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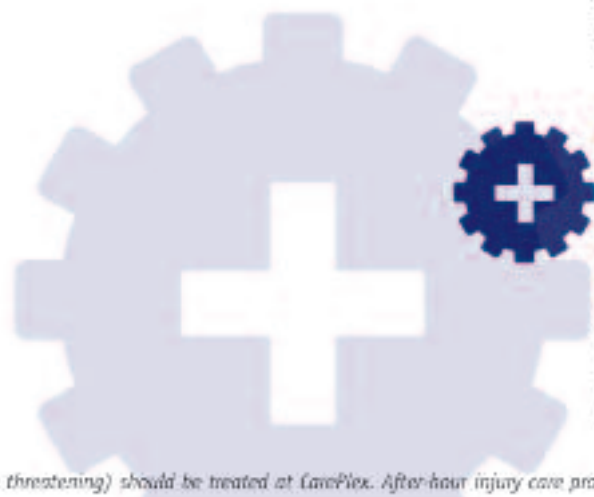
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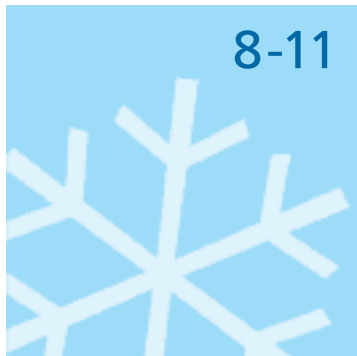
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EthoSource



Your One-Stop Resource for All Your Office Furniture Needs!



EthoSource, LLC, headquartered in Morgantown, PA, is an office furniture company that provides a unique blend of value driven solutions to customers throughout the United States. One of the Route 422 Corridor's great business success stories over the past 12 years, EthoSource specializes in the provision of high quality, pre-owned furniture and refurbished cubicles, which can help you experience significant cost savings while being eco-friendly.

EthoSource was founded in 2001, by John Gallen Jr., under the premise that the utilization of high quality pre-owned and refurbished office furniture could be a source of tremendous cost savings and an eco-friendly solution for businesses of all sizes. EthoSource quickly grew from two people — Gallen, and Bryon Kauffman, VP of Sales — working from a small, one room office, to a thriving company with 55 employees. Today, EthoSource is a national leader in the field of liquidation services and refurbished office furniture.

In spite of a post-recession, challenging economy in recent years, or perhaps because of it, EthoSource has succeeded by responding to opportunities created by market forces. When businesses close or downsize, used furniture becomes available. On the other hand, no matter how bad times are, companies need to buy furniture, often because their lease has expired, and they are moving. "Fortunately for us, when that happens, buyers become a little more frugal, and they start to think that maybe there are some alter-



natives (to new furniture) that could save them money," Gallen explains. "That's when we tend to do fine," he said. "One, we have access to a lot more furniture, and two, there are companies looking to save money. Buying pre-owned is a way of saving without sacrificing value and quality."

To accommodate growth and better serve their customers, EthoSource recently opened two new, conveniently-located 50,000+ square foot retail stores — one at 184 Tuckerton Road, Reading (610.927.6464), and the other at 411 Yerkes Road in King of Prussia (484.681.9183). Prior to opening the new stores, EthoSource showcased its wide selection of new and pre-owned office conference room furniture and chairs primarily via the Internet, from photographs and descriptions, and relied on referrals from a growing list of satisfied customers.

"It's a lot easier to do it from a store," John Gallen explains. "Chairs are a very personal thing. Everybody feels different about what they want. We want people to be able to come in and test out different chairs," he said. "We have thousands of chairs at both locations. We can put any color fabric on that customers want. We fix the arms, the legs, the cylinders, and you can pick the fabric and material. We offer sturdy high-end chairs that lend themselves to being recycled."

"Particularly with pre-owned furniture, there's always a degree of nervousness, or fear if you're buying something pre-owned," added Bryon Kauffman. "Especially if these customers have seen pre-owned places elsewhere. We go through a lot of effort to alleviate those concerns and fears. When you come to us, you get a result that looks like you spent a ton of money, but you didn't. We feature products that typically would be very expensive if you bought them new, at a fraction of the cost. You get the same



result you'd get by going to the big fancy new dealers, the same services, the same professionalism, but you don't get the same price tag."

Kauffman points out that it was a challenge to get customers from Philadelphia to come all the way out to company's main warehouse location in Morgantown. "With the King of Prussia store we have the ability to offer a very convenient location where someone can come and see the size and scope of our inventory, kick the tires. We can have customer meetings there. It gives us a presence in that marketplace that we didn't have previously," he explained.

(See "Cover Story" on page 6)



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COVER STORY

(Continued from page 5)

EthoSource's pre-owned product offerings can also be supplemented with new office furniture from one of the many quality manufacturers that they represent. "We carry new product so that we can fill in the gaps when we don't have something pre-owned," Kauffman said. "On a typical large project, somewhere in there, the customer is going to want a specific look, or a brand that we don't happen to have pre-owned."

In addition to helping you furnish your space, Ethosource is also an experienced and trusted provider of nationwide office furniture liquidation and buyback services. EthoSource provides a complete analysis of existing office furniture to help maximize your furniture investment through a full, comprehensive overview of the scope of the project.

Whether you are looking to liquidate or acquire office furniture, Ethosource's product knowledge and industry experience will help guide you through every step of the project, from space planning to installation.

Pre-Owned Furniture

EthoSource evaluates and acquires beautiful inventories of gently used office furniture from across the United States on a daily basis. "A major part of our business is the liquidation of furniture from around the country," Kauffman said. "We built the company on refurbishing cubicles. When we do a furniture liquidation, typically we get lots of other really nice non-cubicle furniture, like executive office chairs, filing, and conference rooms." Pre-owned office furniture from EthoSource has been carefully inspected, cleaned and inspected again prior to re-packaging for customers. Whether you need cubicles, executive offices, seating, filing, or conference rooms, EthoSource can provide high quality pre-owned solutions that will save you money.

Refurbished Cubicles

The cornerstone of EthoSource's product offering is refurbished cubicles, their specialty being Herman Miller Ethospace. "Cubicle systems are comprised of a steel skeleton that you can't hurt or damage," Kauffman explains. "It's really just the pieces that you stack onto it, the cosmetic pieces that people see." EthoSource is able to provide a completely customizable A-grade furniture solution that offers unparalleled durability, flexibility and value. Cubicles are designed and specified to your exact requirements. New fabrics and finishes can be selected to create the look and feel that you desire. EthoSource's refurbished cubicles provide you with a cubicle that looks and functions as if it were new, without paying the price of new.

Cubicle Customization

A recent trend in office furniture environments has been economy of space. "Everybody's trying to squeeze more people into smaller spaces," John Gallen said. "The size of the workspace has shrunk. It went from hard wall private offices, to cubicles. Those cubicles were 8' X 8' or 8' X 10'. Now they're all 6' X 6' or 5' X 6'. They also used to be a lot higher. They're coming down, so that when you're sitting at your desk, you can see everybody else in the office. There's less privacy. The positive side of that change is a better environment for more collaboration. New buildings have a lot more meeting rooms, as opposed to private offices. The hard-walled offices are now conference rooms."

One of the unique aspects of working with EthoSource is their ability to customize pre-owned and refurbished workstations to meet the specific needs of your office space, from a layout and aesthetic standpoint. The EthoSource sales and design team will walk you through the process, as you consider the requirements of your workspace.

(See "Cover Story" on page 54)

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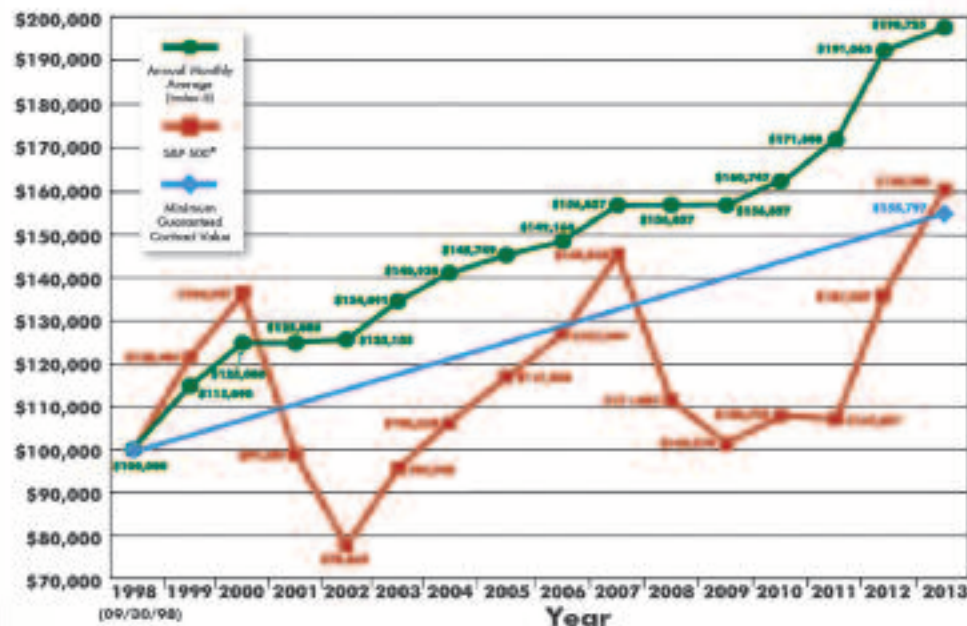
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ROUTE 422 HOLIDAY GIFT AND SERVICES GUIDE

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.



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Move a little further into the store and the cases are filled with silver jewelry created by artist 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 artist, 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
- Scrap gold and silver recycling and repurposing

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

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 attached wedding band was designed for a tree surgeon, a gentleman that 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.

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The many and varied dining rooms of this old inn make it an area favorite for all types of social and business dinner parties, particularly in the holiday season, when the inn is beautifully

decorated for the holidays. Gift certificates are always available for purchase, but are also particularly popular this time of year.

The seven Stars Inn is one of the most well known restaurants in the area. The food is the very finest available, cooked with the traditional, time consuming methods. The service is warm and friendly, and the charming 275 year old inn is delightful. Located on Route 23, west of Phoenixville, the Inn is a pleasant drive and easy to find.

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(Continued on page 10)

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ROUTE 422 HOLIDAY GIFT AND SERVICES GUIDE

(Continued from page 9)

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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 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,



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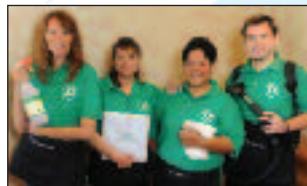
For additional information, please call 610.495.1730 and visit www.limerickcarwash.com.

Local Sears Appliance Showroom Produces a Winner!

Sears Appliance Showroom, located at 223 Shoemaker Road in Pottstown, is very excited to congratulate Doris, from Elverson on winning \$7,500 worth of Bosch products! Sears Appliance Showrooms recently took part in a nation-wide contest, which was held in mid-October. Out of all the Sears Appliance Showroom stores nationwide, the Pottstown store was very lucky to have one of its customers win!

Doris came in to look at the Sears Appliance AARP phone selection. She was surprised to learn about the contest, and the amount of the giveaways being offered. Doris took a chance and filled out the entry form, and it paid off! Doris can now have the kitchen of her dreams, plus the peace of mind that her appliances are going to be serviced for the next five years.

Since the Pottstown Sears Appliance Showroom opened, they have been very fortunate to have programs like this that give back to their customers. Their appliances are always rated in the top ten. They have a superb mattress selection, and more than six million products available in their catalog. To find out more about Pottstown Sears Appliance Showroom, please call 610.970.2529 and visit their Facebook page: <https://www.facebook.com/SearsHASPPottstownPA>. You will find information on their current contests, sales flyers and you will meet the team of experts there to help you with all of your Sears needs.



David's Cleaning Service

While most businesses hold Christmas parties for their staff year after year, one company has decided to begin a new tradition this year.

David Lomnychuk, 26, has owned and operated David's Cleaning Service since it first began in April 2010. A residential and commercial cleaning service located in Reading, David's Cleaning Service will be taking a different approach to celebrating the holidays.

"I am all about giving back to the local community," says Lomnychuk.



"On December 17th, we will be renting a Christmas trolley and touring the neighborhoods of Berks County to see the product of everyone's hard work decorating their homes. Each employee will get to pick their favorite home and we will present the homeowner with a gift basket as a way thanking them for spreading joy to others during holiday season." He adds, "The cool part about this project is that not only does the homeowner receive a gift basket from our company, but we will also 'pay it forward' to a member of the community in need on their behalf. The homeowner will choose a recipient and we will write a \$100 check to that family just in time for the holidays. It can be a family in need or perhaps a neighbor who just lost their job." Lomnychuk said he loves this idea because it's all about paying it forward and it reinforces the importance of having fun and giving back to your community.

For additional information, please call 484.706.2425. 📞

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2013 RIDE TO PROSPERITY VERSION 2.0

PART 2

THE WORK PLAN

Ride to Prosperity 2.0 Work Plan

In some ways, RTP 2.0 is a continuation of efforts begun with 2010 RTP 1.0 report. Our approach to the County's economic development challenges is similar. We are attempting to tackle pressing issues that fall within the core focus areas of the RTP partner organizations, i.e. they directly tie to economic and/or workforce development. We recognize that Reading and Berks County face a host of challenges, many of which should top the agenda of County leaders and citizens. For example, we applaud recent initiatives to combat crime in the City of Reading and to improve city and county schools via the Berks Business Education Coalition. RTP partner organizations will continue to support these essential projects, but will not seek to address them under the auspices of the economic development-focused RTP work program.

RTP 2.0 will also resemble RTP 1.0 in its focus on a near-term work program that can produce important outcomes within three years. Changing a regional economy takes decades, but this process begins with smaller steps that produce tangible outcomes over the medium and short term. Our goal is to make Berks County into a globally recognized center of innovation,

entrepreneurship, and community prosperity where local residents have opportunities for attractive careers and an enviable quality of life. While we may not fully achieve this ambitious objective by 2015, we can accelerate the progress that we have made since in 2010. Many of the core focus areas from RTP 1.0 will remain in place in RTP 2.0. For example, we intend to continue a strong focus on innovation and entrepreneurship, workforce and talent, and sites and infrastructure. Our Quality of Life working group will remain in place, but will have a slightly narrower focus on tourism and recreation promotion in our new efforts. We have opted to disband our Business Clusters Working Group, as much of its agenda is already being managed by GREP and other local partners.

We have also opted to add a new focus area for RTP 2.0: an initiative that we are calling "Business Friendly Berks." This initiative seeks to improve processes and procedures for supporting businesses and business development in the City of Reading and in municipalities across Berks County. We have heard from numerous businesses and other stakeholders that the policies, procedures, and processes for business development and growth, such as new building permits, business licenses, or

(See "Ride to Prosperity 2.0" on page 14)



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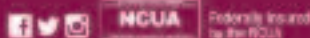


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RIDE TO PROSPERITY 2.0

(Continued from page 12)

zoning and planning issues, are too complicated, too costly, and too unpredictable.

Under RTP 2.0, we hope to develop new approaches that can position our communities as part of the most business friendly region in Pennsylvania.

Details on each of these RTP 2.0 Working Group Initiatives is presented below:

Entrepreneurship and Innovation

Berks County's infrastructure for supporting new businesses has blossomed over the past three years. New incubator and co-working facilities are in place, and a robust business service provider network, GREAT, is available to support local residents who want to start a new business or accelerate the growth of an existing company.

Under the auspices of the RTP 2.0, partners intend to pursue two complementary strategies. First, GREAT and its partner organizations will expand outreach efforts to better serve our region's growing Latino community. In Reading, Latino residents comprise 60 percent of the population. Yet, only 27 percent of City businesses are Latino-owned. Recent national data notes that Latinos start businesses at higher than average rates, suggesting that Latino business owners and aspiring entrepreneurs are under-represented in Reading and Berks County. As part of our efforts to address this issue, we will continue to provide support to the Latino Business Resource Center and to the Jumpstart Business Incubator's new Jumpstart Diversity Initiative (JSD). JSD seeks to expand services to new and aspiring Latino entrepreneurs via expanded bilingual training and workshops, specialized support services at the incubator facility, and a local business plan competition to spur new start-ups.

At the same time, RTP will support the development of new tools and programs to support high-growth entrepreneurs, often referred to as gazelles. These companies, which grow at rates exceeding 15-20 percent per year, are the key drivers of local prosperity, generating the majority of new jobs across the US economy.

Under RTP 2.0, key local agencies will target support for these entrepreneurs via new strategy called Reignited in PA. Reignited in PA will provide intensified and targeted outreach, coaching, mentoring, training and consulting to an estimated sixty high-growth-potential companies. This effort will target manufacturing-related firms, but will provide support to firms in a host of sectors. Each company will receive a customized suite

of services along with coaching and mentoring from successful entrepreneurs who can share lessons learned from their own experiences. When this effort is fully operational, it should be able to support the creation of hundreds of new local jobs each year.

In addition to these two new initiatives, the RTP 2.0 plan also seeks to assess the feasibility of several other new investments that could provide additional support tools for local entrepreneurs. The team intends to sponsor additional market research in the following two areas:

1) Assessing the feasibility of developing a "Maker Space" or new forms of co-working space in the City of Reading. This effort might be closely linked to ongoing programs now underway at the GoggleWorks Center for the Arts.

2) Assessing strategies to more closely engage local library systems in local entrepreneur support efforts. One option would involve developing an economic gardening initiative similar to that currently deployed in the Lancaster County (PA) library system.

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

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RIDE TO PROSPERITY 2.0

(Continued from page 14)

Workforce and Talent Development

The Workforce and Talent Development working group has identified three top priorities for its work under the RTP 2.0 plan. Maintaining and expanding newly developed career outreach initiatives will be a top priority. In the past year, several promising new efforts, such as the Chamber's Career Awareness Task Force and GREP's Careers in Two Years program, have started. These efforts work with area youth, and their parents, to inform them of local career options, particularly in fields that require an associate's degree, certifications, or other credentials short of a four year degree. These careers, known as middle skill jobs, are projected to be among the fastest growing occupations in coming years. Located in many technical fields, such as manufacturing, information technology, and health care, these jobs offer high pay and desirable career ladders without requiring that young people assume massive education debts in pursuit of a college degree. They are also located in fields where employers report significant worker

shortages and face great difficulties in finding qualified job candidates.

These efforts need to be further expanded. In addition to supporting existing programs, we intend to convene a county-wide summit that will focus on new career opportunities and engage parents, educators, and students.

We will also expand our outreach to local schools. Reading High School continues to suffer from unacceptably high dropout rates. Low high school completion rates create major challenges for individual students, but they also create long term economic challenges as dropouts are more likely to need public support services and are less likely to obtain well-paying jobs. The Reading Area School District must develop a comprehensive school completion program, and we intend to work with Superintendent Carlinda Purcell to support this effort.

An additional outreach initiative will identify three area high schools to service as demonstration sites for implementation

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

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(ZC1070) 800 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!

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(ZC1098) 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.

(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 & Farmington Ave., Pottstown- Brand NEW Office Building Situated off Rt. 100 between Pottstown & Boyertown. 5000SF available in 2 story office building. Owner will fit out space to suit. Call for details on rates and availability. \$15.00/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. \$1,135/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) 2057 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, Parkersburg-Parkersburg- 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/3 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. \$700/Month

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RIDE TO PROSPERITY 2.0

(Continued from page 16)

of the WorkKeys career readiness certification. Developed by ACT, WorkKeys is a job skill assessment system that assesses work readiness in the form of key skills such as applied mathematics, business writing, listening, teamwork, and general work attitudes. It is increasingly recognized as a key credential by employers across the US. For many communities and employers, WorkKeys helps ensure a smoother school to work transition. By expanding WorkKeys adoption in local schools, we can provide better job opportunities for area youth and also signal to employers that Berks County is home to a ready and capable workforce.

The Workforce and Talent Development working group also plans to pursue a more long-term and ambitious objective: supporting a major initiative to transform the County's Career-Technical Education system. This effort, already kick-started by the Berks WIB, will help shift the system from its current half-day model to a new approach that offers greater potential to engage students and produce better learning and career outcomes. Potential options, which will require additional analysis, might include creating a separate technical high school, more specialized modules, or some other differing approaches. We recognize that this project will require a long-term commitment to change, but we also believe that improvements in the County's career and technical training programs will greatly contribute to a more prosperous local economy.

Sites and Infrastructure

In coming years, our Sites and Infrastructure plan will revolve around a multi-pronged strategy to develop more available development sites across Berks County. This strategy has generated important economic development "wins" over

the past few years, primarily at the Berks Park 78 but also at other sites around the County. Future site development efforts will emphasize sites that are attractive to manufacturers, who now represent nearly half of all firms expressing interest in relocation to Berks County. As reshoring brings manufacturing jobs back to the US, Berks County can and should be in a position to capitalize on new business opportunities in manufacturing. But, our prospects will depend on our ability to develop and market available properties. This will require a mix of strategies that develop new industrial sites, such as the newly proposed industrial park near the Reading Airport, and aggressive marketing of existing industrial sites (e.g., Berks Park 78, New Morgan). We will also invest resources to assess and prepare smaller brownfields sites for potential reuse and to identify other new sites with rail access, a key need for many manufacturers.

The attractiveness of these industrial sites will be further enhanced by the development of new Reinvestment Improvement Zone in Reading. This zone, modeled on Allentown's successful Neighborhood Investment Zones, would allow the City to deploy state and city business taxes to fund major redevelopment projects. These incentives have spurred significant new investments in the City of Allentown and their use in Reading could generate significant new economic activity within the City. RTP 2.0 will also support the expanded use of fast track procedures for the review and approval of new projects. These new procedures were first tested in 2011 and 2012 with efforts to support the expansion of Cambridge-Lee Industries' facility in Ontelaunee Township. The new Joint Express Approval Program, managed by

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

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RIDE TO PROSPERITY 2.0

(Continued from page 18)

the Berks County Redevelopment Authority and Greater Reading Economic Partnership, has significantly reduced both the time and cost involved with necessary zoning and planning procedures for major new development projects. It is part of wider effort, strongly endorsed by all RTP partners, to create a more business friendly Berks County.

In addition to identifying sites for firms considering relocation to Berks County, the Sites and Infrastructure plan will also include several efforts that should improve support and services for existing businesses. Developing a new Business-Friendly Municipalities program will be a top priority in coming years. This effort will involve outreach and technical assistance to townships and local municipalities seeking to attract new businesses and spur business development. Key RTP partners will assist these communities in developing planning, zoning, and other regulatory procedures that are transparent and that do not place undue burdens costs on businesses. In addition, RTP partners are supporting the creation of new county Water and Sewer Association that will bring together key local leaders to share insights and expertise on how to develop and maintain key water and sewer infrastructure.

Finally, many of these priority economic development focus areas are integrated into the Reading Area Transportation Study, under the auspices of the Berks County Planning Commission, a key RTP partner. Many of the major road projects now or recently underway in Berks, such as the extension of River Road and upgrades on Rt. 501 in Bethel, are linked to countywide economic development priorities.

Quality of Place

For the RTP 2.0 plan, our Quality of Place working group intends to focus on bolstering Berks County's reputation as a destination for visitors. Tourism and hospi-

ality are under-appreciated, but important anchors of the local economy. According to research from Pennsylvania's Department of Tourism, visitors contributed more than \$761 million to the local economy in 2011. This spending helped support 6,238 jobs across Berks County. These jobs fall in a wide range of industries, and are not all located in traditional hospitality sectors like hotels or restaurants. In addition, hospitality and tourism provides a growing number of high quality jobs with desirable career options. A recent US Travel Association study estimated that two out of every five workers who start their careers in the travel industry will go on to earn more than \$100,000 per year.

While recent trends in our local tourism industry are promising, we believe that Reading and Berks County could improve on this performance with smart investments in developing new activities and destinations and in expanding our marketing and outreach activities. During RTP 2.0, we intend to commission a new strategic plan for enhancing the County's tourism industry. This research effort will address several key questions:

- What are the County's most important and attractive tourism assets? In addition to larger attractions, this research should also assess the potential for promoting outdoors activities and recreational tourism.

- What is the County's niche? What would generate the greatest interest and buzz in surrounding markets?

- What is the local economic impact of the tourism and hospitality sectors? What can we do to promote and support careers in these fields?

- What gaps exist? What kinds of amenities are needed to make Berks County a more attractive destination for visitors?

(See "Ride to Prosperity 2.0" on page 31)



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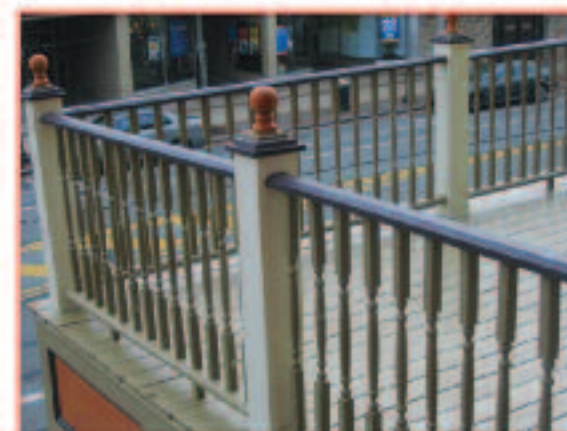
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Think Twice Before Retitling Your Home



LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire, Wolf, Baldwin & Associates, P.C.

As estate planning attorneys, rarely a month goes by where we do not hear from people who want to retitle their real estate to others for various reasons. Often these people believe that they will save on probate fees or taxes by retitling the asset, or that they will protect assets from Medical Assistance or creditors. But a recent case from the Pennsylvania Superior Court highlights just one of the dangers inherent in making such transfers without legal counsel.

In a non-precedential decision, *Irish v. Warnshuis*, 1124 WDA 2012 (October 10, 2013), the Superior Court affirmed the lower court, which passed the real estate owned by Mrs. Irish to her children after she passed away. At first blush, this does not sound like a strange result. However, Mr. Irish disagreed.

Mr. and Mrs. Irish were married in 1982; it was the second marriage of each. Mrs. Irish had children by a prior marriage. Mr. and Mrs. Irish purchased a property together in 1987, but in 1990 Mr. Irish transferred his interest in the property to Mrs. Irish to protect the property from the potential claim of creditors of his aircraft business. Mrs. Irish wrote a Will in 2003, which left \$20,000 to Mr. Irish and the balance of her estate to her children from her prior marriage. When Mrs. Irish passed away, Mr. Irish objected to the transfer of his property to his step-children, arguing to the court that he never intended to gift the property to his wife.

Mr. Irish asked the court to impose a constructive trust on the property, making him the beneficiary of the trust. The children asked the court for sanctions against Mr. Irish, arguing that Mr. Irish was improperly obstructing their rights to the property.

The court agreed with the children, and disallowed the constructive trust. The court found that Mr. Irish had ignored the advice of his attorney to purchase adequate liability insurance, and that the jointly-owned property would not be subject to the attachment of his creditors. The court also found that Mrs. Irish had been told by her attorney that the effect of her Will would be to transfer her property to her children. Mr. Irish appealed.

As mentioned above, Superior Court affirmed the lower court. In doing so, it confirmed the law of constructive trusts: generally, a "constructive trust" is defined

(See "Legal Perspectives" on page 29)

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LEADERSHIP AND SUCCESS

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

Emarketing consultants have raked in billions by promising potential clients dramatic increases in visibility and sales, but some businesses have spent large amounts of money only to be disappointed with the results. Technology can be a great tool, but only if it is part of an otherwise sound business strategy. Failures of emarketing (and the current "Obamacare" fiasco) are making this plain.

No matter what business you happen to be in, it's more competitive than ever. For that reason entrepreneurs cannot overlook the increasingly important role that digital technology plays in our lives. I attended my first Internet based marketing seminar nine or 10 years ago and knew immediately that the world of business that I had grown up with was a thing of the past.

Since that time there's been a virtual explosion in the array of options for doing marketing and sales through digital technology and many businesses have benefitted enormously. Many others however, have sunk big bucks into "emarketing," only to lose them—for the simple reason that it was never thought out exactly how it would generate revenues.

The rise of emarketing

The Internet has changed human life in ways too profound to quantify, affecting everything from people's modes of worship to their sex lives. There is simply no way to ignore it completely and expect to thrive in

business. The old "mom & pop" retail business has become all but a thing of the past, as "local" has been replaced by "global."

Websites and email were among the first harbingers of the coming revolution in business, with blogs, eBay, Amazon, and a host of other web based tools for business following close on their heels. Any entrepreneur who hasn't looked into the potentials of social media platforms like Facebook, LinkedIn, Twitter, and others too numerous to mention is aiding and abetting their competitors who have.

The advent of cyberspace opened the door for a new kind of peddler—the "techie," whose fixation on digital technology made him or her knowledgeable about the continuous emergence of innovations as they became available. Seminars and consulting services regarding Internet applications for businesses became common, and "emarketing" went from being a business tool to being a business in its own right.

(See "Leadership and Success" on page 30)



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LEGAL PERSPECTIVES

(Continued from page 27)

as a relationship with respect to property subjecting the person by whom the title to the property is held to an equitable duty to convey it to another on the ground that his acquisition or retention of the property is wrongful and that he would be unjustly enriched if he were permitted to retain the property. The court recognized that a constructive trust could be created if (a) the transfer was procured by fraud, duress, undue influence or mistake, or (b) the transferee at the time of the transfer was in a confidential relation to the transferor, or (c) the transfer was made as security for an indebtedness of the transferor. The court further noted that “[u]nder our case law, the marital relationship is not confidential as a matter of law. [Whether a confidential relationship exists in a marital union] is a question of fact and arises when one party places confidence in the other with a resulting superiority and influence on the other side” and that “where, as here, the parties are husband and wife, a presumption arises that a transfer [of property] between them was a gift.”

Finally, the court noted that the presumption of a gift of a transfer of property

between husband and wife may be rebutted only with “clear, explicit and unequivocal — though not necessarily uncontradicted — evidence” that the transfer was not intended as a gift.

In the end, Mr. Irish got what he bargained for — the property went to his stepchildren. The important takeaway from this story is that anyone considering a transfer of property should carefully consider all of the potential consequences, and should memorialize the transactions with written agreements. Titles to property and beneficiary designations should be checked frequently. Consultation with an experienced estate planning attorney is highly recommended to ensure that the transfers do not have unintended consequences. And once you have the consultation and have heard the lawyer’s advice, consider following it. 🗑️

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, and West Chester. He is the firm’s managing attorney, and focuses his practice on workers’ compensation law and family law. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lwolf@wolfbaldwin.com.

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LEADERSHIP AND SUCCESS

(Continued from page 28)

True lies and false promises

The problem with emarketing however, is that it's a tool in the negative sense— if you're not using it, you're sure to suffer in some fashion or other. But using it by no means guarantees success. Myriads of business owners have spent large amounts of money on it and gotten little to no ROI. One CEO I worked with referred to it as a financial "black hole" into which money disappears never to return.

The reason for so much disappointment is that many entrepreneurs have been hoodwinked into expecting that a prominent presence in cyberspace alone could solve their problems. While this seems simple and obvious, innumerable businesspeople have fallen prey to this kind of thinking.

The "pay per click" trap

The earliest social media marketing seminars I attended were those offering strategies for guaranteeing that your name and website would figure prominently in any search results related to the business you're in. Usually accompanying this with this would be a discussion of tactics for getting users to your website regardless of what kind of Internet activity they were engaged in.

Such presentations almost invariably guarantee increments in sales as a function of using these tactics, and there are some grains of truth in some of what is said. But an Internet presence per se cannot replace good business sense of the common sort. If you have a lousy business model, offer little of value, and have an awful sense of what makes people buy, all a prominent Internet presence does is make people aware of those facts.

Most unfortunate were those who bought "pay per click" services, which charged them for each and every visit to their websites regardless of the outcome. Such services guarantee lots of visitors, but if no sales ensue, the investment is a complete washout. There are very few businesses for which such a service could be anything other than a severe financial liability. I've heard more horror stories than I'd care to recount.

Emarketing "experts" abound

If you're familiar with social media platforms such as LinkedIn and Facebook, you've got to be aware that cyberspace is now overrun by would be social media marketing "experts." Many of these people

(See "Leadership and Success" on page 32)

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RIDE TO PROSPERITY 2.0

(Continued from page 20)

This research effort will also revisit past plans and strategies, such as those led by the Berks County Conservancy, related to the County's trail systems and river access programs. This effort would be a first step in part of a larger strategy to promote the County's outdoor recreation assets. We continue to believe that a tourism promotion strategy focused on recreational tourism could generate significant interest in nearby urban markets.

The Quality of Life Working Group also intends to continue its support for initiatives focused on improving quality of place in downtown Reading. This includes Reading's new Main Street program and the work of the Penn Corridor group, with a particular focus on the 400-500 block of Penn Street.

Business Friendly Berks

Under RTP 2.0, we intend to support a new focus area that seeks to make Reading and Berks County the most business-friendly region in the Commonwealth of Pennsylvania. This effort will start with the City of Reading ("Business Friendly Greater Reading") and will soon be rolled out to other communities in Berks County.

We intend to convene a City of Reading Productivity Improvement Task Force, led by staff and members of the Greater Reading Chamber of Commerce and Industry. The task force members will include local leaders and industry experts in fields such as customer service, information technology, process improvements and the like.

The task force is designed to address key issues identified by numerous local businesses looking to locate, expand, or do business in the City of Reading. Current rules and procedures in areas such as planning, licensing, and zoning are unclear and unwieldy, and the costs of compliance are too burdensome. As Mayor Spencer and his team have noted, the City needs to embrace cutting-edge and innovative new technologies and procedures so that the processes for working with the city are understandable, efficient and effective. The project will also be examining the City's key practices affecting fiscal health. The City's financial health is a key concern for businesses now operating in Reading and for those considering relocation to the area.

(See "Ride to Prosperity 2.0" on page 33)



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LEADERSHIP AND SUCCESS

(Continued from page 30)

have few skills beyond those that are now commonplace, have little or no real business expertise, and some of them can't even spell, judging by many of the discussions I've seen in LinkedIn groups.

Of those that are more tech savvy than the rest of us, many have serious problems in the area of social intelligence (also often referred to as "emotional intelligence"). Business is all about people and relationships, and if you have problems relating to the perspectives and needs of others, these will limit your ability to succeed regardless of what you're trying to sell.

Tech based businesses frequently fail

Technology-based businesses are failing at an exceedingly high rate, as many "techies" are technology smart but socially impaired. Successful marketing based on technological knowhow sans social intelligence is a formula for business failure. Some of the social media marketing seminars I've attended were run by characters who were clearly not with it in the "people department." That fact was clearly evident in their presentations, especially in the ways that they handled questions from those not well versed in digital technology.

Social intelligence trumps technical knowledge

NY Times bestselling author and business guru John C. Maxwell, in his book *How Successful People Think*, emphasizes that good sound social intelligence is just as important as technical knowledge and the ability to focus on the bottom line. A lack in either department can be very destructive to your ability to succeed, and both are required for the development of successful business strategies.

Digital technology offers a wonderful array of options to entrepreneurs, but successful business strategizing often boils down to two essential components: (1) Finding a genuine need, and (2) filling that need in a cost-effective fashion. Complications lie within each of these, but the overarching logic is somewhat simple. Many people however, have trouble staying in touch with it.

Remembering the "DOTCOM bubble"

Far too many entrepreneurs have been blinded by the sheer number of options available through technology and have overlooked the more commonsense considerations in their planning. The market

(See "Leadership and Success" on page 34)

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RIDE TO PROSPERITY 2.0

(Continued from page 31)

This job requires a true partnership between the City and local business leaders. Berks County is home to many world-class companies who can share their expertise in how to streamline internal processes and provide top-quality customer service. These firms and their leaders have committed to sharing ideas with City staff and managers, and aggressive program for reform will kick off soon.

Expanded Partnerships and Engagement

As noted above, one of RTP's most important outcomes has been the fostering of strong countywide partnership among our eight economic and workforce development organizations. We are proud of this alliance, but hope that it become even deeper and more consequential. To date, the RTP team has focused its partnerships at the staff level. The chief executives and staffs of our organizations regularly collaborate and work together on key projects. Our next step is to bring our Boards of Directors into the mix. Beginning in 2014, we intend to convene regular joint Board meetings of all RTP partner organizations with the intention of creating even closer ties

among our organizations. This Board engagement strategy will create important connections and ensure that the work of RTP 2.0 truly transforms the Berks County economy.

Next Steps: RTP 2.0 and Beyond

We are excited about the work plan envisioned in the Ride to Prosperity, Version 2.0, but this strategy is not the last word on economic development in Berks County. Our communities are recovering from the Great Recession, but we face many serious challenges, particularly in our effort to revitalize the City of Reading. We will continue to support important local efforts such as Reading's ongoing anti-crime programs, Our City Reading, and Mayor Spencer's newly announced economic development initiatives.

We also intend to advocate for creation of a new countywide Community Indicators Partnership that would publicize data and other findings related to the performance of the Berks County economy. In the past, several local efforts have sought to create annual Indicator reports

(See "Ride to Prosperity 2.0" on page 35)



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SPRING-FORD Chamber of Commerce



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:



LEADERSHIP AND SUCCESS

(Continued from page 32)

crash in early 2000 (now known as the "DOTCOM bubble") was one of the best examples of what happens when a myopic focus on technology runs amok and displaces realities that would be quite obvious otherwise.

Myriads of would be entrepreneurs created Internet based "businesses" that were based solely on the promises of what technology could do— without thinking the "business basics" through. There was little regard for the issues of when (or even if) these businesses would yield profits, but the rush to get in on the ground floor suckered thousands of greedy investors right in— until the bubble burst. The old adage, "If it looks too good to be true, it probably isn't," completely escaped people who placed their hard earned money at risk in bad investments.

Repeating past mistakes

Businesses that waste money on fruitless emarketing efforts fall prey to some of the very same things as those who lost out in the DOTCOM bubble: Promises of quick returns laced with techno-jargon ("search engines," "digital footprint,"

(See "Leadership and Success" on page 36)

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RIDE TO PROSPERITY 2.0

(Continued from page 33)

for key local issues such as quality of life or child welfare. In 2009, the Berks County Community Foundation's "A Snapshot of Berks County," tracked community progress in several areas such as health, civic engagement, environment, and arts & culture.

We envision a new and more targeted community indicators assessment that would dig deeper into the underpinning of the Berks County economy and that would be closely tied to the strategies promoted via the Ride to Prosperity process. For example, key indicators could track progress in workforce development (e.g. changes in educational attainment levels), entrepreneurship (e.g. new business starts and business growth rates), and quality of place (e.g. visitor totals and revenues). In addition, the indicators project will serve as tool to track and report on progress with the RTP 2.0 strategy, and to make mid-course adjustments if necessary.

These indicators would be tracked on an annual basis, and reviewed at an annual summit to assess Berks County's economic performance. Other communities have enjoyed great benefits from these kinds of Community Indicator projects. They serve to spark conversations about future directions and to inform residents on what's happening with the local economy.

What's Next for Berks County: 2015 and Beyond!

The Ride to Prosperity strategic planning process has produced important changes in how economic development gets done in Greater Reading. It has helped key partners to develop and implement effective new programs, and has introduced a new county-wide partnership model to our work. We look forward to continued progress over the next several years.

RTP has always had a short and medium term focus, and it has operated as more of a staff-driven initiative. Each of

our organizations has used the RTP plans to help drive our own work—on our own and in partnership with other agencies. Beyond 2015, it may make sense to develop a more comprehensive and broad-based long-term vision for the Berks County economy that takes the form of comprehensive economic development strategy. This new vision would build on the work of RTP and other current planning documents, such as the Berks County Comprehensive Plan. However, this effort would be much more community-driven and focused on engaging a wide and diverse array of community stakeholders from across Berks County. Reading and Berks County have changed greatly in the past few decades, and it is important that future economic development planning recognizes the impact of these changes and engages all Berks Countians in thinking about our future economic directions. ■

Thank you to EntreWorks and Erik Pages for facilitating all of the work that has been done with the Ride to Prosperity initiative.



TRICOUNTY AREA CHAMBER OF COMMERCE

2013-2014 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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Wellness Foundation

Dave Lewis, Exelon Corporation

Rick Lewis, Lewis Environmental, Inc.

Steady Moono, Montgomery County
Community College

Baran Schultz, Schultz Technology

Frank Strunk, National Penn



PRESIDENT'S MESSAGE

The Board of Directors and staff of the TriCounty Area Chamber of Commerce thank you for your support in 2013.

Recently, there have been a few changes to our Board of Directors and we want to thank our Board Members that have shifted their seat to another Member of their team. We have had the opportunity to welcome two new Board Members in the past few months. Drew King, CPA & CFO at Main Line Financial Advisors, LLC, replaced Al Matarazzo's position on the board in September 2013. Dave Lewis, Limerick Generating Station Plant Manager at Exelon Corporation joined the board in October 2013 filling the seat previously held by Thomas Dougherty of Exelon Corporation. We welcome the new Board Members and we thank the existing Board Members for their commitment to the Chamber.

We continue to have openings on the Chamber's Board of Directors. If you have an interest in joining the Chamber Board please contact me and I will provide you with an outline of our process.

Their support helps us provide benefits and services and participate in our tri-county community covering southeastern Berks, western Montgomery and northern Chester Counties – consisting of 41 Municipalities / 8 public school district territories, over 251,000 residents and over 15,000 employees in the tri-county area represented by our over 400 Members.

We are also grateful for our many volunteers who continue to help us grow the tri-county area. Volunteers dedicate their time serving on our Pro Business Council. They meet on the third Monday of each month at 10 AM at the Chamber Office. An additional volunteer opportunity the Chamber is now providing is our Women of the Workforce Advisory Board. Please do not hesitate to con-

tact me if you are interested in participating on either of these two committees. And thank you to our Voluntary Contributors who have invested monetarily in the Chamber to help provide additional services and benefits to our Members.

As an annual opportunity for us to thank you for your support, volunteering, and time participating, we invite you to join us and kick off your holiday celebrations on Tuesday, December 10, from 5 to 6:30 PM at the annual Holiday Open House. Please join us for hors d'oeuvres and drinks donated by our food and beverage Members. We look forward to seeing you on the 10th.

You can also mark your calendar for several upcoming events that have already been scheduled.

January's Financial Breakfast featuring Glenn E. Moyer, PA Secretary of Banking and Securities – Thursday, January 9

Boyetown Area Progress Dinner – Wednesday, January 15

January Mixer at Pottstown Auto Wash and Detail Center – Tuesday, January 28

Leadercast – Friday, May 9

The contact information for the Chamber staff is listed below. Please do not hesitate to contact the Chamber Office to discuss any concerns you may have and/or ask any questions you may have.

Thank you again for your continued support of your Chamber. We wish you and yours a happy, healthy and safe holiday season this month.

Holiday Mixer Price of Admission: Please bring a nonperishable food item to donate to the Pottstown Cluster of Religious Communities

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

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MEMBERS ONLY: NO CHARGE: RESERVATIONS APPRECIATED

TO REGISTER: SCAN THIS QR CODE WITH YOUR SMART PHONE,
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OR GO TO TRICOUNTYAREACHAMBER.COM

TRICOUNTY AREA
CHAMBER OF COMMERCE

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricityareachamber.com

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

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

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

Melissa Shainline, Administrative Assistant, melissa@tricityareachamber.com

Bill Wertz, Membership Director, bill@tricityareachamber.com

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



JOIN FORCES!

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

– unknown author

WELCOME NEW MEMBERS!

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

Altek Business Systems, Inc.
300 Emlen Way
Telford, PA 18969
215.721.9355
www.altekimaging.com
Computer Consultants / Support Services
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Fire / Water Restoration
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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



THANK YOU

Thank you to the November Coffee Sponsor:



Thank you to the November Newsmagazine Insert Sponsors:



Thank you to the November Email Sponsor:



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 resume – Marketing

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.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

35 YEARS

Pottsgrove School District
A. Weitzenkorn's Sons, Inc.

28 YEARS

JL Machine & Tool, Inc.
Wendy's Flowers

26 YEARS

Western Montgomery Career and Technology Center

25 YEARS

Gorski Engineering, Inc.

20 YEARS

Pottsgrove Metal Finishers, Inc.

11 YEARS

Weigner Insurance & Financial Services, Inc.

6 YEARS

Spring Valley YMCA

2 YEARS

K. Hovnanian Homes
Patriot Pest Solutions

Member Renewals

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

American Crane & Equipment Corp.
ArtFusion 19464

Atris, Inc.
Bally Block Company
Boenning & Scattergood, Inc.
Brandywine Institute of Orthopaedics
Building a Better Boyertown

James M. Capinski and Associates

Complete Family Eyecare, Ltd.

Coventry Christian Schools, Inc.

Michael L. Cross & Co., Ltd.

DeMedio's Building Maintenance, Inc.

East Coast Seed Connection, LLC

A. Jackson Ecker, Inc.
J.C. Ehrlich Co., Inc.

EP Caine & Associates CPA, LLC

Evans, Hauseman & Richard, Inc.

Express Data Systems, Inc.

Hollenbach Home Center
Independence Blue Cross

Manatawny Creek Winery, Inc.

Media Fusion Technologies, Inc.

North Coventry Township

Oletowne Jewelers

Pennsylvania American Water

Professional Pharmacy & Convalescent Products, Ltd.

Chris Rowe, State Farm Agent

Sanatoga Animal Hospital

Schumacher & Benner Funeral Home & Crematory

Pottstown SCORE Chapter 594

Steel River Playhouse

The Sunnybrook Foundation

Pottstown YMCA, a branch of Philadelphia Freedom Valley YMCA

Are you Celebrating 25, 50, 75 Years?

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



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

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



CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE



TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING

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!

\$25 per Member (prepaid); \$30 per Member (invoiced); \$35 per non-member

Sponsored By: Salon Evolve; The Victory Bank

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.

For this event we are asking that you bring a nonperishable food item that will be donated to the Pottstown Cluster of Religious Communities.

Members Only; No Charge; Reservations Appreciated

**The Chamber will be closed
December 24th — January 1st.
The Office will reopen with
normal hours on January 2nd.**

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



Leadercast

TriCounty Area Chamber



**New Hanover United
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Gilbertsville, PA

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May 9, 2014



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

JANUARY SAVE THE DATES

Thurs., Jan. 9

7 - 9 AM

JANUARY'S FINANCIAL BREAKFAST

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

Glenn E. Moyer, PA Secretary of Banking and Securities, will present "The State of Banking in Pennsylvania." He will discuss the current state and outlook for the Pennsylvania banking industry; provide an update on state and federal regulatory issues; describe "lessons learned" from the 2012 merger with the PA Securities Commission, as well as the agency's new strategic plan; review aspects of the Pennsylvania state budget that affect the banking industry; and, time permitting, answer questions.

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

Sponsored By: National Penn; O'Donnell, Weiss & Mattei, P.C.

Additional Sponsorship Opportunity Available

Weds., Jan. 15

5 - 6:30 PM

6:30 - 8:30 PM

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 to Marianne Deery, Mayor of Boyertown and Owner of The Twin Turrets Inn, and a video by Boyertown Area High School Students showcasing progress in the Boyertown Area over the last year.

The following 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

Platinum Sponsors: Maillie, LLP; Martin Stone Quarries, Inc.; Media Fusion Technologies; PMMC Occupational Health - CarePlex; Global Advanced Metals

Gold Sponsors: Hollenbach Construction, Inc.; National Penn

More Sponsorship Opportunities Available

Inclement Weather Date: Weds., January 22.

Thurs., Jan. 23

5 - 8 PM

TRI-COUNTY AREA WOMEN'S ROUNDTABLE

Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468

Join other women in the tri-county area for an evening of empowerment and encouragement with a panel presentation and discussion of the book *Lean In: Women, Work and the Will to Lead* by Sheryl Sandberg. Get started reading the book to prepare for the discussion now and secure your spot at this event where you will have the chance to connect with other area women wanting to lean in!

Denise Nakano, weekend anchor for NBC 10, will be the moderator for our panel discussion!

In partnership with Montgomery County Community College, PMMC's Healthy Woman, YWCA Tri-County Area.

\$25 per person

Sponsorship Opportunities Available

Tues., Jan. 28

4 - 6 PM

BUSINESS CARD EXCHANGE

Pottstown Auto Wash and Detail Center, 150 Shoemaker Rd., Pottstown, PA 19464

Join fellow Chamber Members for an evening of networking and hors d'oeuvres.

Members Only; No Charge; Reservations Appreciated

Sponsored By: **Pottstown Auto Wash & Detail Center**

FEBRUARY SAVE THE DATE

Thurs., Feb. 20

4 - 6 PM

REGIONAL CHAMBER BUSINESS CARD EXCHANGE

Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468

Enjoy an evening of refreshments and networking with fellow Chamber Members. Participating Chambers of Commerce are Perkiomen Valley Chamber, Phoenixville Regional Chamber, Spring Ford Chamber, Upper Perkiomen Valley Chamber, and TriCounty Area Chamber.

Members Only; No Charge; Reservations Appreciated

Sponsored By: Exelon Generation

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



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MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

CHAMBER MEMBER DECAL

Make Sure Your Window Decal is Placed in Your Storefront

FEATURED MEMBER BENEFIT OF THE MONTH



Many Chamber Members and members of the community will be out and about during the holiday season looking to make purchases and enjoy great entertainment. Make sure you place your decal in your storefront for people to see. According to the 2012 Schapiro Study, if consumers know that a business is a Chamber Member, the business enjoys an 80% increase in the likelihood that consumers will patronize the business in the future.

Let us know you have your decal up and we will stop by and take a picture. We will post the photo on Facebook and Twitter letting even more potential customers know you are a Chamber Member - send photos to Jeff at jeff@tricityareachamber.com.

Keep an eye out - 2014 Chamber Member Decals will be mailed to the Membership in the beginning of 2014!

Continue to show your commitment to your community by shopping locally this holiday season and being on the lookout for Chamber Member decals as well as using our online business directory - tricityareachamber.com - where 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!

Don't forget - you can find the business directory on the Chamber's Mobile App so you can access the list on the go. Just scan this QR code with your smartphone to access our Mobile App.

This holiday season make sure you remember your ABC's - ALWAYS BUY CHAMBER.



Regional Chamber Business Card Exchange

Presented by



Thursday,
February 20, 2014
4 to 6 PM

Copperfield Inn at
Lakeside

594 W. Ridge Pike, Limerick, PA 19468

EXPAND YOUR REACH and enjoy an evening of refreshments and networking with fellow Chamber Members. Participating Chambers of Commerce are Perkiomen Valley Chamber, Phoenixville Regional Chamber, Spring Ford Chamber, Upper Perkiomen Valley Chamber, and TriCounty Area Chamber.

Members Only; No Charge; Reservations Appreciated

Scan this QR Code, call 610.326.5158, email kitty@tricityareachamber.com, or register online at tricityareachamber.com.



SAVE.

SAVE ON ENTERTAINMENT - Makes a great stocking stuffer

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.

- Movie Tavern
- Carmike
- Regal
- Adventure Aquarium
- National Aquarium
- Philadelphia Zoo
- Please Touch Museum

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.

SAVE TIME WHEN LOOKING FOR THINGS TO DO

Use the Community Calendar at tricityareachamber.com this holiday season to find out what events are happening in our area!

If your business or organization has an event, you can post it on our calendar for FREE.

SAVE ON ONLINE ADVERTISING

So far in 2013, the Chamber has had over 31,000 visits to tricityareachamber.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.

TOP WEBSITE PAGES FOR THE PAST YEAR

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

Get in touch with Jeff at jeff@tricityareachamber.com or call 610.326.2900 to secure your featured internal website sponsorship on tricityareachamber.com.

SAVE ON MARKETING

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!



LOOK HOW CHAMBER MEMBERS SAVED IN 2013! Business Equipment Recycling Day

On October 15, 2013, the TriCounty Area Chamber of Commerce hosted their annual Business Equipment Recycling Day. Chamber Members were able to drop off old business equipment and electronics to be recycled at no charge as a benefit of being a Member of the TriCounty Area Chamber of Commerce.

This year, the Chamber collected and recycled 14,104 pounds of miscellaneous electronic and computer equipment thanks to the help from our sponsors for this event:



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

POWER NETWORKING LUNCHEON

At this event, Chamber Members were able to meet every person in attendance! A group of Chamber Members looking to connect met at Limerick Golf Club on November 7, 2013 for a Power Networking Luncheon. Attendees rotated from table to table sharing what their business has to offer with a one minute elevator pitch.



Creating Connections

"I have been attending TriCounty Chamber of Commerce's Power Networking Luncheons for the last 2 years. There are no other events quite like them. To be able to convey the message of what my business does in a short amount of time has been not only beneficial to my growing business, but it is a great way to get to know other local businesses and learn how we can help grow each other's businesses."

– Josh Petruskas, Furniture Soup, Inc.

OCTOBER BUSINESS CARD EXCHANGE

On October 22, Chamber Members gathered at Walnut Woods in Boyertown for the October Business Card Exchange. Chamber Members enjoyed an evening of networking and hors d'oeuvres.



From left to right: Penny Battisto, Main Line Financial Advisors, LLC; Bernadette McElroy, Bookkeeping Services, LLC; and Jackie Gofus, Janney Montgomery Scott, LLC.



Timothy Forrester, The LIFE Financial Group, Inc., the Chamber's volunteer whistle blower and Stephanie Zangrilli, Car-Tel Communications, winner of the Whistle Blower Contest.

Sponsored By:



"I very much enjoyed the business card exchange at Walnut Woods.

These events are always a great opportunity to catch up with friends, make new ones and deepen the relationships that are the foundation of every business." – Bill Wellen, Owner

FAST SIGNS

LEADERSHIP TRI-COUNTY CLASS OF 2014

The October session of the Leadership Tri-County class was focused on the justice system in the tri-county area. Class members were able to tour Berks County Prison, visit with a Common Pleas Judge and discuss the Berks County Jury Process at the Berks County Courthouse. Over lunch they heard a presentation from Ellen Horan, President & CEO, Greater Reading Chamber of Commerce & Industry entitled "Whose Responsibility Is It For Fighting Crime?".

Later in the day, the class traveled to the Pottstown Police Range for a demonstration with CMERT, the Ches-Mont Emergency Response Team.

The 2014 Leadership Tri-County Class was able to walk away from the October session with a better understanding of the justice system in our area including its strengths and weaknesses.

Stay tuned for more updates on the Leadership Tri-County Class of 2014.



The Leadership Class at the Pottstown Police Range for a demonstration.

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

John Middleton
an Altria Company



The Leadership Class at Berks County Courthouse learning about the jury process.

Meet The Leadership TRI-COUNTY Class Of 2014



Barbara Deloplaine, Branch Manager at National Penn, has worked for the company for 9 years and in the tri-county area for 25 years. She is married to her husband Jim. Her special interests include babysitting her grandson, cooking Sunday dinner and singing in the church choir. She is also a longtime Pittsburgh Steelers fan.

Barbara is a proud graduate of Pottstown High School. She believes that all of her teachers have influenced her career path. Her personal business philosophy is that everyone should follow ethical principles in our daily lives. We should act with integrity and treat others with respect and fairness. Barbara is also inspired by this quote from Henry Ford – "Don't find fault, find a remedy."

Barbara hopes to become more involved with the Chamber through the Leadership Tri-County program. She also feels that participating in the Leadership Tri-County program is important "to become aware of the challenges facing non-profits and agencies within the tri-county area."

While participating in Leadership Tri-County, Barbara looks forward to developing relationships with leaders in the tri-county area.



Krista Dougherty is a 2011 graduate of Shippensburg University with a Bachelor's degree in Sociology and a minor in International Studies. She was able to spend time abroad in Belgium,

Italy, Spain, Greece, France and Switzerland where she was able to interact with members of NATO, the European Union, Global Trade International, and the United Nations High Commission on Refugees.

Krista states that her personal business philosophy is "being a positive influence in your own life. I strive to be a creative leader who recognizes the tremendous potential in people and strives to establish and maintain a climate where individuals can develop and maximize their full potential through teamwork and open communication among peers, employers and businesses within this increasingly co-dependent workforce." Her business role model is Richard Branson.

Krista is involved in the Chamber through her company, Schultz Technology. She also feels that it is important participating in Leadership Tri-County because it is important for any person to better themselves – not only for their business, but for the future and to tap into their full potential. So far this program has allowed her to see many facets of the community that need assistance and the daily struggles they go through to aid their missions. Krista states that "I think it is imperative for programs like this to exist, to help spread the word and awareness and expand community involvement for these organizations."

Krista looks forward to changing herself for the better while participating in Leadership Tri-County. She also is enjoying the non-profit experience, looking forward to giving back to the community and continuing to learn and grow with her classmates.

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WOW - WOMEN OF THE WORKFORCE

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



OCTOBER WOW LUNCHEON

On October 24, 2013 Women of the Workforce gathered at Brookside Country Club in Pottstown for the TCACC View!

VERY IMPORTANT EMPOWERING WOMEN SUCCESS STORIES

Attendees heard and were inspired by the career stories of our panel of special guests.

Thank you to our panel for sharing their stories and inspiring us all:

Dr. Myra Forrest, Executive Director for the Foundation for Pottstown Education

Nancy March, Editor, The Mercury

Sharon Weaver, former Group Executive Vice President for National Penn

Megan Bauer, Vice President of Coventry Corners

Our panel also shared their opinions on some HOT TOPICS from a recent article in the Huffington Post, *23 Things Every Woman Should Stop Doing*.

Attendees were able to hear stories from others, learn from each other, and have others learn from them and just like the TV show "The View", our October WOW panelists brought gifts for everyone in the "audience"! We thank our panelists for their generosity.

"I just wanted to tell you how much I enjoyed the lunch panel! I often stay at the building to handle the various responsibilities included in my job!

Well, it was so inspiring to be with such great women that I have decided to book myself for future WOW Luncheons more religiously and call them time for me!

Thank you for always bringing new ideas and the right combination to all the things you do for your Members!"

– **Jodie Daniels, NHA: Assistant Executive Director, Chestnut Knoll Residential Care, Memory Care and At Home Services**



Panelists from left to right: **Megan Bauer**, Vice President of Coventry Corners; **Sharon Weaver**, former Group Executive Vice President for National Penn; **Dr. Myra Forrest**, Executive Director for the Foundation for Pottstown Education; **Nancy March**, Editor, The Mercury



PA CONFERENCE FOR WOMEN

On October 30, 2013, a group of women from the tri-county area boarded a bus with women from greater Reading and headed down to the Pennsylvania Conference for Women at the Philadelphia Convention Center.

Keynote speakers for this event included **Sallie Krawcheck**, one of the most respected voices on Wall Street; **Judge Glenda Hatchett**, TV show host and bestselling author; **Madeleine Albright**, America's first woman Secretary of State and bestselling author; **Linda Cliatt-Wayman**, principal, Strawberry Mansion High School; and **Hillary Rodham Clinton**, former Secretary of State and U.S. Senator from New York.

Here are a few of our favorite quotes from this uplifting and empowering event:

"Networking is the number one key to success."

"When it comes to ethics versus a job, you can find another job."

– **Sallie Krawcheck**

"There is no such thing as failure. You are just warming up for success."

"When you can't find a way to fix something, write your own story."

– **Judge Glenda Hatchett**

"Don't be afraid to interrupt, but you have to know what you are talking about when you do."

"There is plenty of room in the world for mediocre men, there is no room for mediocre women."

"There's a special place in hell for women who don't help other women."

– **Madeleine Albright**

"Women can be agents of change and fighters of peace. All we need is a chance."

"No country can truly thrive by denying participation from half of its people."

"No ceilings can stand in the way of us living the American dream."

– **Hillary Rodham Clinton**

NOVEMBER WOW LUNCHEON

On November 6, 2013 Women of the Workforce met at Bellewood Country Club, in Pottstown for the November WOW Luncheon!

Sharon H. Katz, Ph.D. of Main Line Psychological Resources, LLC presented on "Stress Management for Women in the Workplace: Key techniques, especially during the Holiday Season". Dr. Katz addressed time management, maintaining energy, setting limits, relationship troubleshooting, setting realistic goals, and relaxation skills.



Speaker, **Sharon H. Katz, Ph.D. of Main Line Psychological Resources, LLC**

Dr. Katz had attendees design a mini action plan for the holidays based on her 17 stress management tips.

A few of her tips included:

1. Keep yourself healthy
2. Set realistic expectations
3. Lose the perfectionism!
4. Have a plan
5. Balance structure with flexibility
6. Enjoy old traditions; create new traditions
7. Utilize multiple communication techniques to be connected
8. Set limits, delegate
9. Maintain your sense of humor!

At the end of the presentation, attendees were asked to identify 3 strategies to use to help them enjoy the next couple of months.

Sponsored By:



Join us for the December WOW Luncheon on **Thursday, December 5, 2013 from 11:30 AM to 1:30 PM** at **Cuttillo's Restaurant** in Pottstown. **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!

The cost to attend is \$25 per Member (prepaid); \$30 per Member (invoiced); \$35 per non-member. To register go to tricityareachamber.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 the products and services you have to offer.

For more information on this email sponsorship opportunity, contact Kitty at kitty@tricityareachamber.com or 610.326.2900.

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Tri-County Area Women's Roundtable

No Matter What Your Job Is
LEAN IN With Women in the Tri-County Area

THURSDAY 23 2014 5 TO 8 PM
JANUARY

Copperfield Inn at Lakeside
594 W. Ridge Pike, Limerick, PA 19468

Contact the TriCounty Area Chamber of Commerce at 610.326.2900



\$25 per person

Denise Nakano, weekend anchor for NBC 10, will be the moderator for our panel discussion!



BROUGHT TO YOU BY
TCACC's Women of the Workforce, Montgomery County Community College, PMMC's Women's Services, & YWCA Tri-County Area

MEET THE BOARD



DAVE KRAYBILL, EXECUTIVE DIRECTOR OF THE POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION

Company Description: Endowment with giving focused on nutrition and physical activity in school, expansion and use of parks, access to health and behavioral care, and increased capacity for non-profits.

Special Interests: Bicycling the Schuylkill River Trail, oceans or water anywhere, canyons of Utah and Arizona, Korean Food, and growing vegetables

Number of Years he has worked in the Tri-County Area: 10

Personal Business and/or Leadership Philosophy: Listen, collaborate, create strategic planning. "The next great idea may walk through your door this morning."

Business Role Models: Andrew Carnegie, Milton Hershey, Peter Drucker, Sam Walton, Dolly Parton, Megan Whitman

Chamber programs and services that Dave feels provide value for Members: Economic Development Luncheon, Member Breakfasts, Worksite Wellness Initiative and anything with Terry Madonna.

BUSINESS OF THE MONTH



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



METRO BANK Helping Strengthen Your Business's Bottom Line

Since opening the doors of its first location in 1985, Metro Bank has been focused on providing customers with superior service, convenience and expertise unlike anywhere else.

As a community bank with 33 locations throughout Berks, Cumberland, Dauphin, Lancaster, Lebanon and York counties, Metro Bank has a keen understanding of the local market and the needs of its business owners. The Bank is committed to helping businesses' strengthen their bottom line which in turn helps keep our local communities vibrant and growing.

Metro Bank considers itself your partner in business and works to add value by offering a variety of banking solutions to help you manage your business's expenses. All business checking options provide businesses with next-day availability on deposited checks, as well as free Online Banking and Bill Pay.

In addition, businesses of all sizes can benefit from Metro's Cash Management solutions to handle cash flow, improve productivity and meet business needs. Metro Cash Manager, a web-based banking solution providing easy-to-use access to cash management services, can also help keep businesses safe from potential fraud with features such as Positive Pay, transaction alerts and dual account controls. Included in the Cash Management product is a dedicated Customer Care Team to support your business and answer any questions you may have along the way.

And, as your business evolves, Metro Bank is with you to help identify financial

solutions that make sense for your business -- whether the goal is working capital, equipment financing or expansion funding. Metro lenders take the time to learn about their customers' needs, strategy and vision to be able to offer a customized approach.

Areas of the Bank's commercial expertise include commercial real estate, middle market, healthcare and small business. In fact, Metro Bank is consistently a leading small business lender in the local community. In 2012, Metro ranked third among all SBA lenders for loan production in the U.S. Small Business Administration's Philadelphia District, which comprises 40 counties in the eastern half of Pennsylvania.

Above all, Metro Bank is here for your business when others are not. For customers' convenience, all Metro Bank locations are open seven days a week, 361 days a year, as early as 7:30am and as late as 8pm. Metro Bank fits your busy schedule -- not the other way around. The Bank is also ready to assist you 24/7 365 days a year by way of its live local customer service line -- 888.937.0004.

Stop by one of the Bank's nearby locations in Exeter and Muhlenberg townships, on Lancaster Avenue, State Hill Road or Shillington Road to learn how Metro Bank can support your business's goals. You can also find more information about Metro Bank by visiting mymetrobank.com, liking the Bank on Facebook ([facebook.com/MyMetroBank](https://www.facebook.com/MyMetroBank)) or following @My_MetroBank on Twitter.

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PROTECTING YOUR BUSINESS FROM DISASTER FOCUS OF TRICOUNTY AREA CHAMBER OF COMMERCE ECONOMIC DEVELOPMENT LUNCHEON

The TriCounty Area Chamber of Commerce hosted its annual **Economic Development Luncheon** at Sunnybrook Ballroom in Pottstown on October 30, 2013.

Keynote speaker, **Mr. Paul Shives, Business Administrator, Township of Toms River, NJ** presented **"Reacting, Recovering, & Rebuilding from Super Storm Sandy"**. The presentation focused on how the municipality of Toms River prepared for and dealt with the devastation of the storm and the economic development focus necessary to regain confidence in their community.

This topic was timely as the 2012 event was also scheduled for October 30, but was postponed due to the arrival of Hurricane Sandy to the tri-county region.

While Shives and his team had a disaster plan in place, he told attendees that nothing could have truly prepared them for this disaster. Three of the greatest lessons that he learned from this experience were:

- "Adversity doesn't build character, it reveals it..."
- "It's not what you're capable of, it is what you are willing to do..."
- "Whatever it takes..."

Business leaders in the tri-county area were able to walk away from this event with a sense of the enormity in which this storm affected our neighbors to the east and also the importance of having their own plan in place in case of disaster. He prepared attendees for the difficulties that come with disaster and gave hope that adversity and devastation can be overcome with a plan in place and strong leadership to carry out that plan and react to changing circumstances.

In addition, the Chamber presented five awards to local businesses related to economic development:

The **Economic Impact Award** is presented to an organization that provides a significant contribution to the economic vitality of the communities that the Chamber serves.

The Hill School received the 2013 Economic Impact Award for the East Faculty Village, the Briggs S. Cunningham Field and the Harry L. Price Field. These projects will be supporting the Borough of Pottstown economically in a variety of ways.

The **Economic Development Award** is presented to a project that provides quality land use improvement, generates economic benefits for the community, and has the potential for creating new jobs.

This year, **Berk Wiper International, LLC** was presented with the 2013 Economic Development Award.

The **Legislative Award** is presented to an official governmental body for their leadership in helping to create and/or support a pro-business environment. This year the award went to the **Chester County Commissioners**.

The **Regional Planning Award** is presented to 2 or more intergovernmental agencies that develop and implement a multi-organizational plan that fosters smart growth.



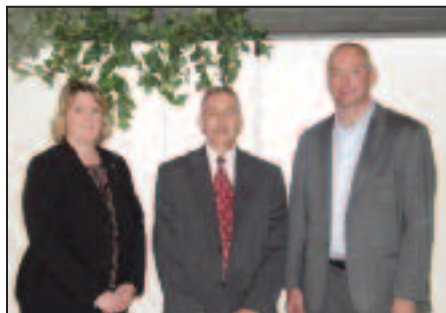
The Economic Impact Award was presented to Headmaster Zachary Lehman of the Hill School (left) by Sharif Omar, CEO of the Pottstown Memorial Medical Center and Chamber Treasurer (right).



The Economic Development Award was presented to Larry Berk (right), CEO and Jeff Berk (center), President of Berk Wiper International, LLC by Heather Chandler, President of the Sealstrip Corporation and Chamber Chairman Elect (left).



The Legislative Award was presented to Commissioner Ryan Costello of the Chester County Commissioners (right) by Rod Martin, Owner of the Martin Stone Quarries and Chamber Chairman of the Board (left).



Pictured from left to right: Eileen Dautrich, President, TCACC; Paul Shives, Keynote Speaker for the Economic Development Luncheon and Rod Martin, Owner of Martin Stone Quarries and Chamber Chairman of the Board.



The Regional Planning Award was presented to John Cover of the Montgomery County Planning Commission (2nd from left), Edward Whetstone of West Pottsgrove Township (3rd from left), and Mark Flanders of the Borough of Pottstown (right) by Daniel Kerr, Limerick Township Manager and Co-Chairman of the TCACC Pro Business Council (left).



The Worksite Wellness Initiative Award was presented to Heather Chandler, President, Sealstrip Corporation (right) by Dave Kraybill, Executive Director, Pottstown Area Health and Wellness Foundation (left).

2013 Regional Planning Award recipients were **Montgomery County Planning Commission, Borough of Pottstown, and West Pottsgrove Township**.

The **Worksite Wellness Initiative Award** is presented to a Chamber Member organization who successfully completes the six month pilot program through the TriCounty Worksite Wellness Initiative.

Sealstrip Corporation was presented with our first Worksite Wellness Initiative Award.

Several Chamber Member companies also celebrated significant anniversaries at the Economic Development Luncheon this year:

Pottstown School District-175 years
Martin Stone Quarries, Inc. - 60 years
Hollenbach Construction, Inc. - 45 years
Coventry Christian Schools, Inc. - 30 years
Keller Williams Realty Group -30 years
Occupational Health - CarePlex -15 years
Pottstown Area Health & Wellness Foundation - 10 years

Co-Sponsors for this event:



**Montgomery County
Community College**



**Pottstown Memorial
Medical Center**

Chamber Members Celebrating Significant Anniversaries



Pictured from left to right: Terese Brittingham, Keller Williams Realty Group; John Armato, Pottstown School District; Jeffrey Hartmann, Pottstown High School Principal; Stephen Rodriguez, Jeffrey Sparagana, and Linda Adams, Pottstown School District; Debbie Repas, Valley Forge Convention & Visitors Bureau; Ltd.; Rod Martin, Martin Stone Quarries, Inc.; Mark Niehls, Coventry Christian Schools, Inc.; Robin McMonagle, Kathleen O'Hara, and Jen Patten, Occupational Health - CarePlex

Platinum Sponsors for this event:

John Middleton
an Altria Company



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November Membership Breakfast

CHAMBER FOCUSES ON THE HEALTH AND WELLNESS OF THE TRI-COUNTY AREA

On November 14, Chamber Members and other members of the community met at Copperfield Inn at Lakeside in Limerick for the November Membership Breakfast that featured presentations focused on the wellness of our community.

Highlights from the Tri-County Area Community Health Needs Assessment were presented by Dave Kraybill and Dr. Laurie Betts of the Pottstown Area Health and Wellness Foundation (PAHWF) and representatives from the Public Health Management Corporation, who conducted the assessment on behalf of PAHWF.

The presentation covered data trends in overall population and in the health of our community. According to the needs assessment, there has been an increase in population in the tri-county area as well as an increase in chronic diseases. The presentation also revealed that obesity is proving to be the biggest health challenge our community faces while the good news for health in the tri-county area is the number of healthy babies being born.

Almost 65% of adults in the tri-county area and 35% of children are obese or overweight. Contributing factors to obesity include lack of physical activity, lack of knowledge, lack of time, lack of access to healthy foods, and poor cooking skills. Statistics show that the obesity rates between the poor and non-poor in our area are roughly the same in adults, but there is a higher rate of obesity in poor children than non-poor children.

The assessment also looked at the number of people who have access to regular health care and the contributing factors. The good news is that over 90% of adults and 96% of children in our area have a regular source of health care. The bad news is that 11,300 adults have no health insurance, 27,200 adults do not fill prescriptions due to costs, 24,800 have no prescription drug coverage, 25,300 do not get needed medical care due to costs, 51,300 adults and 9,800 children did not see a dentist last year, and 20% of women received late or no prenatal care.

More good news is that there are a variety of resources available in our area related to health including public parks, Creative Health Services (the gold standard in behavioral health services), public schools, along with other nutritional and health resources.

The needs assessment also produced recommendations for PAHWF such as working to increase healthy behaviors like healthy eating and physical activity, improving access to physical and behavioral care for low income residents, and addressing the greater health needs in the Pottstown Borough and Boyertown Area.

This presentation was a collaborative effort between the Pottstown Area Health & Wellness Foundation and the TriCounty Area Chamber of Commerce.

Also highlighted at the Breakfast was the pilot program of the Chamber's Worksite Wellness Initiative completed by Sealstrip Corporation. The team from Sealstrip that took the lead on their worksite wellness program included representatives from the different departments at the company.

The team shared their experience launching and working through their wellness program with attendees. The company held Lunch & Learns on different health topics for employees and had speakers from the community share health tips and information. They conducted a health fair and screenings for employees at the beginning of the program and at six months to mark their progress. In the six months, more than half of Sealstrip employees that participated in the program have seen an improvement in their cholesterol levels. Other positive results include employees quitting smoking, reducing diet drinks, and starting or restarting exercise regimens. The team also organized a wellness challenge in which employees tracked their physical activity that translated into prizes and added a competitive motivation to bettering their health.

Heather Chandler, President of Sealstrip Corporation, gave attendees her two secrets to the success of their program. One, the owners of the company were completely on board and supportive of the program, and two, the implementation team was made up of leaders from all different departments each with influence in his or her section of the company.

The Worksite Wellness Initiative is a team assembled on the behalf of Chamber Member companies, from different organizations, dedicated to promoting wellness in the workplace. The Worksite Wellness Initiative team works with a team or committee of motivated employees from a Chamber Member company



Breakfast attendees enjoyed a Brain Break during the presentation.



Left to Right: Top Row: Jeff Dentler, Dentler's Dog Training, LLC; Dara Rees, Patient First; Carole Wood; Altek Business Systems, Inc.; Michelle Peterson & Thomas Wescott, American Heritage Federal Credit Union. Front Row: Stephanie Zangrilli & Rebecca Alderfer, Car-Tel Communications



Left to Right: Francine Axler & Lisa Kleiner, Center for Data Innovation; Talayia Mays, Community Health & Dental Care; David Kraybill & Laurie Betts, Pottstown Area Health and Wellness Foundation

and they meet monthly with the company to help educate them on how to get a worksite wellness program up and running at no charge. Companies can spend as little or as much on the program they develop as they would like.

The Chamber congratulates Sealstrip on a successful program and a job well done.

At every Membership Breakfast, the Chamber recognizes and presents framed Member Certificates to our newest Members. We were very pleased to welcome 5 of our newest Members: **Altek Business Systems, Inc.; American Heritage Federal Credit Union; Car-Tel Communications; Dentler's Dog Training, LLC; Patient First.**

Our next Membership Breakfast will take place on **Thursday, January 9, 2014** from 7 to 9 AM at **Sunnybrook Ballroom & Restaurant,**

50 Sunnybrook Rd., Pottstown, PA 19464. **Glenn E. Moyer, PA Secretary of Banking and Securities,** will discuss the current state and outlook for the Pennsylvania banking industry; provide an update on state and federal regulatory issues; describe "lessons learned" from the 2012 merger with the PA Securities Commission, as well as the agency's new strategic plan; review aspects of the Pennsylvania state budget that affect the banking industry; and, time permitting, answer questions.

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CAREER CONFERENCE PLANNED

The annual Career Conference for 8th graders in the greater Pottstown area is being planned by the Western Montgomery School-to-Work Partnership for January 7th and 9th, 2014. The objective of the conference is to expose the students to local job possibilities and pathways to achieve these, and to motivate them to set goals to accomplish their career choice. Eighth graders were selected as the target audience because this is a critical point for determining high school curriculum decisions. Participating schools are, Perkiomen Valley East, Perkiomen Valley West, Spring-Ford, Pottsgrove, Pottstown, Blessed Teresa of Calcutta, St Mary's, Holy Cross, and East Norriton, Stewart, and Eisenhower Middle Schools from Norristown.

The Conference is held at Montgomery County Community College West Campus which provides the facilities free of charge. Other expenses are entirely funded by donations from local businesses. All career speakers and Conference staff are volunteers. Lunch is provided for the students and each is given a T-shirt commemorating the conference. Donations from businesses and two local Chambers of Commerce range from \$1000 to \$100. The Partnership would welcome contributions from other businesses that believe in the value of their mission. To make a tax-deductible contribution or for more information, contact Eileen Dautrich at the TriCounty Area Chamber of Commerce.

The students who attend are chosen by the guidance staff in their schools. The schools are asked to send students whose educational future or career path is less certain. The selected students are given a list of sixteen careers offered at the conference. The list is compiled by guidance counselors and business people using their own experience and

knowledge and documented studies that project potential jobs at the time the students will complete their education. Students attend three career sessions of their choice. Professionals working at the specific career explain the job, the background and education required and the salary range that can be expected.

The students also hear the keynote speaker, Dickie Noles, pitcher on the 1980 World Series Philadelphia Phillies baseball team. Dickie is now a player counselor for the team. He speaks about his mistakes in life and how they affected his baseball career using his story as an example to encourage the students to make the right choices in their own lives. He also urges the students to believe in themselves, take charge of their own futures and shoot for their dreams.

The Western Montgomery School-to-Work Partnership has conducted the conference for fifteen consecutive years and over five thousand students have attended over that time period. The Partnership defines its mission as follows:

to educate and inform the region's individuals, businesses and education institutions regarding the needs, opportunities and resources that each can provide in support of the others.

The Partnership was formed in November 1996, as part of federal School-to-Work Initiative and has continued as a self-sustaining entity. The group consists of representatives of local schools, the community college, local chambers of commerce and business people from several fields. All are volunteers and give freely of their time with support from their organizations. If you are interested in volunteering to be a part of the Partnership, contact the TriCounty or Spring-Ford Chamber of Commerce offices.

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GAINING MOMENTUM FOR REVITALIZATION



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

It happens all the time. People get together to revitalize a town, raise some money and hire a revitalization coordinator. Hopes are high that the effort will lead to revitalization of the downtown. It is hard sometimes for the group when nothing happens immediately and people get frustrated. People threaten to drop off the board and tempers flare in the meetings.

Nothing happens immediately in the revitalization of a downtown. As the committee embraces this realization, and they find that it is not as easy as it seems, there is usually an effort to "do something, so it looks like we are doing something." Normally this is the wrong tactic, but there are times that what is done is viewed as a success. Maybe the effort will manifest itself in firing the employee, but most times, it features becoming involved with an act unrelated to the revitalization.

Revitalization involves building off past successes and learning from past mistakes. It results from the committee is able to produce a string of small steps, and it publicly appears like a large step has been taken in the revitalization process. I normally like the standard event, because if it not successful once, it could be successful in coming weeks.

In Phoenixville, although many credit the addition of Iron Hill Brewery as the beginning of the revitalization, in reality many stores moved into the downtown before Iron Hill arrived, and we had already completed the first phase of the streetscape. It was those little stores, many of which have since failed or moved, that gave the town a positive start.

Incremental small victories will enable your committee to realize a sense of accom-

plishment, and provide confidence in attempting to continue to plan and execute the strategy. If in the beginning, you do not have goals and objectives and a plan for revitalization, sometimes these little victories come rarely, the committee grasps at straws in order to make it appear that they are doing something. I just had that problem in Charleroi, when some advocated for lighting the Coyle Theater marquee as a sign of progress. Problem was, we have no electric and even if we did have electric, I would be wary of just turning on the electric. With water damage and old wiring anything could happen.

In Phoenixville, I had the cooperation of the Borough and we were able to make strides in making sure that the street was clean. Trash is always a problem. I had to follow the trash trucks on South Street to make sure they picked up the trash. In Phoenixville, it was a little different, with apartment tenants putting their trash in the public trash cans. In both cases, one of the initial issues was that there was too much litter and trash on the streets. In both cases, that accomplishment set the tone for the next level of improvement.

(Continued on page 49)

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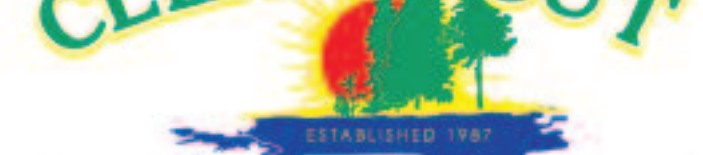
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**"THE DEVIL IS IN THE DETAILS"
—ASK YOUR LOCAL POLITICIAN!**



By Joseph J. Hirsch, The Accu-Facts Company

Yes, political season just rolled by us again, for our mid-term election process. All voters have much information to understand and digest from candidates, from PACS, from TV ads, and of course, our home and business telephone rings constantly due to the incredible idea that we humans like computers speaking to us about elections and politicians! It seems part of our culture, therefore, it may seem to be OK?

So really, "Is this the one tactic that will decide the election? A lot of other "noise" comes over the air waves, lots of lawn signs, and of course handouts and flyers everywhere we shop. The presumption is, polling and statisticians prove this to be a successful election strategy, which is why it continues to happen year after year. I suppose the mantra is "Everyone else does this so I should too!"

Some believe our political system is perfect; everything about our process is the result of our enduring democracy and our established democratic process. Clearly, the other side of that discussion is apparent. Most likely many people are in between the two extremes, I would guess too. Similar to hiring someone for your firm, "How do you decide and actually "hire" a candidate running for public office" Or applying for your job?

The election answer is a guess, but I know the answer for an effective hiring program. Credible background screening and tasks associated to a comprehensive report, brings to the table lots of confirmed, validated, and proven information. Under FCRA doctrine, every task conducted will meet or should exceed the minimal requirements for a compliant background screening assignment.

For sure, experienced Human Resource managers know the “Devil is in the Details” on every job, for every candidate, and for every task, which is the point of this discussion.

Real work in the field, real FACTS obtained from authentic public records, and authentic file information obtained from the source agency, are the essential reasons our type of work effort is best.

Databases and publicly exposed information is a great source, but it is rarely the whole story, unless you “dig a little deeper” on every candidate and application for every job. That’s what our professional background screening service offers to each of our clients nationwide.

Confirming and validating the applicant information, for educational credentials, prior work experiences, driving history, or criminal records research, is detailed for every task we conduct. Lack of planning and execution will certainly leave your workplace at risk and increase the liabilities associated to a bad hire. Being hired should not be associated to “buying an election,” something we hear about at this time of the year, regardless of its validity.

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

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The image shows a business card for Kinetic web solutions. The logo features a stylized orange and black gear icon above the word "Kinetic" in a large, bold, orange font, with "web solutions" in a smaller, black font below it. To the right, a list of services is provided: "web design", "web hosting", "graphic design", and "internet applications", all in a black, italicized font. At the bottom, the address "192 West Ridge Pike, Limerick, PA 19468" is on the left, the phone number "610-831-9827" is in the center, and the website "www.kineticweb.com" is on the right. The background of the card has a faint, light blue gear pattern.



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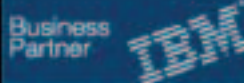
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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 47)

I have always been an advocate for advantage programming. This is when the committee takes advantage of something that happens... an opportunity. These advantage accomplishments can be anything. For example, if the football team wins the title and the firemen want to give them a parade, it is possible to take advantage of that as a downtown and have small receptions in the stores during the parade. Flexibility is the key in these situations, but advantage programming is not a substitute for having good goals and objectives and implementing those goals and objectives.

It comes down to how strong your plan is, and how perceptive the committee was in the planning stages to develop a plan that had true meaning. As the committee executes the objectives, the incremental improvements will all add up, and revitalization momentum builds. The incremental changes make the program a success.

The best way to get your repositioning effort on track is for people to say nice things about what you are doing. Whether it is making the downtown cleaner, pro-

viding regular events or securing a new business when people talk about it, it is then very powerful. It is the public recognition of your efforts that provides momentum. If the strategy with the goals and objectives are coherent and useful, the changes that are being implemented will produce improvements.

Many times committees stray from the goals and the objectives in order to make something happen to make it look like they are doing something. In the end, it does not work and the short-term gain will fade in the memories of the community. It is important to be comprehensive in your approach and stick to the plan.

Normally when a main street committee establishes goals, they do so with the four-point approach. Promotion, Design, Organization and Economic Restructuring are the four points. The points are comprehensive in nature and can be adapted to meet the needs of all circumstances. ▀

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

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Ask SCORE

Good Planning Will Help You Know How to Grow

After a fast start, your small business seems to have lost momentum. What happened? And more importantly, what can you do about it?

Given the interconnected nature of today's economy, even small, largely local businesses are influenced by trends and events in other industries, and even other continents.

But your internal approach to generating and managing growth could well be the source of your sales slowdown, even in the face of what seem to be bright opportunities. The detailed business plan you've followed since the outset may no longer be applicable in a marketplace where changes — both expected and unforeseen — happen on a daily basis.

A growth plan that acts like an internal compass can be a helpful tool for getting things back on track.

Start with your day-to-day actions. If you want your business to grow, that should be the focal point of everything you do. Gather

the financial details about what's happening internally. Then put your plan in writing. It does not need to be lengthy and ultra-detailed. Just the basic points will do. For example, how has your business done in fulfilling your original mission? Did you start with a bang only to see things flatten out? Perhaps you aren't delivering what you first promised to your customers. Fix any problems or shortfalls quickly.

Keeping up with changes in your marketplace is crucial, so you might have to conduct some new research to stay up to date. This doesn't have to be formal research. You might start with a simple customer survey, for example, or check for available research online. Make adjustments as needed in your approach.

Communicate your growth vision to others involved with your business, including outside vendors and contractors as well as partners, investors and employees. Don't just dream — delegate specific actions to reach those goals.

Find out what objections customers are raising to your sales effort—why they have purchased or declined your product or service. Adjust your sales process to place greater emphasis on closing.

You can find some valuable guidance for growth planning in two books: *Strategic Planning for Small Business Made Easy*, the latest in the "Made Easy" series from Entrepreneur Press, and *The 7 Irrefutable Rules of Small Business Growth* by small business growth expert Steven S. Little. Both are available in bookstores and online.

For more ideas of growing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a non-profit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter, or find a counselor online at www.pottstownscore.org. 

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TOP TEN REASONS WHY WINDOWS 8.1 IS WORTH AN UPGRADE



QUICK TECHNOLOGY TIPS

Provided by CMIT Solutions of Northern Chester County

On October 17, 2013, one year after overhauling its flagship operating system (OS) with Windows 8, Microsoft released Windows 8.1. For Windows 8 users, the upgrade is free; new converts can buy it as a stand-alone product or baked into new devices.

What does Microsoft hope to achieve with Windows 8.1? Greater saturation in the tablet market, along with quicker adoption on PCs. Ultimately, Windows 8.1 is a classic compromise: it appeases both those upset about the abrupt shift Windows 8 took toward a touch-based user interface, and those who've already embraced that newly integrated feel.

Whether you're looking to improve upon your Windows 8 experience or are finally ready to give the new OS a try, below are ten of Windows 8.1's top features.

1) The Start button is back. Microsoft brought this longtime staple back, although it still takes users to the app-focused modern Start screen rather than the old-school Start menu.

2) Direct boot to the desktop is also back. If you want to skip Windows 8's modern Start screen, Windows 8.1 allows it again.

3) Supportive usability tools are now everywhere. Windows 8.1 arrives with a new Help + Tips app and bold visual tutorial cues.

4) Performance levels are vastly enhanced. Internet Explorer 11 shows incredible speed increases from Windows 7 and even 8, while apps like Xbox Music, Mail, Camera, and Reading List also enjoy major enhancements.

5) Personalization options are improved. New colors are available for customized Start screen backgrounds, or you can duplicate your desktop onto the Start screen, giving Windows 8.1 a cohesive feel.

6) SkyDrive is built-in for file syncing. No hard drive space? No problem.

SkyDrive is particularly helpful on the wide range of tablets Microsoft is expanding into.

7) The Press and Hold command replaces the small swipe. Anyone used to Windows 8 might think of this as a step backwards. But for new adopters coming to 8.1 from Windows 7 or an older OS, Press and Hold is far more intuitive than the small swipe.

8) New Bing Smart Search does it all. Open the Search pane, type in a query, and Windows scans files on your PC and SkyDrive, in your email, within apps, and on the Internet to deliver visually compelling and comprehensive results.

9) Wireless capabilities are beefed up. Microsoft focused on near-field communication (NFC) with Windows 8.1, improving wireless print and display capabilities.

10) The PC Settings pane is optimized. Microsoft has finally brought most control panel options into one streamlined interface. This change might not seem flashy, but it sure is welcome in terms of productivity and efficiency.

The final verdict? Windows 8.1 is more than a service update but less than a total overhaul. If you're thinking about upgrading, particularly from Windows XP, which Microsoft will end support for in 2014, contact CMIT Solutions today for a free technology assessment. We can help you modernize your tech environment without sacrificing productivity or efficiency. 📱

To contact Rick Megni, CMIT Solutions of Northern Chester County, please call 484.944.0019; email rmegni@cmitsolutions.com; and visit www.cmitsolutions.com/nochestercty.

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SCORE Announces Winter Workshop for Small Businesses

Are you an entrepreneur who would like to learn practical, real-life information on how to start and operate a business? If so, be sure to sign up for Pottstown SCORE's upcoming workshop series, "How to Start and Operate a Small Business." This seminar is scheduled to be presented from 7:00 to 9:30 PM on four consecutive Monday evenings beginning on January 6, 2014. All classes will be held at the Tri County Area Chamber of Commerce, 152 East High St., Suite 360, Pottstown, PA 19464.

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

The workshop sessions are as follows:

- Sources of Information and the Legal, Tax and Accounting Considerations in setting up a business, January 6.
- The Business Plan and the Business Loan, January 13.
- Sources of Market Information, Marketing, January 20.
- It's All About Profit, January 27.

The instructors for this workshop series are local business partners and experienced SCORE counselors. Tap into their expertise to gain prac-

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

Networking and registration begin at 6:30 PM, and all classes start promptly at 7:00 PM.

Each session costs \$25. A manual on preparing a business plan will be available for \$20. A special price of \$100 is offered for the four classes as a package, and this includes the manual. As an added bonus, there is a 50 percent discount off the workshop fee for each additional person.

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



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INVESTING IN BONDS OR BOND FUNDS IN A RISING RATE ENVIRONMENT



INVESTING IN TODAY'S ECONOMY

By Paul E. Fair, Paul Fair Associates, LLC

Fixed income securities, including individual bonds and bond funds, have historically been the primary tool used to generate income for retired investors. However, the task of generating income has become very difficult. Interest rates are at near record lows and monetary policy uncertainty evidently has resulted in increased bond market volatility. In spite of the low interest environment, investors have poured over \$1 trillion into fixed income bond funds and ETFs over the last five years. Since the fixed income markets have recently seen a small rise in interest rates, now may be a good time to look at the pros and cons of owning fixed income in a fund vs. owning individual bonds or alternatives in a rising rate environment.

Bond Funds

In our view, one of the great benefits of investing in bond funds is that they provide instant diversification. Most bond funds hold hundreds of individual bonds, and the impact of a single issue being downgraded, or even defaulting, would be minimal. Bond funds also provide liquidity and pay a monthly distribution of income. However, the monthly income amount can fluctuate, and this often provides uncertainty for an investor who requires a specific level of income. Bond funds have several major drawbacks; first, they are pooled investments, and when investors redeem their shares, it can affect the value of other investors' shares in the fund by creating trading costs and possibly forcing the bond manager to sell bonds they otherwise would not. Second, bond funds have no maturity date. Hence, in a declining bond market, the risks can be appreciably higher than the risks of owning individual bonds that will accrete to par value as maturity approaches.

Although a record amount of inflows into fixed income over the last five years, over the last few months, investors have liquidated over \$20 billion, which may be attributed to the small rise in interest rates. Imagine what could happen if investors representing half

(See "Investing in Today's Economy" on page 55)

Investing in a Falling Rate Environment



Investing in a Rising Rate Environment



Investing in a Rising Rate Environment



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COVER STORY

(Continued from page 6)

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EthoSource offers a wide range of new office furniture products from many different manufacturers. They are ready to provide you with numerous options for every part of your facility including: conference and meeting rooms; executive office suites; training rooms; libraries; education settings; cafeterias; and lobbies. Through the careful blending of both refurbished and new furniture, EthoSource will help you create an environment that is just what you are looking for.

Green Furniture Solutions

Sustainable Office Furniture, at its core, has to do with protecting and preserving the earth's resources. By maximizing resource reuse, Ethosource is able to minimize raw material needs, use a fraction of the energy and labor, and provide cubicle systems that are a perfect fit for any company pursuing green initiatives and/or the U.S. Green Building Council's (USGBC) LEED certification. "Our product allows you to rack up LEED points quicker than new product would allow," Kauffman explains.

Space Planning and Design

EthoSource has a team of designers ready to help you fully maximize and visualize your space in the event of a move or reconfiguration. The trend today is toward greater flexibility and mobility. "They put every piece of furniture you can think of on wheels now, so that you can re-arrange at will and set up for different uses from day to day," Kauffman said. "Flexibility of space is big. Utilizing the same space for multiple uses is important now."

"Everything's now wireless," adds Gallen. "Before there was a whole lot of wiring underneath. What's coming out now are built-in USB power ports and meeting tables with hubs for data.

Everybody wants to be able to plug their phone in so they have enough juice. There's a lot of that being built into waiting room furniture and lobby furniture as well," he said.

EthoSource can suggest numerous creative layouts that will allow your business to grow and function as you need it to. From preliminary space planning, to detailed color renderings, EthoSource's design team will provide you with all of the necessary tools to make intelligent decisions regarding your space.

Project & Move Management

EthoSource has vast experience in helping its clients manage all of the aspects of furnishing their office space. "Our project managers and our sales team will help coordinate the delivery and installation of all furniture that we sell," Gallen said. Whether it be the coordination of the delivery and installation of new furniture, or the disassembly, move and re-assembly of existing furniture in a new location, EthoSource will oversee and manage the process while supplying you with timely updates and input throughout the project.

"When we engage a customer, they have a dedicated designer who's going to work with them," Kauffman said. "A sales rep and a project manager are going to work with them to coordinate all the logistics, installation. We advise on all those things that go into making an office space come together. That's what customers remember. What was the experience like? We go through a lot to make sure their experience with us is excellent."

Swing Space Management

It often takes thinking outside of the box when faced with the need to temporarily displace employees in the midst of a move or renovation. EthoSource has the experience and resources necessary to

(See "Cover Story" on page 56)



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INVESTING IN TODAY'S ECONOMY

(Continued from page 53)

of the net flows of bonds over the last five years panicked (due to a quick and significant jump in rates) and liquidated their shares. The stampede for the door would be unprecedented, and it would cause unknown liquidity issues in the markets. Bond fund managers would be required to sell bonds to meet redemptions requests. They might even need to sell quality holdings at a time when prices would be pushed down due to a lack of buyers.

The result of this panicked selling would be twofold. Shareholders who remained invested in the funds would see a decline in the net asset value of the funds, which could have a further effect of driving prices even lower by selling out in a panic situation. Those losses would be "booked" in a sense, since bonds sold at a loss obviously cannot be held to maturity.

Individual Bonds

Building a diversified individual bond portfolio takes time and we believe requires the expertise of a professional manager. However, there can be many advantages to holding a separate account comprised of individual bonds. Individual bonds offer regular fixed payments. Unless there is a default, and current default rates are close to historical lows, the investor's principal will

be returned incrementally when each bond matures. Bond funds, on the other hand (as mentioned above), do not mature.

An individual bond portfolio held in a separate account could allow the owner to control their own destiny. The owner is not affected by other investors' selling or buying activity. A panicked sell off in the fixed income markets or a rise in rates would result in a decline in bonds prices. It would lower the account value for the individual bond holder. However, if held to maturity, the individual bonds would regain all of their "paper losses" at maturity.

If principal stability and a fixed rate of interest are your primary investment objectives and if — a big if — you are a long-term investor not swayed by fear, a portfolio of individual bonds managed by a professional may be a better choice in a rising rate environment. However, as always, be sure that the investment you choose corresponds with your objectives. 📁

Additional information is available on bond management and bond alternatives. Contact: Paul Fair Associates, LLC Registered Investment Firm at 610.478.9500; www.paulfair.com; email: contact@paulfair.com. Information supplied in part by Clark Capital Management Group, Philadelphia, PA and Dynamic Portfolio Strategies, Youngstown, OH 11/12/2013.

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COVER STORY

(Continued from page 54)

make this happen with as little disruption to your business as possible. EthoSource can help you navigate the entire process with such services as the temporary provision of furniture, the knockdown and relocation of existing furniture, or both.

Office Furniture Liquidation & Buy Back

EthoSource is a nationally recognized leader in the field of office furniture liquidation. Whether you are relocating, downsizing, reorganizing or upgrading your existing furniture, EthoSource can provide all of the services and expertise necessary to effectively remove your excess furniture. EthoSource's liquidation team will manage the entire process to ensure that all furniture is removed in the agreed upon time frame and that the maximum value of the furniture is captured. All facets of the liquidation will be analyzed, discussed and documented, up front, to ensure a smooth and worry free transition.

In addition to the liquidation of office furniture, EthoSource offers qualified customers a wide range of buy back, trade in, and banking options which can dramati-

cally offset the cost of new furniture. EthoSource will carefully evaluate any existing furniture to determine the maximum benefit that it will have on the scope of the entire project.

Building a Foundation for Excellence

A major reason for their phenomenal growth and success of EthoSource is the culture of creativity and innovation established by company founder John Gallen.

"John has created an environment here that is family-like," Kauffman said. "We have a very close-knit staff, so we do tend to retain people for a long time. Our employees are all encouraged to be entrepreneurial. Everyone's opinion and input is welcomed. We are always looking for new ideas of how we can do something better. We regularly implement things that didn't come from the top down necessarily. It came from the bottom up," he said.

"We celebrate birthdays and employment anniversaries and give out gift cards to employees," Gallen added. "We're 12 years old, and have a lot of 8th, 9th, and 10th year employee anniversaries."

(See "Cover Story" on page 59)

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REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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

Building a Better Community Through Business



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

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

Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

UPCOMING EVENTS

Annual Chamber Holiday Mixer

Tuesday, December 17, 2013

5:00 - 7:00 PM

The Loft/Limerick Golf Club
765 N Lewis Rd, Limerick, PA

Holiday Breakfast Concert

Thursday, December 19, 2013

7:30 - 9:00 AM

Spring-Ford Senior High School
350 S Lewis Rd, Royersford, PA 19468

Business-to-Business Expo: SPONSORS, BOOTHS, ADS & ATTENDEES

Wednesday, February 26, 2013

11:00 AM - 2:00 PM

John Paul II High School Gymnasium
181 Rittenhouse Rd, Royersford, PA 19468

Interested in showcasing your business to other local businesses? Sign up as either a sponsor or for a booth to show off your products and services!

DR. DOUG TALKS HEALTH

At the October Chamber lunch, Dr. Doug Swede, Swede Family Chiropractic of Collegeville said that stress is one of the leading causes of illness today. He added that the major cause of this stress comes from trying to mesh our home and work lifestyles. The statistics he gave show that Americans are not very successful at this. Here are a few enlightening numbers:

- 20% of our gross domestic product (GDP) is health related
- 46% of Americans take prescription drugs
- 4.02 billion prescriptions were written in US in 2011
- 12/year is number of prescriptions filled by the average American
- 7 million Americans took antidepressants in 2001

Dr. Doug reminded us that no one can be stress free but that we learn to adapt to stress and learn to control how we deal with it. He said that our stressors are physical, chemical or environmental and that these can be good and bad. An example of good physical stress is working out. It elevates the heart rate and blood pressure. Anger does the same things but not in a good way.

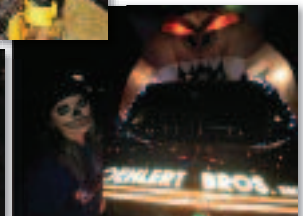
Photos from the Mixer at Providence Corner



Photos from the Mixer at Kinetic Energy



Photos from the Royersford Halloween Parade



REGIONAL CHAMBER ROUNDUP

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 2013 CHRISTMAS PARADE

Friday December 6, 2013: The Parade begins at 7:00 PM & The Tree Lighting will be at 8:00 PM.

Tree Lighting: In Front of Mural (Bridge Street and Main Street). Parade Route: Starting at 300 Block of Bridge Street. End at 100 Block of Bridge Street.

December Monthly Membership Meeting

Tuesday, December 10th, 7:15 - 9:00 AM

Valley Forge Christian College,
1401 Charlestown Road, Phoenixville, PA

The annual performance by the Valley Forge Christian College musicians and a yearly re-cap. Sponsor(s): National Penn Bank and Valley Forge Christian College. For more information, to register or sponsor an event please go to our website at www.phoenixvillechamber.org or call the Chamber at 610.933.3070.

Chamber 101

Thursday, December 19th, 8:30 - 9:30 AM

Phoenixville Chamber Office,
171 Bridge Street, Phoenixville, PA

This event offers new, existing and potential members a face-to-face opportunity to make connections with other Chamber members and staff and will provide an overview of the various tools available to market your organization. For more information, to register or sponsor an event go to www.phoenixvillechamber.org or call the Chamber at 610.933.3070.

PHOENIXVILLE HOSPITAL CANCER CENTER EXPANDS

Phoenixville Hospital recently unveiled its latest tool in the fight against cancer—a state-of-the-art Varian TrueBeam linear accelerator that delivers radiation therapy to cancer patients. The new machine offers many patient benefits. "The TrueBeam linear accelerator offers patients faster treatment time and greater comfort," said Et-tsu Chen, MD, Director, Penn Radiation Oncology at The Cancer Center at Phoenixville Hospital. "This new linear accelerator seamlessly integrates imaging, beam delivery, and sophisticated technology to accurately target tumors with precision and speed."

The expansion of Cancer Center included the construction of a new vault to hold the Varian TrueBeam as well as a control room and patient changing area. Totalling more than \$7million in construction, equipment, and maintenance, the project took approximately 8 months to complete.

At the Ribbon Cutting/Open House event recently held, Phoenixville Hospital CEO Steve Tullman said, "This expansion of service is another example of our hospital's continued investment in our community and it will help us further our mission of providing exceptional, advanced care, right here at Phoenixville Hospital."

For more information about the Cancer Center at Phoenixville Hospital, visit phoenixvillehospital.com or call 610.983.1800.



Members of the Cancer Center at Phoenixville Hospital team celebrate the opening of the new radiation oncology suite. The Cancer Center is a member of the Penn Cancer Network.



Phoenixville Hospital CEO Steve Tullman and ChesMont Valley Ventures President Jim Reading took part in the dedication of the new vault at the Cancer Center at Phoenixville Hospital. Mr. Reading was instrumental in the project, which was an ongoing collaboration between Phoenixville Hospital, the Phoenixville Community Health Foundation, and Penn Medicine.

Attendees at the Ribbon Cutting Ceremony received tours of the new radiation oncology suite and an explanation of the benefits of the technology.

(PHOTOS BY:
JUSTIN FINNERAN/21ST
CENTURY MEDIA)



ROTARIAN VIEWPOINTS

WHY ROTARY?

By Steven Smith, President, Rotary Club of Pottstown

Asked why I became a Rotarian here in Pottstown brought up a myriad of answers — but it came down to a desire to be more than just someone who worked a lot and played little — Another age old question comes to mind which I sometimes hear — Is that all there is to life?

Rotary has a saying — which I push everyone to make true — "we're a group of ordinary people who get to do extraordinary things." We have a chance to inspire others to do more than just take life on at face value, whether it is to inspire a child with a dictionary and show there are a lot of possibilities out there or to take a group of inspired students and give them tools to become leaders or send a group of adults to a country where the need is great for simple things we take for granted — like clean water and good sanitation.

We are the sum of what we do, the lives we touch and affect, and the influence we leave with those people we meet along the way. Rotary can help keep the sum in the positive column of your life statement. 📦

For more information about Rotary, please visit www.pottstownrotary.org.

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Ask SCORE

Small Business Survivors Plan for Success

Fear of failure is an understandable concern that can give even the ablest of prospective entrepreneurs cold feet about starting a new venture. Those doubts are amplified with every news story heralding the number of failed or closed small businesses.

But a look behind the numbers reveals that small business entrepreneurs have a better chance at success than they may realize. In fact, a review of business closings by the *Wall Street Journal's Small Business* editors shows that the number of outright failures is highly exaggerated.

Nearly a third of business closures that government statistics assume to be failures are not really failures at all. These businesses were considered a success by their owners who simply sold off the pieces or closed them to retire or pursue other activities.

Data from the U.S. Census Bureau's Business Tracking Series show that about 65 percent of new businesses are still operating after four years. That means new ventures actually succeed more often than not.

But the more resources a new business has to start with, the better its chances. That includes money, of course, but other assets such as market savvy and the right people. Here are four factors that improve the odds of new business survival:

People. If you can afford to hire employees, do it. Well-staffed businesses have better survival rates than solo operations.

Startup capital of at least \$50,000. Not easy, perhaps, but businesses that start with less have higher failure rates.

A college degree for the owner. Better yet, enroll in a college-based entrepreneurship program.

Home beginnings. To keep costs low, start initial stages of your business from a home office.

So why do small businesses fail in the first few years? The most common reasons include competition, mismanagement, high rent and insurance costs, high debt, inability to get financing, loss of clients and difficulty with collections. Most of these factors can be addressed early on through good research and planning, having a thorough business plan, and getting advice from trusted, objective sources. Unforeseen and uncontrollable factors that lead to business failure may still arise, but doing your homework will definitely put the odds of success in your favor.

To learn more about building your small business, contact SCORE "Counselors to America's Small Business." SCORE is a non-profit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter, or find a counselor online at www.pottstownscore.org. 📄

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.

UPCOMING EVENTS

December 5, 2013 — PV Chamber Annual Holiday Mixer

Spring Ford Country Club,
48 Country Club Road, Royersford

5:00 – 7:00 PM (New member orientation 4-5 PM)



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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 station 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.

December 12, 2013 — Business Owner Roundtable

Spring Ford Country Club,
48 Country Club Road, Royersford

11:30 AM – 1:00 PM

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 topic: Holiday/Event Celebrations — What do you do for your team members and customers in recognition of holidays and other special events. 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, PVCC members only. \$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.

SAVE THE DATE – 2014 HAPPENINGS!

January 14, 2014 — Mixer at Lily Laser & Beauty

534 Second Avenue, Collegeville, 4:00-6:00 PM

All welcome to attend a business card exchange hosted by Lily Laser & Beauty, on Tuesday, January 14th. Discover the ultimate Eastern European beauty treatments at this open house networking event. This event is not just for the ladies...the spa boasts a line of gentleman's services including skin treatments, teeth whitening, massage and more. FREE for PVCC members; \$10 Guests. RSVP 610.489.6660 or info@pvchamber.net

February 20, 2014 — Regional Chamber Mixer

Copperfield Inn at Lakeside, Limerick

4:00 – 6:00 PM

One of the region's largest annual business card exchanges, this event brings together Perkiomen Valley, Tri-County, Upper Perkiomen, Phoenixville and Spring-Ford Chamber members for a massive two-hour cocktail reception. RSVP no later than February 10th info@pvchamber.net or 610.489.6660. Member-only event! Thanks to the generosity of our Title Sponsor, Exelon, this is a FREE event!

January 30, 2014 — Build Your Business Luncheon

11:30 AM - 1:00 PM, Location TBD

Topic: Bridging the Generational Divide by Fiona Middleton \$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.

RECENT EVENTS



Centre for Healing Arts at Limerick hosted a Girls Night Out event on Friday, November 8th. Ladies gathered for an evening of networking and well-deserved pampering at the two-hour open house event. Massage, wine tasting, door prizes and health screenings were just a few of the evening's indulgences.



LEGISLATIVE UPDATE PRESENTED BY SENATOR MENSCH

November 14, 2013 – Build Your Business Luncheon

Senator Bob Mensch, 24th District, presented a legislative update to PV Chamber members on Thursday, November 14th at DaVinci's Pub, Collegeville. Hot topics of discussion included transportation funding, taxes, Marcellus Shale, healthcare and economic development.

Pictured from left to right: Bruce Zanar, PVCC Past Chairman; Senator Bob Mensch, Pat Kelly, PVCC Chairman.



COVER STORY

(Continued from page 56)

The company also holds a monthly company lunch, where everyone gathers to enjoy pizza, sandwiches, and to interact and share ideas. "At that monthly luncheon meeting, whoever wants to share an idea or a thought is welcome to do that," Kauffman said, adding, "But of course anybody can do that on a daily basis."

"We also try to stay very connected and involved in the community," John Gallen said. "We give away a lot of furniture to local non-profits. We've furnished whole projects in new buildings. We're involved with a community shelter, youth organizations, and other non-profits. Instead of making a capital gift, we get involved from the very beginning with the architect to design the space, and place furniture in the new building."

Gallen is also heavily involved with the Greater Reading Economic Partnership (GREP) and the "Ride to Prosperity" initiative. "I've been involved in getting new businesses to understand how economic development is good for all businesses,"

Gallen said. "We shifted about two years ago to 'How do we get the businesses that are in Reading to stay and expand?'"

Including the corporate warehouse facility and warehouse space at the company's two retail locations, EthoSource has over 200,000 square feet of organized, categorized, and carefully inventoried office furniture, which is in-stock and ready to be specified for customers. EthoSource's attention to detail starts internally and will be carried through to the installation of the furniture.

Please visit www.ethosource.com for more information including: Photos of current inventory; Virtual tour the showroom/warehouse; Furniture liquidation information; LEED information and downloadable guide; and Quotation request forms.

For additional information, please contact: Ethosource, LLC, 180 Grace Boulevard, Morgantown, PA 19543; 888.807.3846 or 610.286.1766, and visit www.ethosource.com. 📦

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