PM

Save the date! Patriot Pest Solutions will be hosting a mixer on Thursday, November 7th from 5:00-7:00 PM.

Open House/Mixer at McCormick Chiropractic

November 12, 2013, 5:00 PM



Save the date! McCormick Chiropractic will be hosting a mixer/open house on Tuesday, November 12th from 5:00-7:00 PM.

WIN Networking Lunch

November 14, 2013, 11:30 AM

WIN will be having our Networking Lunch on Thursday, November 14th from 11:30 AM to 1:00 PM at Staybridge Suites in Royersford. Kathleen Quinn from Kathleen Quinn Interiors, Inc., will be discussing interior office design, whether it be in your work or home office. She will explain that having the right design will lead to a more productive work environment and how it can lead to closing a sale or deal.

Breakfast Mixer at Upper Providence

November 21, 2013, 7:30 AM

Save the date! Upper Providence Township will be hosting a breakfast mixer at their Township Recreation Center on Thursday, November 21st from 7:30 to 9:00 AM. The guest speaker will be Mark Toomey, the new Police Chief for Upper Providence Township. Cost is \$15 for members and \$20 for non-members.



Business-to-Business Tradeshow

Wednesday, February 26, 2014

11am - 2pm (Snow date March 5, 2014)

Gymnasium at Pope John Paul II High School,
181 Rittenhouse Rd., Royersford, PA 19468

Visit local businesses at the area's largest Business-to-Business Tradeshow. Hosted by the Spring-Ford Chamber of Commerce.

This is a great way to showcase your business to other local businesses. Exhibitors will receive: A list of all attendees; Listing in the Expo program; 10' booth with a 6' skirted table is provided; Marketing package to help promote the event including: counter sign, invitations, flyers, email template, and marketing plan. Booths and electricity is on a first-come first-serve basis so register fast. Reserve your booth now and receive \$25 off your booth registration! Expires 11/30/13.

If you are not exhibiting we ask that you attend the event for lunch and to meet other local businesses.

Please register on the events page at: www.springfordchamber.com

Please contact the chamber office for more details: 610.489.7200 or info@springfordchamber.com

Sponsors:



PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• 171 East Bridge Street, Phoenixville, PA 19460 • 610.933.3070 • fax 610.917.0503

• info@phoenixvillechamber.org • www.phoenixvillechamber.org



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

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

UPCOMING EVENTS

Mega-Mixer & Biz Expo

Thursday, November 7th, 5:00 to 7:00 pm

United Sports, 1426 Marshallton – Thorndale Road, Downingtown

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! Cost: \$125 for a table (linen and electric additional), FREE to attend - Tabling opportunities are limited!

November Monthly Membership Meeting

Tuesday, November 12th, 7:15 am to 9:00 am

Valley Forge Christian College, 1401 Charlestown Road, Phoenixville, PA

Featuring: Health Care Reform and how it affects your business and your life.

Sponsors: Giardina Insurance Financial Services and Phoenixville Federal Bank & Trust

"The Impact of Sales and Marketing in a Small Business" – Presented by SCORE

Tuesday, November 12th, 6:00 pm to 8:00 pm

Phoenixville Public Library, 183 Second Avenue, Phoenixville, PA

This course is designed to help you understand *The importance of a "Defined Target Market." *How your "Unique Selling Position" differentiates your business from the competition. *The "Sales Funnel:" how it helps in revenue forecasting. *Using Channel Partners to leverage your sales activity. *Tools to manage and control sales objectives and controlled growth.

Cost: \$10.00 (Cash and Checks only, made payable at the door)

DISCLAIMER: NO REFUNDS ON EVENT OR PROGRAM REGISTRATIONS WILL BE PROVIDED. ALL SALES AND REGISTRATIONS ARE FINAL.

Young Professionals Networking Event

Tuesday, November 19th, 6:00 pm to 8:00 pm

Molly Maguires, 195-197 Bridge Street, Phoenixville, PA

Join the Chamber and the Phoenixville Jaycees for this YPN Event at Molly Maguires.

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

Phoenixville Regional Chamber of Commerce Hosts The Annual Charity Gala: A Season of Giving

Saturday, November 23rd, 5:30 pm – 10:00 pm

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/ person or \$750/table of 10.

This event is over half way sold out! The auction for the evening will include tickets to an Eagles Game, Suite tickets to a Philadelphia 76ers Game, a YMCA Annual Family Membership and more! The beneficiaries of the night are Mom's House of Phoenixville and Phoenixville Healthcare Access Foundation. Both organizations function on tight dollars and a great foundation of partnerships! Good Samaritan Shelter will hold a special fundraiser within the event for their TASTE event.

Learn more by visiting tinyurl.com/ChamberGala2013 or calling 610.933.3070.



Phoenixville Food Festival 2013

The first ever Phoenixville Food Festival took place on Saturday, October 5th at 12pm. Phoenixville

First, the local organization of town leaders, put together a food event that included a Food Truck Festival on Saturday (time designated above), followed by a restaurant week Sunday - Thursday (10/6 - 10/10).

Also on October 5th, the downtown hosted two additional events, TEDx at the Colonial Theatre and a Pub Crawl with participating bars. There was free parking in Borough lots, and musical acts, as well as a vendor area.

Over 10,000 came out in droves to participate in the Food Truck Festival event. Main Street was closed between Church and Bridge Streets for space to over 10 vendors. The trucks lined Bridge Street, facing the sidewalk. Music filled the downtown, as over 12 musical acts played throughout the day. There was seating and music in the Main and Bridge Parking Lot throughout the course of the event.

Restaurant Week ran from Sunday, October 6th – Thursday, October 10th. Many Phoenixville Restaurants participated by creating a prix-fixed menu for those dates within a \$10, \$25 or \$35 range. Vendors, restaurants and patrons alike have provided great feedback, and Phoenixville First has received many positive comments. Phoenixville First plans to host this event twice per year, in the Spring and in the Fall. Dates have been selected and will soon be announced!

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. With any questions, please email food@phoenixvillefoodfestival.com.



PHOTO CREDIT FOR ALL FESTIVAL PHOTOS: RICHARD DEVENY



The Phoenixville Chamber presents owner Christina DiArcangelo of Mindful Body and Soul, with her ceremonial "First Dollar".

Mindful Body and Soul



Mindful Body and Soul cuts the Ribbon at their Opening Event on Friday, September 6th with the Chamber.

PHOTO CREDIT NICK LEH PHOTOGRAPHY

422business.com

a content-rich business community website



*Collaborate anytime, anywhere on
your computer or your mobile device.*

RIDE TO PROSPERITY 2.0

(Continued from page 60)

Other Outcomes

Beyond the RTP's notable achievements in specific issue areas, the initiative has spawned a new way of working in Berks County. Regional collaboration is now the normal way of doing business. It is not tied to a single project or initiative; it is how economic development gets done today. These collaborations are producing better outcomes, as more partners bring new and better services to local businesses and to companies considering relocation to Berks County. Board members of partner groups now have a more complete picture of how other organizations contribute to the local economy. Even better, collaboration is creating a more efficient system where waste and duplication are reduced and where partners are publicly accountable to each other and to the wider community. The day-to-day work of economic development in Berks County is smoother, more collaborative, and, in the end, more effective.

Why Ride to Prosperity 2.0?

Version 1.0 of the Ride to Prosperity introduced a new way of doing business for economic and workforce development in Berks County. It has helped build an important foundation and close partnerships that would remain in place even if we opted to formally end these strategic planning initiatives. However, the success of RTP 1.0 has convinced the eight local partners that this effort should continue, leading to the development of Ride to Prosperity 2.0, a strategy for continued county-wide collaboration to support economic and workforce development.

We believe that RTP 2.0 is an important initiative for a variety of reasons. At the most basic level, the partnership improves the overall business climate and economic delivery system in Berks County. Engaging new partners brings better services and a wider bench of expertise to local businesses. It also creates efficiencies as duplicative efforts are reduced and RTP partners can focus on

LIMOS • TROLLEYS • STRETCH LIMOUSINE • STRETCH HUMMER • VANS



*Your Limo
Is Waiting...*



RHOADS
limousine



*24-Hour Service • Airport Service
Corporate Accounts Available
All Vehicles Are Non-Smoking Fully Insured*



MERCEDES LIMO COACH • MINI COACHES • COACH BUSES • SCHOOL BUSES

610.689.4600 / 800.528.3569 • www.rhoadslimos.com

1816 Weavertown Road • Douglassville, PA 19518

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660 • info@PVchamber.net • www.PVchamber.net



Welcome to the Perkiomen Valley Chamber of Commerce!

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

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

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

PERKIOMEN VALLEY CHAMBER OF COMMERCE CALENDAR OF EVENTS

Business Owner Roundtable

November 7, 2013

The PV Chamber welcomes business owners and key decision makers to participate in Business Owner Roundtable. Each session facilitates peer-to-peer discussions that drive solutions for an important business issue. This month's session: Trade Show Marketing Tips. This is not your standard networking event or seminar, but rather an interactive discussion and sharing of best practices amongst other business owners and decision makers. Limited to 18 attendees. Spring Ford Country Club, Royersford. 11:30 a.m. - 1 p.m. \$25 per attendee (includes choice of entrée). Visit PV chamber website for registration/details www.PVchamber.net or contact the Chamber office at 610.489.6660 or info@PVchamber.net.

PV WIN Mixer at Centre for Healing Arts at Limerick

November 8, 2013



Ladies, are you ready for some serious indulgence? The Centre for Healing Arts at Limerick (formerly Connolly Chiropractic and Wellness) will host our next PV WIN Mixer. Mark your calendars and plan to stop by between 4:00 - 6:00p.m. on Friday, November 8th for a fun networking event including massage, wine tasting, gourmet chocolates, women's beauty and health, door prizes and more! Sorry gentlemen, but this is for the ladies only! Call 610-489-6660 or email info@PVchamber.net to register. Center for Healing Arts at Limerick, 695 N. Lewis Road, Limerick. 4:00 p.m. - 6:00 p.m. FREE for PVCC members; \$10 Guests

Build Your Business Luncheon

November 14, 2013

Legislative Update presented by Senator Mensch

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 .

Mixer at Golf 364

November 21, 2013

Golf 364, located at Linfield National Golf Club, is the Northeast's newest indoor golf center featuring five performance simulators to so you can experience a new level of entertainment and swing analysis on 33 world famous golf courses in stunning high-definition. Enjoy golf 364 days a year! Time: 4:00-6:00 pm. Location: Golf364, 66 Church Road, Linfield, PA. This event is FREE for PV Chamber members; \$10 Guests. Call 610.489.6660 or email info@PVchamber.net to register.

PV Chamber Annual Holiday Mixer

December 5, 2013

Title Sponsor: TR Insurance



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! Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members.

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! Sponsorship Levels from \$250 to \$1,100.

their own core areas of strength and competitive advantages.

As the partnership prospers, individual partner organizations benefit too. They can provide business customers and companies considering relocation with a wider variety of services and support programs, helping companies access multiple tools and resources with one phone call or contact. For example, the development and build-out of Berks Park 78 has engaged nearly every RTP partner in the process in terms of preparing the site (BCIDA, Berks Planning Commission), promoting the site to new businesses (GREP, Berks Chamber), and in providing financing, worker training, and other support tools to new park tenants (BCDF, Berks County WIB). This kind of collaboration is the way business now gets done in Berks County.

Partnerships like those fostered by RTP are becoming the norm for regions across the US. Cities and townships can no longer go it alone. Wider collaborations are needed, and, in the case of many state and federal grant programs, they are required. They require that grantees operate via regional partnerships that unite groups across disciplines, geographies, and areas of expertise. Berks County's ability to win future funding competitions will depend on its ability to support and develop partnerships like the RTP group. In fact, the collaborative is already aggressively seeking out funding opportunities such as Pennsylvania's Discovered and Developed in PA (D2PA) grant program.

RTP 2.0 also strives to build on the important foundations fostered by the RTP 1.0 planning efforts. In addition to building new collaborations, RTP 1.0 also helped spur progress in many key countywide challenge areas. We are excited about re-embarking on this journey via RTP 2.0. Our work plan is detailed below. 📋

Next Month: The Ride to Prosperity 2.0 Work Plan.

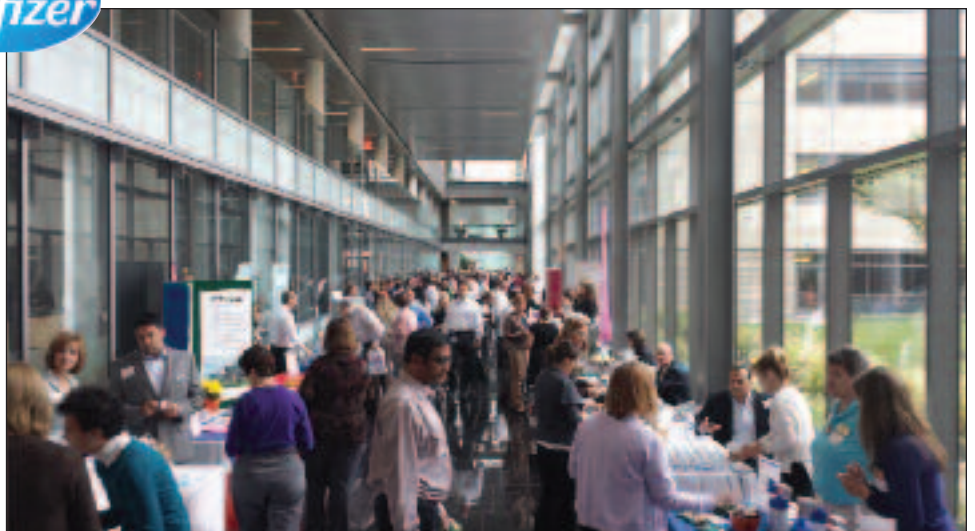
Thank you to *EntreWorks*
and *Erik Pages* for
facilitating all of the work that
has been done with the
Ride to Prosperity initiative.

RECENT EVENTS

Representatives from 87 PV Chamber Businesses participated in the Fall Business Expo at Pfizer on October 10, 2013.



Exhibitor, Steven Knapp, Golf364



Pfizer employees filled the Exhibitor Showroom from 11am - 2pm to meet representatives of 87 businesses!

Turning 65?

Don't get caught in a haze when navigating the Medicare maze!

Specializing in Senior Insurance & Financial Solutions

- Medicare Supplement Insurance
- Medigap Insurance
- Part D Rx Coverage

Financial Retirement

- Fixed Income Annuities
- 100% Protection of Principle
- 5%, 6.5%, 8% Guaranteed Growth
- Avoids Probate
- Defer & Grow... Income for Life!

PRESERVE, PROTECT & GROW!

Visit us online!

www.MainStreetFinancialPartners.com

Elizabeth Snyder




MAIN STREET
FINANCIAL PARTNERS

800.862.7364

1012 E Philadelphia Ave, Gilbertsville, PA 19525

Across from

McDonald's