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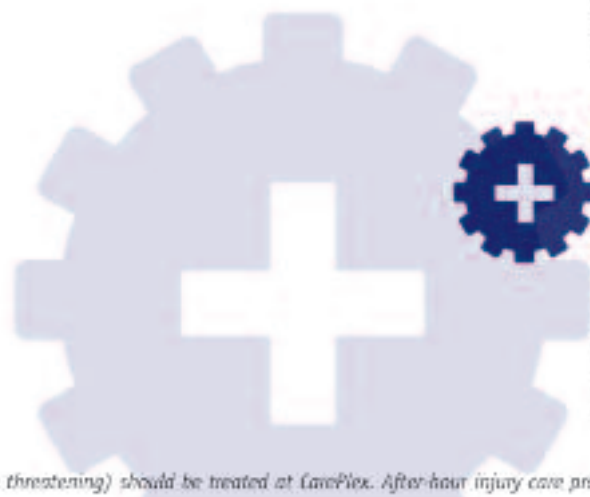
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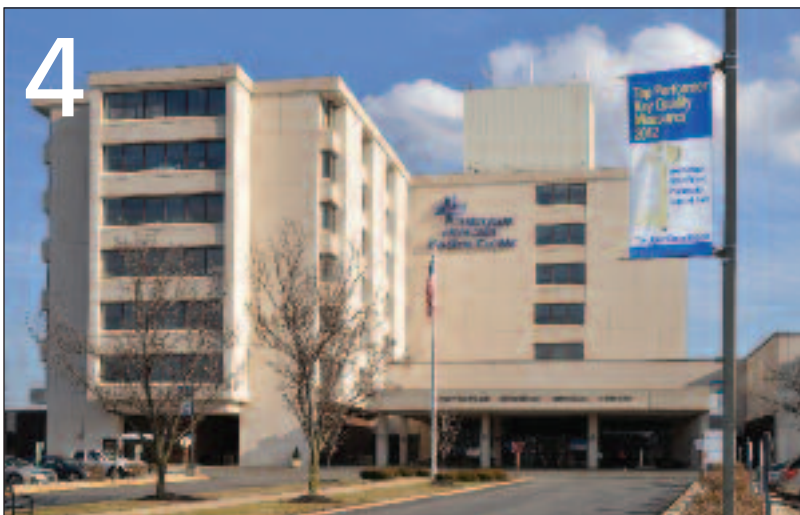
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PMMC has received numerous national quality achievement awards as a result of the hospital's focus on providing the highest quality health care delivery.

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18-22

Do you lie? An exploration of how truth, trust, integrity and ethics fit into your workplace.

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

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

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POTTSTOWN MEMORIAL MEDICAL CENTER

Recognized for Excellence, Continuing Improvement, and Expansion of Services

As the largest employer in the borough of Pottstown, Pottstown Memorial Medical Center (PMMC) is one of region's leading "anchor" institutions. Through direct involvement with PAID (Pottstown Area Industrial Development Corp.) and the TriCounty Area Chamber of Commerce, PMMC has been a strong and active health advocate for both individuals and businesses throughout the region, and has distinguished itself as one of the leading community hospitals in the nation.

Over the past two years, PMMC has been the recipient of numerous national quality achievement awards, certifications, and designations for quality and efficiency. It is all part of the hospital's ongoing focus on providing the highest quality health care delivery to residents in Pottstown and surrounding areas.

PMMC is a 224-bed, acute care hospital, accredited by The Joint Commission. The Joint Commission is the leading accreditor of health care organizations in the United States. PMMC's staff includes 260 physicians, representing 40 medical specialties.

Last year, The Joint Commission named PMMC one of the nation's *Top Performers on Key Quality Measures*, specifically for its achievement on the measure sets for treatment of Heart Attack, Heart Failure, Pneumonia, and for Surgical Care ranking PMMC in the top 30 percent of hospitals in the U.S. for attaining and sustaining excellence in accountability measure performance.

"Specific recognition (by The Joint Commission) is a culmination of a lot collaborative work to continually improve quality, in terms of measurement and outcomes of

quality indicators, across the hospital," explains Sharif Omar, CEO of PMMC.

"We're proud of the fact that we're in the top 30 percent of the hospitals in the country," Omar said. "Quality, both from a patient perspective and a regulatory perspective, has always been our focus. As health care develops and defines itself, indicators are becoming much more measurable and defined, so it allows us to specifically focus on evidence-based protocols that have been researched throughout the country, and to implement them here, which has proven to improve the quality of care for our patients."

The Joint Commission recognized PMMC for exemplary performance in using evidence-based clinical processes that are shown to improve care for certain conditions.

"We understand that what matters most to patients at PMMC is safe, effective care," Omar explained. "That's why PMMC has made a commitment to accreditation and to positive patient outcomes through evidence-based care processes."



**Top Performer
Key Quality Measures
2012**
The Joint Commission

Recognition for Orthopedic Care

"Our focus on quality also led to us receiving the Joint Commission's *Gold Seal of Approval™* for Joint Replacement — Hip and Knee by demonstrating compliance with The Joint Commission's national standards for health care quality and safety in disease-specific care.

"Four years ago we opened up our dedicated orthopedic unit, which is a private, ten-bed unit that has dedicated nurses just for orthopedics. Achieving Joint Commission certification in hip and knee replacement is a major step toward maintaining a culture of excellence, and continually improving the care we provide," Omar said. It shows we are making a significant investment in quality on a day-to-day basis," he continued.

"We want our local residents to know quality care is right here. They don't need to go to a downtown facility for that level of care. Our outcomes are just as good, if not better, and we perform many of the same types of orthopedic surgeries. From a patient satisfaction standpoint, all of our scores are above the 75th percentile in the nation. It's a great service, from pre-op education, to the time that you get to go home," Omar said. "Having a specific unit with dedicated staff has helped us achieve this patient experience."

As a result, for the second consecutive year in 2013, the Hip and Knee Replacement program at PMMC's Center for Orthopedics and Spine has received recognition as an Independence Blue Cross *Blue Distinction Center*.



Every year, that distinction is re-evaluated by Blue Cross. "Part of the reason that the *Blue Distinction* is important, as health care changes, insurance carriers are more apt to utilize hospitals that are one of their centers of excellence. It's critical that we meet those standards of the different providers, so that people with those insurances in the community can continue to access care at PMMC."

Research confirms that the designated *Blue Distinction Centers+* demonstrate better quality and improved outcomes for patients, with lower rates of complications and readmissions than their peers. *Blue Distinction Centers+* also are more than 20 percent more cost-efficient. The program provides consumers with tools to help them make better-informed healthcare decisions. These results will also enable employers, working with their local Blue Plan, to tailor benefits to meet their individual quality and cost objectives.

(See "Cover Story" on page 6)



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COVER STORY

(Continued from page 5)

Stroke Treatment Recognition

Stroke is one of the leading causes of death and serious, long-term disability in the United States. On average, someone suffers a stroke every 40 seconds; someone dies of a stroke every four minutes; and 795,000 people suffer a new or recurrent stroke each year.

The Joint Commission has awarded its *Gold Seal of Approval™* to PMMC for its Disease Specific Care Primary Stroke Center. PMMC underwent a rigorous on-site survey in July 2012. A Joint Commission surveyor evaluated Pottstown Memorial Medical Center for compliance with standards of care specific to the needs of patients and families, including infection prevention and control, leadership and medication management.

Through its affiliation with Lehigh Valley Health Network (LVHN), important collaborations for stroke services are offered by PMMC, such as telestroke and teleneurology. The partnership allows physicians at LVHN to connect to physicians at PMMC through high definition video conferencing systems to monitor and collaboratively treat the stroke patient. PMMC offers neurology coverage 24 hours a day, 7 days a week.

Further demonstrating PMMC's commitment to quality care for stroke patients, the hospital also received the American Heart Association/American Stroke Association's *Get With The Guidelines®-Stroke Silver Plus Quality Achievement Award*. The coveted award recognizes PMMC's commitment and success in implementing a higher standard of stroke care by ensuring that stroke patients receive treatment according to nationally accepted standards and recommendations.

In addition to the *Get With The Guideline-Stroke* award, Pottstown Memorial Medical Center has also been recognized as a recip-

ient of the association's *Target: Stroke Honor Roll*, for improving stroke care. *Get With The Guidelines-Stroke* uses the "teachable moment," the time soon after a patient has had a stroke, when they are most likely to listen to and follow their healthcare professionals' guidance. Studies demonstrate that patients who are taught how to manage their risk factors while still in the hospital reduce their risk of a second heart attack or stroke.

Recently, the Pennsylvania state legislature passed a law that mandates that EMS brings stroke patients to the nearest primary stroke hospital. "For that reason, it was important to us that we work through the internal processes to become a Joint Commission *Stroke Certified Hospital*," Omar explained. "We're here and time is of the essence during a stroke. There's medical attention that's started in the ambulance, and then that allows us to continue it within the hospital to make sure that the stroke patient gets the proper diagnosis and the proper drugs to begin the relief process for the brain," he said, pointing out that the number of acute ischemic stroke patients eligible for treatment is expected to grow over the next decade due to increasing stroke incidence and a large aging population.

New Initiatives:

DINING ON CALL - "Beyond quality, another aspect that hospitals are competing on now is customer service," Omar said. As a result, the Nutritional Services department at Pottstown Memorial Medical Center recently introduced "Dining on Call" which allows patients to order their meals when they are ready to eat. "One of the things that we've worked hard on is making the hospital more of a hotel-like setting." Restaurant-style menus are conveniently located in patient rooms and patients can expect deliveries to be made within 45 minutes of placing an order.

(See "Cover Story" on page 8)

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Michael J. Dmochowski, President and founder of Catalyst Engineering LLC, is a registered professional industrial engineer with over 25 years of managerial and engineering experience in domestic and international business. Mike has led multi-mil-

lion dollar projects to improve business capabilities worldwide and holds patents in software and systems design.

Catalyst Engineering, LLC is focused on industrial engineering consulting, system implementation and project management. We inspire success through the design, development and implementation of expert business solutions including: Business systems selection, training and implementation; Kaizen continuous improvement initiatives; Application of lean manufacturing principles; Simulation analysis; Capacity and capital forecasting; and Financial planning and analysis.

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(See “Focus on Engineering” on page 9)

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COVER STORY

(Continued from page 6)

This new program gives patients control over something during their hospital stay, thus increasing their level of satisfaction and comfort while staying at PMMC. Moreover, the nutritional needs of each patient are personally addressed and the automated system allows for filtering of diet prescriptions and allergens.

Cancer Treatment – IGRT

PMMC recently announced that it is installing a new image guided radiation therapy (IGRT) technology that will allow radiation oncologists to precisely treat tumors and limit exposing healthy tissue to unnecessary radiation. IGRT is an extremely precise form of treatment that utilizes multiple imaging and motion management techniques for ultra-accurate tumor targeting—so tumors get a higher dose of radiation and surrounding tissues get very little. This preserves a patient's healthy tissue and organs.

Imaging and tracking technologies are used in delivering IGRT, leading to substantially fewer side effects and a much better post-treatment quality of life. Furthermore, IGRT advances the standard of care with speed, precise treatment, patient comfort, less side effects, and better outcomes.

"We anticipate starting to treat patients with the new machine in April," Omar said. "It goes back to what I've mentioned regarding orthopedics. A lot of times people think they have to go downtown to receive treatment. They don't. We provide those services. Our cancer center has been recognized numerous times for their quality and work. We have a great cancer center here. We can provide a lot of those services to those patients."

Pediatrics

In another relatively new initiative, PMMC has partnered with Lehigh Valley Health Network (LVHN) to provide full-time pediatric hospitalists at PMMC. Pediatric hospitalists are pediatricians who care for children who are hospitalized with a wide variety of illnesses and medical conditions.

The pediatric hospitalists provide inpatient coverage in PMMC's ten-bed inpatient pediatric unit. Caring for patients from infancy to adolescents, they also provide consultations for children coming through PMMC's emergency room and newborns

(See "Cover Story" on page 10)

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FOCUS ON ENGINEERING

(Continued from page 7)

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Catalyst Engineering LLC offers Operational Reviews, where Mike visits your business, examines your system and operational procedures as compared to best-in-class and identifies potential areas where you can realize increased efficiencies and tap into hidden profits. You will receive a detailed written report outlining the potential areas for improvement, and you can then choose to continue with the project implementation based on your timeframe and scheduling. Call for more details.

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(See "Focus on Engineering" on page 11)

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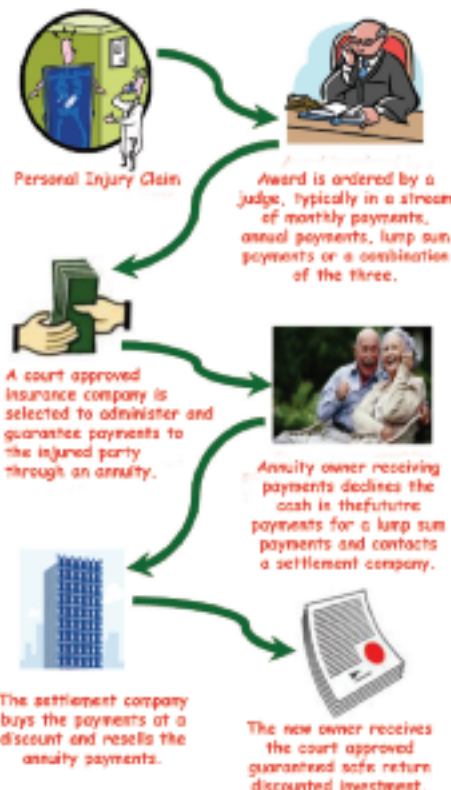
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COVER STORY

(Continued from page 8)

in the Maternity and Women's Health Center, and attend high-risk deliveries. The pediatric hospitalists work with patients' pediatricians, primary care physicians and other specialists to provide coordinated care during and after hospitalization.

"We formed our partnership with Lehigh two years ago, and we really have the program maturing to a fully functional and fully operational program," Omar said. "Now we're focusing on next steps. One of the things that we'll be doing this year is a 'Kids Are Curious' campaign. We're creating 30-60 second videos where we're exploring different aspects of the hospital and health care to educate kids on why not to be afraid."

If there is a need for more specialized care on an inpatient or outpatient basis, pediatric patients at PMMC now have a direct link to comprehensive pediatric services. As the region's leader in pediatrics, the Children's Hospital at Lehigh Valley has pediatric physicians board-certified in 26 specialties such as critical care, oncology, hematology, endocrinology, neurology and surgery. LVHN offers the region's only Children's ER and pediatric intensive care unit, as well as a Level III (highest level) neonatal intensive care unit.

PMMC continues to focus on ways to improve and enhance its service line. "Our other emphasis this year is developing our women's service line, relative to births," Omar said. "We're really putting an emphasis on the continuum of care from baby, then moving into the pediatric ward, creating that network or circle."

Electronic Medical Records

Yet another major initiative for PMMC in 2014 involves the process of implementing electronic medical records throughout the PMMC care delivery system. "It will be fully implemented by May of this year," Omar said. "It's another way of us improving patient care, by the fact that it will improve communication between nursing and the medical staff within PMMC's continuum of care," he said.

Advances in technology continue to create more opportunities for PMMC to become more efficient. "Implementation of hospital-wide electronic medical records is part of the 'meaningful use' requirement of the Affordable Care Act," Omar said. "But it's also a way for us to be able to work to streamline communication. Part of the

(See "Cover Story" on page 12)

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Sustaining Communities by Design

FOCUS ON ENGINEERING

(Continued from page 9)

CEDARVILLE Engineering Group, LLC

CEDARVILLE Engineering Group, LLC (CEDARVILLE) is a full service, locally owned and operated Civil Engineering and Environmental firm with our headquarters in North Coventry Township. A certified Woman-Owned Enterprise (WBE), CEDARVILLE provides consulting services to municipalities and institutions as well as development services including; Stormwater and Wastewater Engineering Design, Wetlands Delineation, Environmental and Sewage Planning and Permitting. The professionals at CEDARVILLE pride themselves in taking on challenging projects and generating innovative solutions. The firm regularly assists municipalities in planning for their future by maintaining and updating Ordinances that meet federal and state permitting requirements, design of municipal infrastructure and community parks, and finding grant funds to help pay for it all. The CEDARVILLE team also provides design, permitting, estimating, and construction management services for the Institutional / Commercial Land Developer as well as individual families trying to navigate the land development process to build their dream house.

The personable and professional team has been handpicked to complement each other's skills and talents. Where else would you be able to find a Professional Civil Engineer; a Professional Soil Scientist; a comprehensive construction management team; talented Engineers in Training (EITs) and designers, specializing in sanitary sewer and stormwater management; and an extraordinary office manager all of whom think outside of the box to get the job done? CEDARVILLE is not your typical engineering firm!

The company will celebrate four years in business in March of 2014. The firm's owner and principal engineer, April Barkasi, PE, has 18 years of practical engineering experience, most of them in beautiful Chester and Montgomery Counties. With a maxim of "Sustaining Communities by Design," the entire staff at CEDARVILLE strives to provide a quality product focused on common benefit. Please visit our website at www.cedarvilleeng.com, call the office at 610.705.4500, or stop in at 1033 S. Hanover Street, Suite 300, North Coventry Township, PA 19465, to see how we can assist you or your community with achieving your goals.

(See "Focus on Engineering" on page 13)

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COVER STORY

(Continued from page 10)

requirement is to reduce re-admissions. So if we're able to share as much information as possible with the doctors, they're able to share that information, and we're able to provide a care plan that not only treats the patient inside the hospital, but outside of the hospital as well," he said.

"Quality improvement is core to our mission and our vision," Omar said, "but it's also something that is a national focus in the hospital industry. No longer is it just about clinically improving the health of people. It's making sure that you do the things, both in terms of treatment and education, that prevent patients from having to come back into the hospital."

"Health care is becoming more and more transparent and it's easy for the public or the consumer to go onto government websites or private websites and compare the quality of performance between one hospital and another, so you have to be better than everyone else to be competitive for

those informed consumers," Omar explains. "Our focus has been on improving, and obviously there will always be areas of improvement that remain. We will keep on looking at those areas and working on improving them." ■

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For more information and a complete listing of services, please visit

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THURS., FEB. 20
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FOCUS ON ENGINEERING

(Continued from page 11)

Earth Engineering Incorporated

Earth Engineering Incorporated (EEI) prides itself on being a high quality full service geotechnical and environmental engineering consulting firm. Our engineers and geologists are dedicated to providing the most professional services with an on-time, on-budget performance and work ethic to help meet today's demands of any size project.

Founded in 1990, Earth Engineering Incorporated's Corporate Headquarters, based in East Norriton, Pennsylvania has grown significantly, branching out to three additional offices located in the Lehigh Valley and Harrisburg areas and West Berlin, New Jersey. Throughout this expansion period, Earth Engineering Incorporated has continued to provide a full range of geotechnical and environmental services from Pittsburgh to the Atlantic regions.

EEI has extensive expertise in geotechnical investigations, all types of retaining wall and shoring designs, construction consulting and inspections, clean fill analysis, stormwater infiltration testing and environmental site assessments and remedia-

tion. We also perform forensic analyses on sinkholes, foundations and retaining walls.

EEI has performed thousands of geotechnical investigations to evaluate the subsurface conditions as well as provide foundation recommendations for proposed construction. In addition, our design division has over five million square feet of design experience for all retaining wall systems including segmental, reinforced concrete, mechanically stabilized earth, gabion, shoring and sheet piling. We also provide professional, high quality reports and designs with our state of the art computing and AutoCAD capabilities.

The 422 region is alive and well and the professionals at EEI, many of which who reside along the corridor, are ready to support the progress throughout the area. We at EEI look forward to contributing to the success of your next project. For additional information, please call 610.277.0880 and visit www.eearthengineering.com.

Gilmore & Associates, Inc.

The demand for green infrastructure and sustainable building and site design from both public and private clients has experienced significant growth in the last several years. Gilmore & Associates, Inc. is committed to a professional practice that embraces "Green" planning and engineer-

ing designs that utilize or emulate natural ecological systems to provide the essential services demanded by society while protecting or enhancing environmental quality. Whether serving public or private sector clients, the consulting professionals at Gilmore & Associates, Inc. understand the challenges and complexity of providing environmentally and economically sustainable infrastructure and building solutions.

Gilmore & Associates, Inc.'s "Green Infrastructure" services palette includes site analysis documentation and environmental resource inventories; Low Impact Development (LID) planning and design; LID and Green Building ordinance development; conservation planning and design; LEED® documentation including preliminary scoring and feasibility, project registration, value engineering and Green design audits; and "Green Stormwater Infrastructure" Best Management Practice (BMP) designs and system retrofits including detention basin naturalization and restoration, vegetated rain gardens, underground stormwater storage, engineered permeable pavement systems, vegetated building roofs, "green streets," and "green" retaining walls.

(See "Focus on Engineering" on page 15)



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Nationally Recognized Artist/Educator Tapped as Artistic Director of Steel River Playhouse

Steel River Playhouse is proud to announce Gene Terruso as its new Artistic Director.



Located in the heart of Pottstown's historic district, Steel River is a growing nonprofit performance and education facility. To introduce Mr. Terruso to the community, Steel River will be hosting a series of "meet and greets" through March at the Playhouse. At these events, visitors will have a chance to mingle with the new Artistic Director and other staff, enjoy entertainment by select artists, engage in a formal Q&A, and tour the facility.

Mr. Terruso is an incredibly accomplished director, producer, performer and instructor. His artistic background includes the following:

- Former President of the American Academy of Dramatic Arts, the nation's oldest acting conservatory whose alumni have been nominated for 96 Oscars, 245 Emmys and 86 Tonys.

- Former Director of Philadelphia's University of the Arts' famed Ira Brind School of Theater.

- Artistic Director of the prestigious Provincetown Playhouse, New York's oldest Off-Broadway theater, and Executive Director of the renowned 92nd Street Y's American Jewish Theatre (AJT).

- Founder of the popular "Broad Topic" series at the Merriam Theater, interviewing actors such as Kathleen Turner, Valerie Harper, Estelle Parsons, Sandra Bernhard, Richard Thomas, George Wendt and many other notable artists.

- Director of the School of Theatre at Northern Illinois University.

- Producing Artistic Director of the Chicago-based award winning professional company, SummerN.I.T.E. Theatre Festival.

- Director for numerous New York area theaters.

- Performer on Broadway and regional stages, as well as television and film.

- Instructor at Rutgers University, University of the Arts, Northern Illinois University, Yale University, Wickline Casting, and at various international festivals.

- Author of several plays and musicals.

Says Marta Kiesling, Executive Director, "This is a true turning point for Steel River Playhouse and the development of Pottstown as a hub of arts and culture for the Tri-County Region. Gene will be able to continue to build on the legacy of outgoing Artistic Director, Deborah Stimson-Snow, and grow our program offerings to the next level. We are incredibly excited about the future of Steel River."

For a full CV and a schedule of "meet and greets" with Mr. Terruso, please visit steel-river.org.

ABOUT STEEL RIVER PLAYHOUSE: Steel River Playhouse is a nonprofit 501(c)(3) charitable education and performance facility that seeks to strengthen community, inspire creative exploration, educate, and entertain, through the presentation of quality performing arts events and education for diverse audiences. Designated as a "gateway" performing arts center, Steel River provides affordable, high quality performances, comprehensive educational offerings, and enriching volunteer opportunities in all aspects of theatre arts. The organization embraces emerging and established artists, and supports community by serving as a magnet destination for economic development and a platform for shared experiences by diverse audiences. Students and volunteers of all ages and backgrounds are encouraged to explore and grow their skills by working side-by-side with professional instructors, performers, directors, and designers. More information is available at www.steelriver.org.

KELLER WILLIAMS HOME SHOW AND VENDOR FAIR

The Keller Williams Home Show and Vendor Fair will be held Tuesday, March 25th, 12:00-3:00 PM at Rivercrest Country Club.

This event will give you maximum exposure to the key people who support your business — Agents, Buyers, Sellers and the General Public. The Vendor Fair is FREE to Attendees and Open to the Public — which will give you added exposure.

It's unique in that every patron that attends the event will receive a punch card which they must complete prior to their entry for the raffle prize drawing which takes place at the end of the event.

Over \$10,000 in Giveaways will be raffled off at the event! For table prices, registration and additional information, please contact Cory Rupe at coryrupe@kw.com. Space is limited, so please don't delay. Join us for the BIGGEST Home Show and Vendor Fair of the year, giving your business maximum exposure! 📄

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FOCUS ON ENGINEERING

(Continued from page 13)

As the civil engineering consultant for a unique turnkey design-build project for the School District of Philadelphia, Gilmore & Associates provided professional surveying and civil engineering design services, including assistance with U.S. Green Building Council (USGBC) submittals, for the new Kensington Creative and Performing Arts (CAPA) High School in the City's Kensington section. Pursuant to the

City of Philadelphia's Green Infrastructure Initiative, the new school was designed with numerous sustainable features including recycled materials in retaining walls and landscaping, underground rainwater cisterns for water re-use, a geothermal heating system, vegetated rooftop areas, minimization of impervious surfaces with the use of grass-turf pavers, porous paving infiltration beds, rain gardens and underground detention facilities. These sustainable features helped the Kensington CAPA High School earn LEED® Platinum Certification from the USGBC.

Gilmore & Associates, Inc. provided sustainable site design services for the new Molly Dodd Anderson Library at the George School in Middletown Township, Bucks County. The new library building, which will be certified under the USGBC (LEED®) gold certification program for environmentally-enhanced construction, includes capture of storm runoff from impervious surfaces, including the new building roof, in rain gardens that promote groundwater recharge.

In partnership with Cabot-Kjellerup Realty Trust and Bernardon Haber Holloway Architects, Gilmore & Associates, Inc. provided civil engineering consulting services for the first LEED®-certified building in southern Chester County. The 80,000 square foot new corporate headquarters for Dansko Corporation in Penn Township was awarded a LEED® gold rating by the USGBC. Vegetated roofs provide insulation from heat gain in the summer, attenuate stormwater runoff, and provide a pleasant setting for employees to enjoy lunch. Driveways and parking lots are sloped to direct storm runoff into two central rain gardens with infiltration beds beneath that filter and recharge runoff. Rainwater that runs off of the non-vegetated roof areas flows down 4 "rain chains"

(See "Focus on Engineering" on page 16)

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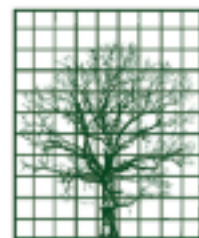


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FOCUS ON ENGINEERING

(Continued from page 15)

into a 10,000-gallon underground cistern. The filtered water is then used for flushing toilets in the building and for garden irrigation.

For more information on Gilmore & Associates, Inc.'s "Green" planning and engineering design services, please contact John P. Sartor, P.E. at jsartor@gilmore-assoc.com.

Why Choose Ludgate?

Ludgate Engineering prides itself on its employees. Staff who are professional, personable and keep clients informed. We use the team approach to complete all our projects, holding weekly job meetings to discuss all of our projects. This allows other staff members the knowledge to answer questions for clients if the project engineer is not available. Forget the mystery behind engineering, Ludgate prepares client reports in layman's terms. We are engineers who pick up their phones. Our Engineers are driven to find realistic, cost-effective solutions for your projects to realize success.

Ludgate Engineering serve developers/owners, contractors, landscapers, realtors and homebuilders and banking, lending, medical, educational institutions, and redevelopment authorities for residential, commercial, institutional and industrial projects. Ludgate Engineering also offers a full line of services to municipalities. We believe that our past experience and our in-depth familiarity with the localities and the municipal regulatory processes unique to the area can be utilized to your benefit to expedite your particular plans. In site design we emphasize three goals: Ensuring your needs are met; Ensuring the project is constructible; and Ensuring the project is bankable (constructed at an affordable cost).

Ludgate Engineering provides the following services for developers/owners: Feasibility Studies for Land Development; Property Boundary Surveys; Deed Descriptions; ALTA (Title Insurance)

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Ludgate Engineering provides the following services for contractors, realtors, landscapers, and home builders: Building Layout and Design; Home/Building Construction Stakeout; Commercial, Industrial, Retail Facilities Design; Structural Analysis; Construction Stakeout.

Ludgate Engineering provides the following services for bankers, lenders, and redevelopment authorities: As-Built Surveys and Plans; Flood Plain Identification; and Building Location Certifications.

For additional information, please call 610.404.7371, and visit www.ludgate-eng.com. ■

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FOR SALE- (ZC2182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. \$18,000

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

FOR SALE- (ZC2193) 861 WILLOW ST., POTTSTOWN- COMMERCIAL/INDUSTRIAL TYPE BUILDING. 2,800SF OFFICE SPACE PLUS APPROXIMATELY 4,700SF GARAGE SPACE w/6 OVERSIZED GARAGE DOORS. ALSO INCLUDED 130'X140' MACADAM LOT ACROSS FROM PROP. **Reduced \$349,000**

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

FOR SALE- (ZC2196) 3765 HORSESHOE PIKE, HONEYBROOK TOWNSHIP- 3 ACRE COMMERCIAL AND RESIDENTIAL PROPERTY ON BUSY RT. 322. TWO STORY HOUSE PLUS SEPARATE BUILDING CURRENTLY A PRINT SHOP. ZONING OF NEIGHBORHOOD COMMERCIAL ALLOWS FOR MANY USES. PROPERTY IS IN IMMACULATE CONDITION WITH PLENTY OF ROOM FOR EXPANSION OR POSSIBLE SUBDIVISION. \$435,000

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

SOLD- (ZC2186) 558 E. HIGH ST., POTTSTOWN

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(ZC1017) 1200 East High Street, Office Building, Pottstown- Suites from 200-1,000SF. \$12.50/SF includes all utilities.

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

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PVMC. Handicapped accessible, elevator, ample parking and various size suites from 200-600SF. Competitive rates and flexible terms. Call for more details

(ZC1080) Lemon Street, West Pottsgrove- 2,500SF +/- former machine shop space with loading dock and second story storage area. \$1,000/Month + gas, heat and electric.

(ZC1088) 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) Manselway 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. 500SF 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) 388 Circle of Progress Drive, Pottstown- 1,770 +/- SF of Pottstown INDUSTRIAL office space for lease. Close to Airport and other major thoroughfares. This space inc 3 offices, operations/comm. office, outer office, vestibule, kitchenette and 2 bathrooms. Also available parking for approx. 15 cars on the side of the building + a drop off area in front of building. There are many possible uses: gym/training school or general offices. Call for details. \$1,195/Month

(ZC1138) 258 High Street, Pottstown- Pottstown Borough, former bank building, which can be used for retail/office etc. Ample parking available in the adjacent borough parking lot. 2,254SF plus full basement area for storage. \$1,000/Month

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

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

(ZC1144) 32 Wells Rd, Suite #2, Parkerford-Parkerford- Office/retail space situated along busy Route 724. 535SF former financial services office with offstreet parking. Available immediately. Signage on Route 724. Call for details.

(ZC1145) 1950 Weissstown Road, Boyertown (Pole Barn)- 32ft x 58ft w/3 phase electric w/ 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

(ZC1146) 32 Wells Road, Suite #4, Parkerford- Office/retail space situated along busy Route 724. 600SF with offstreet parking, available immediately. Signage on Route 724. Call for details. \$950/Month plus heat, electric and trash. Water and sewer included. NO CAM.

(ZC1147) 1630 E. High Street, Pottstown- Building #3 Private office building situated at the corner of High & Porter Roads. 770SF refurbished interior. \$15.00/SF + Utilities. Call for details.

(ZC1148) 1630 E. High Street, Pottstown- Building #2 Private office building situated at the corner of High & Porter Roads. 1661SF refurbished interior. \$15.00/SF + Utilities. Call for details.

(ZC1149) 4 Ash Street, Pottstown- 10,000 Square Foot Warehouse to be built to specifications is situated conveniently on Route 422, 724 & 100. \$3,750/Month - \$4.50/SF RWN

(ZC1150) 861 Willow Street, Pottstown- 2800SF office space. features 1 large front office w/bath, 1 large bullpen area, 1 small office upstairs. Approximately 4700SF garage space w/6 overhead doors 10' high. City gas available. Gas hot air in both sides. Basement storage is fire resistant w/sump pump. 28 Willow Street-Separate macadam lot across street from property. \$5,000/Month.

(ZC1151) 434 Main St, Ropersford- High traffic location with 600SF of office/retail space. Possible additional storage space of 400SF available at \$10/SF. Tenant pays heat (gas), hot water (electric), electric. Trash and snow/ice care cost split 50/50 w/landlord. \$800/Month + Utilities.

(ZC1152) 875 N. Charlotte Street, Pottstown- Previously a Doctor's office but suitable for various office arrangements. \$750/Month

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So, You Think You've Been Wrongfully Terminated?



LEGAL PERSPECTIVES

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

On an almost daily basis, one prospective client or another informs me that he or she has been wrongfully terminated from a position of employment, and asks me if I can help. Many of these workers tell me they had been faithfully employed by the same employer for years, even decades. Some report that they have been fired for an insufficient reason or for patently incorrect reasons, or for no stated reason at all.

It is often difficult to hear these stories, and impossible not to empathize, particularly for workers in their 50's and 60's who (let's face it) are going to have a difficult time restarting their careers. Unfortunately though, and far more often than not, it is my sad duty to advise them that, apart from helping them with unemployment compensation and perhaps negotiating the

details of a settlement package, there is little else that I can do for them, however unfair it may seem.

The question is why? The answer is the Pennsylvania doctrine of "at will" employment. Under the doctrine of "at will" employment, an employer can terminate an employee's employment for any reason or for no reason at all, even an unfair or inaccurate reason, so long as it is not an illegal reason. Illegal reasons for termination include discrimination on the basis of a protected status (such as race, religion, gender, age (over 40), disability, etc.) and discrimination on the basis of protected activity (such as requesting or taking leave under the *Family and Medical Leave Act*, filing a Workers' Compensation claim, whistleblowing (in narrowly defined circumstances), etc.). However, in the absence of discrimination on the basis of a protected status or protected activity, and in the absence of an employment contract prohibiting termination except for specified "cause," an employer can fire at will, regardless of the employee's years of service and regardless of the adequacy of fairness of the reasons for termination.

There is also an exception to the "at will" employment doctrine known as the "public policy" exception. Generally, this exception makes it unlawful for an employer to fire an employee for refusing to commit a crime or for complying with a legally imposed duty (such as serving jury duty) or when specifically prohibited from doing so by a controlling statute. Thus, under Pennsylvania law an employee may have a claim for wrongful discharge if he or she is terminated for filing a workers' compensation claim. But beyond these rather clear-cut cases, the public policy exception has only limited application.

(See "Legal Perspectives" on page 25)

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AMERICA'S TROUBLED EDUCATIONAL SYSTEM: A THREAT TO OUR ECONOMIC FUTURE

"America is the best half educated country in the world." — NICHOLAS M. BUTLER



LEADERSHIP AND SUCCESS

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

Historically, education has been touted as the key to success in America, but for decades our educational system has been in decline in ways that range from the subtle, to the blatantly dysfunctional. In the meantime, the costs of education are skyrocketing. What follows is a discussion of the problems plaguing our institutions of learning, and some suggestions for how business leaders might help.

Years ago, educational assessment specialist Robert Ebel published a serious critique of American education in an article called "What Are Schools For?" In it, the author lamented that there appears to be little consensus among American educators regarding what schools ought to be accomplishing, and argued that the lack of clear educational goals jeopardizes the future of our nation.

Serious declines in international standing

The United States is a member of an international cooperative of 34 nations called the Organization for Economic Cooperation and Development (OECD) that works to improve the quality of life worldwide. Education is one of its focal areas of activity.

Recent data provided by the Program for International Student Assessment indicate that of the 34 OECD nations, American kids ranked 24th in math, 21st in science, and

17th in reading. We've been on a not so steady decline for years now, and appear to be getting worse, particularly when compared to East Asian nations.

Diagnosing our educational problems

Robert Ebel's warning in "What Are Schools For?" needs to be taken very seriously. With educators divided over what our schools should be accomplishing, our kids are being exposed to a bizarre array of contradictory intellectual fads, some of which leave them completely confused about what is important.

In some classes, kids are taught about the importance of understanding the world around them objectively, through sound scientific, journalistic, or historical research. In other classes, they're taught the popular "postmodern" outlook that there is no objective reality—all that exists is a diverse array

(See "Leadership and Success" on page 26)

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LEGAL PERSPECTIVES

(Continued from page 23)

It is arguable that the "at will" employment doctrine is a legal anachronism, not in keeping with the consumer protection and employee protection laws enacted and implemented across America over the last half century. On an individual level, the obvious unfairness that flows from the "at will" employment doctrine can work significant injury to the lives and livelihoods of employees and their families. It is also arguable, and to some degree unavoidably true that on a larger level, the "at will" employment doctrine may actually promote employment. If an employer could not fire "at will," that employer would be far less likely to hire an employee in the first place for fear that the employer could never thereafter get rid of that employee.

As a practical matter, the "at will" employment doctrine is not entirely without limits. Although a Pennsylvania employer can fire an employee for any reason or no reason at all, so long as it is not an illegal reason, if an employer actually does fire an employee for no reason at all or for a patently ridiculous reason, that termination almost inevitably gives rise to an inference that there must have been an illegal reason at play. That is, if the stated reason for firing makes no sense, the logical con-

clusion is that the stated reason was nothing but a pretext for an unstated proper reason. The silver lining for such fired workers is that even if they have no wrongful termination claim, they likely do have a claim for unemployment. ■

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

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LEADERSHIP AND SUCCESS

(Continued from page 24)

of personal and cultural perspectives, each of which is a valid reality in its own right. Unfortunately, there is no means of coordinating or reconciling these facts, either educationally or logically.

Under these conditions, it's impossible to expect young people to extract a coherent message regarding what's real, what matters, or whether anything is really right or wrong. The only certainty is that they're better off if they get high grades than low grades. Nothing else may be true, but that much they can count on.

The evils of the "self esteem movement"

Another destructive force within American education has been the proliferation of a belief that its primary purpose should be to produce young people who think highly of themselves. The argument is that compliments, flattery, and unconditional positive feedback will make them more effective adults.

Psychologists have been warning us now for 25 years that this is a terrible strategy for improving education — its primary products are inflated egos and expectations of immediate gratification. Jean Twenge

and Keith Campbell, in their book, *The Narcissism Epidemic: Living in the Age of Entitlement*, have documented a strong link between the self-esteem movement in education and dramatic increases in self centeredness among teens and young adults.

Increases in narcissism and its consequences

Narcissism, which might be defined simply as a radical obsession with self, has been studied for decades. Twenge and Campbell report that scores on this dimension have gone through the roof in recent years, and that increases in a host of destructive tendencies have accompanied them.

These include the unwillingness to accept corrective feedback or criticism, insensitivity to the feelings of others, bullying, sexual promiscuity, and substance abuse. But despite what the research clearly shows, many of our schools continue to hold fast to the mistaken notion that artificially inflated self esteem levels are the key to America's future security. It's a tough mindset to break through.

(See "Leadership and Success" on page 28)

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Do You Lie?



PRINCIPLES FOR LEADERSHIP

By Kayte Connelly, Best Principled Solutions LLC

This single question has been included in the selection of my teams since 1985. At the time, as Executive Director of the Adahi Council of Camp Fire Boys and Girls, a board member who worked in human resources at CarTech advised me to use it each and every time I interviewed staff members, volunteers or potential board members.

There is something compelling about looking an individual square in the eye, blank faced and deliver the inquiry. People squirm; ask you what you mean; or try to wiggle around their answer. There are some "of course" responses; there are some "no way" responses. The trick question is always the follow-up once you know the candidates immediate reply.

The point is, no one expects someone's grandmother, grandfather, etc. to steal money and yes, stealing is a form of lying. Yet we only need look to our news sources to discover just such an individual from a local tax office, a firehouse social club, or any number of other places of community business. Institutions that depend on trust

find themselves blindsided because they didn't ask the hard questions

Let's explore truth, trust, integrity and ethics, and determine how this fits into your workplace.

The Importance of Trust and Integrity

During a recent *Becoming Better Leaders* program, Anne Baum, VP, Lehigh Valley Capitol Blue Cross, asked the participants what was the most important value that leaders needed to demonstrate to attain results.

Undoubtedly, the response is trust. Great leaders gain respect and the trust of their teams through consistent behavior. They get their job done and support their teams by taking risks, making tough decisions, empowering and inspiring others, and providing resources necessary to accomplish collective goals.

They may fail. The work of the team may reap unintended consequences and great leaders accept the blame. But they do not steal; they do not take credit for other's work; and they do not tolerate inappropriate behavior. They certainly do not lie.

When someone asks people to participate in making decisions, and obtains buy-in, they gain trust. Their word is their bond. They do what they say they are going to do, and if there is something that needs to change to make an adjustment to the collective group

(See "Principles for Leadership" on page 29)



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LEADERSHIP AND SUCCESS

(Continued from page 26)

Gaming the system

Given the confusion and lack of agreement among educators regarding what schools are for (or even if there's an objective reality, for that matter), students turn to the only reality guaranteed to them, which are their grades. It shouldn't be surprising that cheating has become increasingly acceptable practice — after all, since there's no real right or wrong, why not?

Some time back *The Chronicle of Higher Education* reported a story regarding the lucrative industry of selling term papers, featuring a college dropout who was earning \$70,000 a year in that business. I took the time to Google "term papers for sale" recently, and got over 35 million "hits."

Many of the websites offering papers for sale featured nicely produced videos advertising their services, with clear messages that it wasn't necessary to "waste your time" writing and researching term papers when you can just order them to specifications and have them done for you.

Grade inflation: Relaxing educational standards

Schools are now caught up in a host of activities that have little to nothing to do with promoting hard work and academic

excellence, but they're also under pressure to get kids through the system to graduation. This in itself is yet another factor undermining what most of us once thought education was for.

One obvious result of this has been grade inflation, which is occurring at all levels in American education, including colleges and universities. Despite what objective measures of educational achievement show, grades continue rise for reasons that have absolutely nothing to do with levels of student commitment or competency.

"Politically correct" education doesn't work

U.S. Education Secretary Arne Duncan has admitted that we're in serious trouble, describing our system as in a state of "educational stagnation." He insists that raising academic standards (meaning having clear goals for education) is a must if we're to remain competitive in the world market in the coming decades.

And this will not be accomplished by making students feel good about themselves, handing out condoms, or making sure that they all walk away with diplomas independent of performance. It will take a

(See "Leadership and Success" on page 30)



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PRINCIPLES FOR LEADERSHIP

(Continued from page 27)

theory, it is communicated to all involved. There is no greater gift anyone can offer than their word.

Dictionary.com defines integrity as adherence to moral and ethical principles; soundness of moral character; honesty; and, the state of being whole, entire or undiminished. Numerous studies have been completed presenting integrity as a top value of great leaders.

There is a somewhat natural flow for leaders who are recognized for gaining and giving trust, to also have integrity and a commitment to being ethical in all regards. AND, they do not lie, nor do they tolerate lying.

Five Great Articles about Making Ethical Decisions

Last year, at the Leadercast Greater Lehigh Valley, we brought in the Senior Ethicist for Lockheed Martin, Ellen Daly. Ms. Daly shared aspects of their basic orientation program where folks are provided examples of acceptable standards of behavior; all geared for the employee to have clear understanding of ethical practices.

It was eye-opening that Lockheed Martin took such great strides to assure their integrity, particularly with their largest contract, the United States Government. The trainings weren't complicated; very much what appeared to be common sense. But for the "uncommoner," it cleared up any possible misunderstandings about what was appropriate

and what would not be tolerated.

Here are some additional resources that you may find provoking along these same lines. While some may appear to be prepared for a specific industry, all of these considerations may be integrated into any workplace.

1. From the Bloomberg Report Management Blog: The Different Ways People Handle Ethical Decisions in the Workplace (<http://www.businessweek.com/articles/2013-11-11/the-different-ways-people-handle-ethical-issues-in-the-workplace>) Discover if you are a conformist, a negotiator, a wiggler or a navigator by taking an ethics test on the Health Trust page but created by the Council on Ethical Organizations (<http://councilofethicalorganizations.com/category/news/>)

(See "Principles for Leadership" on page 31)

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LEADERSHIP AND SUCCESS

(Continued from page 28)

serious investigation into the relationship between what's happening in schools and a willingness to honestly put aside preoccupations with political correctness. Until we are willing to do so, our problems will continue to get worse.

Education: Separating "process" from "outcome"

Having evaluated the effectiveness of programs in industry, healthcare, and higher education, I've found that one useful approach correcting problems in complex human systems is to analyze them in terms of "process" vs. "outcome." "Process" refers to any specified set of goal oriented actions or procedures, and "outcome" refers to the observable results of those actions or procedures.

When the FAA investigates a plane crash, they start with "outcome" (a crash) and examine every "process variable" (maintenance, pilot behavior, communications) that preceded it. You can then isolate the causes for the unfortunate outcome and take steps toward preventing future problems.

This kind of thinking can be applied to virtually any human system, and during my 30 odd years of involvement with educational and business systems, I've found it to be a very useful tool in evaluating programs of various kinds. It's value is that it leads one to ask questions, and one of the problems that we have in education right now is that either too few or the wrong questions are being asked.

Asking tough questions

The advantage of getting serious about the linkages between process and outcome within any system is that it does lead you to ask questions — lots of them. The reason is that this type of thinking forces you to (1) clearly define your goals for measurement purposes, (2) specify the process by which you intend to achieve them, and (3) be honest about whether or not your process is appropriate.

We have a choice. We can ignore or deny that there's a problem, or move on to the search for solutions. Both educational and social indicators combine to tell us that there are serious problems to fix. If we're going to deny that fact, we can expect more bad news in the future.

(See "Leadership and Success" on page 32)

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PRINCIPLES FOR LEADERSHIP

(Continued from page 29)

2. From the webGuru Undergraduate Research: General Guidelines for Ethical Decisions. (<http://www.webguru.neu.edu/professionalism/research-integrity/general-guidelines-ethical-decision-making>) Are you appealing to egoism? Utilitarianism? or Deontology?

3. From the National Clearinghouse on Academic Advisory Services: Value and culture in Ethical Decision Making (<http://www.nacada.ksu.edu/Resources/Clearinghouse/View-Articles/Values-and-culture-in-ethical-decision-making.aspx>) Question your decision on the Rules of Private Gain? If everyone else is doing it? and Benefits vs. Burden.

4. From the BBC - Capital: Managers, Train Your Brain for Ethical Decisions (<http://www.bbc.com/capital/story/>

20131007-the-morality-muscle). Learn more about developing your morality muscles on a regular basis.

5. From Social Science Research Network: "C" is for Crucible: Behavioral Ethics, Culture and the Board's Role in C-Suite Compliance (http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2271840). Explore Conflicts of Interest; Motivated Blindness and Framing; Time Pressure; Irrationality; Loss of Confidence; Power; Group Dynamics and more are brought to the forefront as independent or interdependent aspects of decision making.

In Summation...Great Leaders Do

Lead. Great leaders lead. They provide the framework in which you may perform your work without hesitancy. Trust is a very valuable commodity. Your word, your integrity, is priceless. Caution is encouraged should the lines get blurred. Lying, stealing, and cheating are unproductive and not toler-

ated in great workplaces. It's your choice to know the difference between right and wrong, to set standards at your workplace. Great leaders choose wisely. 📌

Kayte Connelly, Best Principled Solutions LLC, is an award-winning author, leadership coach, and organizational development consultant specializing in personal, professional and community leadership. She facilitates corporate retreats and conversations with dissimilar parties and helps individuals and organizations identify and eliminate what stands between themselves and their goals. We provide enriched customized services that are designed to create and sustain generations of leaders for our community and elsewhere, based on research and global development. Please "like" us at www.facebook.com/BestPrincipledSolutions. Call 484.769.2327 for more information on how your company could become more collaborative, flexible, imaginative, and innovative and/or to discover your leadership "edge."

ADVERTISED SERVICES DIRECTORY
(Continued from page 30)

INTERIOR DECORATING
DECORATING DEN INTERIORS
INTERIOR DESIGN / PROFESSIONAL ORGANIZING
DAY ORGANIZING & DESIGN, LLC
IT SERVICES AND SOLUTIONS
CMIT SOLUTIONS OF NORTHERN CHESTER COUNTY
LYNX COMPUTER TECHNOLOGIES, INC.
SYSUP SYSTEMS
LANDSCAPE SERVICES
CLEAN CUT LAWN SERVICE
LAWN & GARDEN SUPPLIES
PUGTOWN AGWAY
LIMOUSINE SERVICE
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RHOADS LIMOUSINE SERVICE, INC.
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MAINTENANCE/JANITORIAL SERVICES
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NATHAN ALTENOR'S JANITORIAL SERVICES, INC.
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NAIL SALON
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OFFICE EQUIPMENT
OFFICE TECHNOLOGIES
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RED LOBSTER
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SECURITY SERVICES/ALARMS
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SEPTIC SERVICE
A HONEY DIPPER / J. BREHM, INC.
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FASTSIGNS
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SIGN-A-RAMA
SIGNS & MORE
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TRANSPORTATION
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Douglassville
504 Ben Franklin Hwy.
Rt 422 & Hillview Rd.
610-385-7200
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175 S. Pleasantview
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610-970-9902

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REDEEM

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LEADERSHIP AND SUCCESS
(Continued from page 30)

A promising program in Minnesota

A number of communities in the state of Minnesota have taken steps to alleviate some of the problems in their public schools by unique partnerships between business and education. A number of business leaders are providing schools with the specific skill sets they require of new hires, and have in effect become participants in the public school system.

In turn, the schools accept their guidance in preparing students who spend half of their day in school and the other half of their day doing on the job training for modest pay. It's been successful to a remarkable degree — the students' school learning translates directly into marketable job skills, and the companies that train them are eager to hire them full time when they graduate.

This approach has generated a lot of win/win/win outcomes — the students involved come to value school as a means to a job, the schools generate more functional graduates, and the businesses look forward to having a steady stream of well prepared workers. It takes a special commitment on the parts of all involved, but the results it's produced to date have been promising.

Commitment and creativity required

The programs in Minnesota are promising in their own right, but more importantly represent the importance of simply becoming more conscious of the relationships between education and the "real world" as a starting point for improving both domains. In an age of complexity and change, we're simply going to have to be more aggressive about being creative. And the sooner we start, the better.

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



TRICOUNTY AREA CHAMBER OF COMMERCE

2013-2014 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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Steady Moono, Montgomery County
Community College

Baran Schultz, Schultz Technology

Frank Strunk, National Penn



PRESIDENT'S MESSAGE

You Have Permission to NETWORK

The opportunity to build your network can come at any time, in any situation. It's the difference between saying nothing and being one to start a conversation. Opportunities reveal themselves when you start conversations. The password to the network? **Permission**

Based on the book *WORK THE POND! Use the Power of Positive Networking to Lead Forward in Work and Life* by Darcy Rezac with Judy Thomson and Gayle Hallgren-Rezac (Prentice Hall). www.workthepond.com. Positive Networking® is a registered trademark of Darcy Rezac.

BUILDING COMMUNITY – Display your 2014 Chamber Member Decals and Start the Conversation

In the middle of January, you should have received a mailing that included your 2014 Membership Window Decal. **Don't forget to place your 2014 decal in a storefront window, door, or on your company vehicle to show your customers that you are a part of a professional business organization.** It is a great way to let other Chamber Members know that you are a Member too! Once your decal is placed, send us a picture so that we can post it in the *Route 422 Business Advisor*, on the Chamber Website, and social media sites.

If you have not received your Membership Decal yet, please contact us at the Chamber Office.

CREATING CONNECTIONS – Continue the Conversation

To help build your network, please consider joining us at a few of our already scheduled upcoming networking opportunities:

- **The Regional Chamber Business Card Exchange** – Thurs., February 20, Copperfield Inn at Lakeside. *Participating Chambers of Commerce include Perkiomen Valley Chamber, Phoenixville Regional Chamber, Spring Ford Chamber, Upper Perkiomen Valley Chamber, and TriCounty Area Chamber.*

- **Power Networking Luncheon** – Tues., February 25, The Loft at Limerick Golf Club. *Walk away from this event having networked with everyone in attendance!*

Refer to the Chamber Events Calendar on page 35 for more information on these and other upcoming networking events.

SUPPORTING COMMERCE - New Feature – Membership List

"You don't buy a newspaper, You buy news. You don't buy life insurance, You buy security for others. You don't buy glasses, You buy vision. You don't buy awnings, You buy shade. And 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

We want to assist you in joining forces. The Chamber is constantly trying to come up with new initiatives to benefit you and your organization. Prior to the Decal Mailing, we provided you with a current list of the entire Membership which we know you will use wisely and responsibly. This opportunity is a way for you to market to the entire Chamber Membership.

Always Buy Chamber!

TCACC MISSION:

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

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricountyareachamber.com

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

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

Melissa Shainline, Administrative Assistant, melissa@tricountyareachamber.com

Bill Wertz, Membership Director, bill@tricountyareachamber.com

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



9 NEW MEMBERS THIS MONTH – help us continue to grow – see page 38.

Bill Wertz, Membership Director



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!***

Boyetown Area Education Foundation
911 Montgomery Ave.
Boyetown, PA 19512
610.369.7004 x 311

Nonprofit Organizations

The Boyetown Area Education Foundation (BAEF) is an independent public charity separate from the Boyetown Area School District (BASD). Serving as a conduit to accept and administer monetary charitable gifts, BAEF exists to provide a permanent source of financial support for BASD.

Catalyst Outdoor Advertising
PO Box 1421
Malvern, PA 19355
610.975.9390
www.catalystoutdoor.com

Advertising Agencies

At Catalyst, they believe location is everything and therefore offer inventory in locations people never thought possible: along major roadways in prosperous suburbs surrounding two of the nation's largest population centers, the Philadelphia and New York Direct Marketing Associations.

Change Consulting Solutions, LLC
201 Jay St., B26
Stowe, PA 19464
267.581.5757
www.changeconsultingsolutions.com

Business Consultants

Change Consulting Solutions, LLC is a premier consulting firm specializing in interim administrative support to Small Businesses, Executive Concierge Services and Personal Assistant / Concierge Services. They also offer resume critiques, business plan critiques and more. They are proud to have recently added Administrative Crisis Management Solutions for Small Businesses to their list of services as well.

Iris Data & Voice, LLC
21 E. 7th St.
Pottstown, PA 19464
610.427.9761
www.irisdv.com

Telecommunications Equipment / Services
Iris Data & Voice offers structured cabling services to commercial, residential and institutional customers. Certified copper and optical fiber installers ensure industry best practices.

Lily's Grill
115 E. High St.
Pottstown, PA 19464
484.945.1008
www.lilysgrill.com
Restaurants / Clubs

My Dad's Flooring
179 Old Swede Road
Douglassville, PA 19518
610.385.3833
www.mydadscarpets.com
Floor Coverings and Materials
My Dad's Flooring is a full service residential and commercial flooring store that has been making quality affordable since 1984.

Platinum First Realty
460 S. Lewis Rd.
Royersford, PA 19468
610.792.4800
www.platinum-first.com
Real Estate - Residential
Platinum First Realty's agents are well versed in residential real estate sales, real estate investment, commercial real estate sales, foreclosure specialist and avoidance, new constructions sales, and all stages of the real estate transaction.

Schaeffer Floor Coverings
1250 N. Reading Ave.
Bechtelsville, PA 19505
610.367.2766
www.schaefferfloorcoverings.com
Floor Coverings and Materials
Schaeffer Floor Coverings is a well established floor covering retailer that specializes in all types of flooring. What they offer their customers is service and competitive pricing. The beautiful showroom has a variety of samples you can choose. No obligation estimates.

Windsor Financial/MassMutual
2617 Terraced Hill Court
Pottstown, PA 19464
215.293.9313
www.windsorfinancialgroupinc.com
Financial Consultants / Services

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

36 YEARS

A. D. Moyer Lumber & Hardware, Inc.
Owen J. Roberts School District

25 YEARS

D.E.C. - Pottstown Training Center

5 YEARS

Buttercup Beads
Quality Inn Pottstown

1 YEAR

A.C. Burns General Contracting, LLC
CFC Real Estate Appraisal & Consulting, LLC
Foundation for Pottstown Education
Gehringer Mechanical
Pottstown Family Dental Spa
Prayers and Poinsettias
Seidel Planning & Design, Ltd.

Member Renewals

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

About All Floors

Boyetown Publishing Co.

Carroll Engineering Corporation

Citadel Federal Credit Union

Comcast Spotlight Complete Graphics, Inc.

C. Raymond Davis & Sons

Delaware Valley Christian Camp

FASTSIGNS

Gorski Engineering, Inc.

J&T Technologies, Inc.

MackKissic, Inc.

Mayer Pollock Steel Corporation

Patriot Pest Solutions

Quality Inn Pottstown

Salvation Army, Pottstown

Sanatoga Ridge Community, Inc.

Valley Forge Convention and Visitors Bureau, Ltd.

Waste Management of PA

Western Montgomery Career and Technology Center

Are you Celebrating 25, 50, 75 Years?

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



TRICOUNTY AREA CHAMBER OF COMMERCE

CHAMBER MEMBER UPDATES

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



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

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



CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE

TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING

Tues., Feb., 11

WOW LUNCHEON

Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
Peg Calvario, PegCalvario, LLC, will present "Create Your New Finish: Simple Steps to Achieving Your Goals." She will provide attendees with ways to formulate and achieve goals, successfully deal with short-term goals, and prioritize to-do's for meaningful results.
\$25 per Member (prepaid); \$30 per Member (invoiced); \$35 per non-member
Co-Sponsors: Pottstown Family Dental Spa; YWCA Tri-County Area

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

Tues., Feb. 25
12 - 1:30 PM

POWER NETWORKING LUNCHEON

The Loft at Limerick Golf Club, 765 N. Lewis Rd., Limerick, PA 19468
"I love the Power Networking events! It's a great way to connect with a larger number of people in the room. The timed format really makes you think about what you want to say so that you get the maximum amount of useful information into the time allotted. And the "speed" layout gets that message to more people than just walking around a networking event, handing out business cards. *Definitely put this event on your calendar!*" – Teresa Kearney, Express Data Systems, Inc.
Members Only; \$20 per Member; Limited to 2 Members per company.

CHAMBER 101

Thursday, February 6, 3:30PM & Tuesday, February 18, 8AM

Chamber's Conference Center, 152 E. High St., Suite 360, Pottstown PA, 19464

Chamber 101 is a no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber. No Charge. Reservation required.

MARCH SAVE THE DATE

Thurs., March 13
7 - 9 AM

MARCH MEMBERSHIP BREAKFAST

Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
Legislators of the PA Delegation will be presenting a Legislative Forum. This briefing will provide an opportunity for attendees to hear about issues that affect the tri-county area, such as the economy, state budget, and business taxes to name a few. If time permits, there will also be a question and answer session.
\$25 per Member (prepaid); \$30 per Member (invoiced); \$50 per non-member
Sponsored By: Perkiomen Watershed Conservancy; Pottstown Memorial Medical Center

APRIL SAVE THE DATE

Thurs., April 24
11:30 AM - 1:30 PM

"TAKE OUR DAUGHTERS & SONS TO WORK DAY" LUNCHEON

Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
Stay tuned for more information.
\$10 per child through 12 years of age; \$15 per Adult
Sponsors: Diamond Credit Union; Greater Pottstown SHRM; Keller Williams Realty Group; PeopleShare, Inc.; Pottstown YMCA
Additional Sponsorship Opportunities Available

Leadercast TriCounty Area
Chamber



Be a Leader Worth Following

To register scan the QR code, call
610.326.2900, go to the events calendar
at tricountyareachamber.com, or email
kitty@tricountyareachamber.com.

**REGISTER BY APRIL 1, 2014 FOR OUR
EARLY BIRD PRICING!**

\$75 per Member; \$95 per non-member

After April 1, prices increase to \$90 per Member and \$110 per non-member

**NEW THIS YEAR! Corporate Package
\$400**

*Includes 4 tickets, a display table at the event, acknowledgement at the Leadercast,
and you can hand out a door prize!*



Andy Stanley



Malcolm Gladwell



Archbishop
Desmond Tutu



Randall Wallace



Jack Welch



Laura Schroff



Dr. Henry Cloud



Simon Sinek



Laura Bush



Cat Deeley
Co-host



Tripp Crosby
Co-host

May 9, 2014

Leadercast exists to positively change the way the world thinks about leadership. This year's theme — Beyond You — challenges leaders to focus outward rather than inward. Experience Leadercast live on May 9, 2014 and discover what it means to be a leader worth following.

8 AM to 5 PM

New Hanover United Methodist Church

2211 Swamp Pike, Gilbertville, PA 19525

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



SAVE. SHOWCASE. SHARE.

MEMBER BENEFIT OPPORTUNITIES TO HELP YOU PROMOTE YOUR BUSINESS:

OSHA

FEATURED MEMBER BENEFIT OF THE MONTH

Many states have had recent mandatory labor law changes. More State & Federal changes are expected within the next 12 months. Avoid risks and fines and stay compliant with 2014 Labor Law Posters. When you purchase your 2014 posters you automatically receive a 1-year automatic e-update service included at no extra charge! The update service ensures that your poster

includes the most recent postings and covers you against future changes throughout the year by notifying you via email whenever there is a mandated change.

CHAMBER MEMBERS HAVE ACCESS TO HARD-TO-FIND COMPLIANCE INFORMATION INCLUDING:

- 2014 PA and Federal Labor Law Posters • First Aid Products • Workplace Harassment Training • Business & Human Resources Guides • OSHA Safety Products ...and much more!

Please email Jeff at jeff@tricityareachamber.com to access your labor law savings.



Want \$50 Off:

- An Annual Dinner Ticket, or
- Dues, or
- Newsmagazine Insert, or
- Email sponsorship – FREE

AND Recognition for Growing Your Chamber?

REFER a business and if they **JOIN TCACC**, you will receive a **\$50 Referral Incentive**.

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

Call 610.326.2900
or visit us on the web at
tricityareachamber.com.



TRICOUNTY AREA
CHAMBER OF COMMERCE

SHARE

WE SHARE YOUR NEWS WITH US AND WITH THE COMMUNITY

What is going on at your company? 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.



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

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

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

SHARE YOUR EVENTS WITH US

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

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

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

This month's resumes include: Marketing & Communications; Outside Sales Representative

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

SHARE WITH THE COMMUNITY THAT YOU BELONG TO THE CHAMBER

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

Does the community know you belong to the TriCounty Area Chamber of Commerce? Take a moment to check to see if you:

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

WE HELP YOU SHARE THAT YOU BELONG TO THE CHAMBER

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

WE SHARE THAT YOU BELONG TO THE CHAMBER THROUGH OUR ONLINE BUSINESS DIRECTORY!

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

THANK YOU

Thank you to the
January Coffee Sponsor:



Thank you to January's
Newsmagazine Insert Sponsor:



It's as easy as 1-2-3 or ABC – 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.



TAKE OUR DAUGHTERS & SONS TO WORK DAY LUNCHEON

Thursday, April 24, 2014
11:30 AM to 1:30 PM

Brookside Country Club
Adams & Prospect Streets,
Pottstown, PA 19464

\$15 per Member; \$10 per Member child

TO REGISTER—scan the QR code,
call 610.326.5158, go to tricityareachamber.com,
or email kitty@tricityareachamber.com.



WOW - WOMEN OF THE WORKFORCE

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

The next WOW Luncheon will take place on **Tuesday, February 11, 2014** from **11:30 AM to 1:30 PM** at **Brookside Country Club**, Prospect & Adams Sts., Pottstown, PA 19464.

Peg Calvario, PegCalvario, LLC, will

present “Create Your New Finish: Simple Steps to Achieving Your Goals.” She will provide attendees with ways to formulate and achieve goals, successfully deal with short-term goals, and prioritize to-do’s for meaningful results.



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

Sponsored by: Pottstown Family Dental Spa; YWCA Tri-County Area

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.



MARCH MEMBERSHIP BREAKFAST

Thursday, March 13, 2014
7 to 9 AM

Brookside Country Club

Prospect & Adams Sts., Pottstown, PA 19464

\$25 per Member (prepaid); \$35 per Member (invoiced);
\$50 per non-member

This breakfast will feature a legislative theme. The entire PA Delegation for the tri-county area has been invited to attend. Get the chance to interact with your state elected officials and ask the questions that have been on your mind.

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Ashley Slaughter

MARKETING WITH THE CHAMBER

You may have heard that the Chamber has recently hired a new Membership Director, Bill Wertz. Bill's job at the Chamber is to work to increase Chamber Memberships.

Why is increasing Membership in our Chamber important? It gives you access to a larger network. We are always working to make sure you have the best access to potential business partnerships and opportunities here in the tri-county area. The more businesses there are to meet, the greater the chance of finding new and profitable business contacts.

Increasing Chamber Membership might be Bill's job, but we can't do it without you. That is why we offer a referral incentive. If you refer a business to us and they join, you receive \$50 in Chamber credit! You can use it toward your dues, Chamber events, and marketing opportunities including sponsorships!

If you have a personal contact that is not a part of our organization but you think could benefit from being a part of the Chamber, just email our new Membership Director, Bill Wertz, the name and contact information of a local business you think could benefit from joining the Chamber. We will take it from there!

You can contact Bill Wertz at bill@tricitychamber.com or by calling 610.326.2900.

Remember, the more we grow, the more it benefits everyone!

OUR CHALLENGE TO YOU IN 2014: We would like to challenge each of you to submit at least one name in 2014. We encourage you to mention how the Chamber has benefited you when in conversation with fellow business owners throughout the year. We'll check back in later this year to remind you of our challenge. Help us spread the word about what the Chamber has done for your business!

LEADERSHIP TRI-COUNTY CLASS OF 2014

1/2 WAY THROUGH!

The January session of the Leadership Tri-County class was focused on education in the tri-county area. After starting their day at January's Financial Breakfast, the class headed to Spring-Ford Area High School to hear from superintendent **Dr. David Goodin** and various heads of departments of the school district.

Participants then traveled to the Western Montgomery Career & Technology Center to tour the Career and Technology Center and learn about the variety of programs that are available. Lunch was prepared and provided by the students in the Culinary Arts program.

After leaving WMCTC, participants gathered at the MCCC University Center for their final session of **BoardCorps™ : Bootcamp**, The Nonprofit Center at La Salle University's School of Business' signature immersion into the roles and responsibilities of non-profit boards. As a follow up to the December Leadership Session where the class learned about local Chamber Member Nonprofit Board openings, this final session provided the class with more information on how to properly interact and work with Nonprofit Boards. This piece of the Leadership Tri-County program is happening thanks to the education sponsor for 2014:



The class ended their day at the Chamber Office with a Skill Session. **Stephanie Petri**, Assistant Principal of Boyertown Junior High East, presented "The Connection Between Education and Health."

The 2014 Leadership Tri-County Class was able to leave the January Session with a greater understanding of education in the tri-county area.

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

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



Dr. David Goodin and Spring-Ford Area School District Faculty Members presented to the class on their various responsibilities and a variety of issues facing the school district.



The class touring the Western Montgomery Career & Technology Center.



Stephanie Petri presenting "The Connection Between Education and Health."

Meet The Leadership TRI-COUNTY Class Of 2014



Sheila Dugan, Main Street Manager of the Pottstown Downtown Improvement District Authority (PDIDA) and Co-owner of Grumpy's Restaurant, has worked in the tri-county area for the last three years. She is married to her husband, Gene, and has 5 children – Virginia-Lee, Torry, Shyloh, Shane and Rielly. Sheila enjoys art and reading mystery novels.

Sheila graduated from Kutztown State College in 1980. Her personal business philosophy is that she likes to *think we can do anything we put our minds to. If we can't take pride in our job (our town) then what are we doing it for?*

Since PDIDA is a relatively new Member of the Chamber, Sheila's involvement with the Chamber has been minimal so far. She hopes that the Leadership program will provide a great opportunity for PDIDA to grow with the Chamber. She hopes to be more involved in 2014.

As Main Street Manager, Sheila is considered a leader but realizes there is always room for improvement. She feels that participating in this program is important to "help her grow in her business and self so that Pottstown itself becomes more successful." While participating in Leadership Tri-County, Sheila looks forward to attending the breakfasts to reach out to the community and look for key people who believe in PDIDA's mission. She also hopes to provide more information to people on what PDIDA does.



Cynthia Logan is the Senior Manager of Processing at John Middleton, An Altria Company. She has worked in the tri-county area for the last 5 years. She is engaged to her fiancé Dale Thomas. Her special interests include Leadership Development, the Arts - especially musical/theatrical, traveling, and spending time with family and friends.

Cynthia received her BSIE from West Virginia University and her MBA from Averett University. Her personal business philosophy includes learning your people and your processes to create value. *Once you learn you can interject life, love, and laughter to increase value in your people and your process.* Her business role models include several directors and executives with the Altria Companies.

Cynthia feels that participating in this Leadership program is important so that she can gain a better understanding and awareness of the tri-county area in an effort to educate herself on the many issues, solutions, and benefits from this program. She is looking forward to networking with other community leaders within her class and sharing thoughts, ideas, and solutions to leadership development.

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POTTSTOWN YMCA NEW WELLNESS CENTER

724 N. Adams St., Pottstown, PA 19464

MEET THE BOARD



TERESE BRITTINGHAM, BROKER/OWNER/AGENT OF KELLER WILLIAMS REALTY GROUP

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covers Montgomery, Bucks, Berks, Chester and even further! They are one-stop shopping with in house title, mortgage and can also provide the services for all of your buying/selling/moving needs.

Special Interests: Terese is the co-chair of capital campaign for Steel River Playhouse, Immediate Past Chairman for the TriCounty Area Chamber of Commerce, and Chair of Capital Campaign for the Pottstown Seniors' Center. Terese also enjoys spending time with her family, traveling, and reading. She loves to fundraise and support Alex's Lemonade Stand both personally and professionally through Keller Williams. Terese is also a proud owner of Preakness and Belmont Stakes winner "Afleet Alex."

Number of Years she has worked in the Tri-County Area: 30+

Personal Business and/or Leadership Philosophy: Family is first and integrity in life is essential. Loyalty is a top priority for Terese.

Business Role Model: Jess Stonestreet Jackson, Jr. He was a self-made business man and entrepreneur who stood by his convictions. He was successful, ethical, full of integrity and owned one of the most profitable vineyard and wineries in California. Terese and Mr. Jackson shared a common interest in horse racing.

Areas of involvement within the TriCounty Area Chamber of Commerce: Leadership seminar speaker, Chairman of the Board for 2 years, Executive Committee 5+ years; volunteer on numerous committees.

Chamber programs and services that Terese feels provide value for Members: Annual Dinner, Breakfasts, and networking events.



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. January's Business of the Month was chosen from a random selection from the business cards of those who attended January's Financial Breakfast.

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C. Raymond Davis is a family owned and operated General Contractor - Construction Manager that has been continuously active in the construction industry since 1928. Our primary focus centers on the institutional market consisting of Private Schools, Retirement Communities and Churches; however, we are also involved in both the commercial and high end custom home markets. In addition, the Davis family (d.b.a. - Devault Contracting) has been responsible for site work on some of this area's most notable projects, including One Liberty Place, Veteran's Stadium and Penn's Landing.

We are headquartered in Kimberton, PA with offices in Princeton, New Jersey and Schroom Lake, New York. Most of our work is performed in Pennsylvania, New Jersey, Delaware and New York.

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dreds of projects and are capable of handling any size or type of project in our market segment. All of our team are OSHA certified and have been trained in sustainable (green) construction techniques.

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How to Pay for a Highway



Shayne Trimbell,
Project Coordinator,
GVF Transportation



On a cold November day, Governor Tom Corbett visited the US 422 corridor to tout the successful passage of Act 89 on 2013, a comprehensive transportation funding bill that increases current annual PennDOT budget by \$2.3 billion. In the presence of legislators, industry professionals, and transportation advocates, Gov. Corbett ceremonially signed Act 89. The funds raised by the Act will be used to repair structurally deficient bridges, improve roadway surfaces, address congested highways, repair critical transit infrastructure, and reduce traffic on local roads. The benefits of this bill will have far reaching impacts on our state's economy and will contribute to the economic prosperity for many years to come.

To achieve the increased annual funding, Pennsylvania motorists should expect to see an increase in the cost of driving. Where will the money come from exactly? Presented here are a few of the ways that costs are expected to increase. This is not an exhaustive list, but rather the areas a typical motorist will feel the increases.

Fuel Taxes:

Under the previous funding measures, the state taxed fuel purchases at the retail point of sale with a flat twelve cent per gallon (\$0.12/gallon) tax, which was last adjusted in 1997. Wholesale distributors also paid a tax per gallon through what is known as the Oil Company Franchise Tax (OCFT). The old system capped the taxable value of fuel at \$1.25 per gallon, which was last adjusted in 1983 (today, the average wholesale price of fuel is \$3.11/gallon). Under the new funding measure, the \$0.12/gallon retail tax has been eliminated and in its place, the \$1.25/gallon cap on the OCFT has been removed and the millage rate has been adjusted to offset the loss of the retail tax. The new tax rate will be phased in over the next five years, however it is not expected to significantly change the prices at the pump.

Vehicle Registration Fees:

The cost of registering your vehicle will increase from the current \$36 annual fee to \$38 by 2018; commercial vehicles will also have similar increases during the same period. Drivers will also have the option of a two year registration, rather than the former annual registration system.

Driver's License Fees:

Renewing your driver's license will now be more expensive. Under the former system, renewal occurred every four years and cost \$21. The new system will retain the four year renewal period; however the cost will increase to \$23 by 2018.

Surcharges on Traffic Tickets:

As if a traffic ticket didn't sting enough, expect to pay more if you get caught with a moving violation. Seven of the existing surcharges on moving violations will be increased by 50%. This increase will generate an estimated \$86 million per year.

Fines for Failure to Obey Traffic Control Devices:

Getting caught rolling through a stop sign will also cost more, the previous \$25 base fine was increased to no less than \$150. This is expected to generate \$46 million per year, all of which will be dedicated to mass transit systems statewide.

So, there you have it, a few of the areas you can expect to see transportation costs increase as a result of the new law. The increases are not significant for the individual motorist, certainly not enough to make driving cost prohibitive. However, when these small increases are aggregated with the 8.4 million licensed drivers across the Commonwealth, they generate large sums of much money needed for our infrastructure. So, when you drive over a new bridge or a newly paved road, you will know where the funding came from, and know what your contribution has been.

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

PA CHAMBER SUPPORTS LEGISLATION THAT WOULD ADDRESS COSTLY FLAW IN WORKERS' COMP LAW

Testifies in favor of bill to limit physician drug dispensing, help lower high WC costs

Legislation that would help to mitigate Pennsylvania's rising prescription drug costs in the workers' compensation system was the topic of a House Labor and Industry Committee public hearing last month.

PA Chamber Government Affairs Director Alex Halper was on hand to testify in favor of the bill, (H.B. 1846) which would limit the markup in medication costs that physicians can charge insurance carriers for workers' compensation patients, and would limit the duration in which the physician serves as the dispenser.

In Pennsylvania, WC patients are increasingly receiving their prescription drugs from physicians who are able to charge significantly higher prices than pharmacies or other prescription dispensers. In his testimony, Halper referenced a recent independent study which showed that Pennsylvania-based physicians dispensed 23 percent of WC prescriptions in 2011 and were paid 38 percent of the amount spent for all of the prescriptions. This is an increase of 17 percent and 18 percent, respectively, over the last three years alone.

To address this problem, H.B. 1846 would apply the same price, as determined by the state pharmacy fee schedule, to physician-dispensed drugs, and would limit the amount that physicians are allowed to prescribe to WC patients to the first five days of treatment. After that time, claimants would receive their medication from traditional sources, like pharmacies.

Halper reasoned that this common-sense reform benefits both business owners and injured workers, as it saves money without compromising patient care.

Also testifying in support of the bill was Dr. Jennifer Dragoun, vice president and chief medical officer for PA Chamber member AmeriHealth Casualty Insurance Company and CompServices Inc. Dragoun recounted

the problems that health-care providers experience through prescription repackaging, the process by which medication supplied in bulk is broken down to individual quantities and re-packaged at a higher cost. In addition to being unnecessarily more expensive, this practice can also lead to fewer patient safety checks, prescription drug abuse, delayed recovery and negative patient outcomes.

At the conclusion of his testimony, Halper stressed that the PA Chamber and injured workers share a common goal of getting quality treatment and returning to full health and employment as quickly as possible. Not only is physician dispensing often not helpful to pursuing this outcome, it can drive up costs in the WC system and for businesses that are struggling to compete in a slow-growth economy.

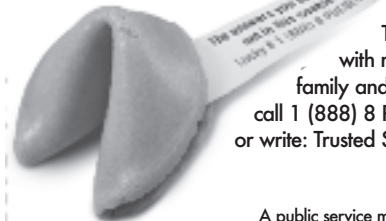
"It is important to remember that workers' compensation is an exclusively employer funded insurance program – there is no employee contribution and claimants never have co-pays. We fully accept that this is how the program is intended to operate and have no qualms," Halper said. "What is often perplexing to employers, however, is that proven cost containment strategies that do not compromise quality of care and have worked in regular health programs are not made available in workers' compensation."

The PA Chamber is committed to working with House and Senate lawmakers to pass the legislation.

To contact the Pennsylvania Chamber of Business and Industry: by email: info@pachamber.org; by phone: 800.225.3252 (717.255.3252); address: 417 Walnut St., Harrisburg, PA 17101. Or

TriCounty Chamber Governmental Affairs Consultant – Alex Rahn, Senior Associate of Wanner Associates. To reach Alex by email: arahn@wannerassoc.com; or by phone: 717.236.2050

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JANUARY'S FINANCIAL BREAKFAST

On Thursday, January 9, 2014, Chamber Members met at Sunnybrook Ballroom & Restaurant for the Chamber's first Membership Breakfast of the new year for a morning of networking and to hear from Glenn E. Moyer, PA Secretary of Banking and Securities, about "The State of Banking in Pennsylvania."

Moyer described to Chamber Members how Pennsylvania's banking industry has handled the recession better than many other states. PA's banking environment has made improvements stabilized over the past few years - including a significant decrease in the number of bank failures at a state and national level.

Chamber Members were also informed about the merger of the Department of Banking with the Department of Securities, the importance of cybersecurity, and were provided with an update on legislative initiatives.

The TriCounty Area Chamber of Commerce Foundation, Inc. was also presented with donations from First Priority Bank and Susquehanna Bank.

The TriCounty Area Chamber's newest Members were introduced and received their framed membership certificate at last month's Breakfast: Betsy Chapman, Harpist; Cedarville Engineering Group, LLC; L&J Cleaning Service, Inc.; My Dad's Flooring; Platinum First Realty; Pottstown Dance Theatre.

Sponsored By:



Keynote Speaker Glenn E. Moyer, PA Secretary of Banking and Securities. Photo provided by Kevin Hoffman, The Mercury.



Michelle Wurtz, Pottstown Dance Theatre; April Barkasi, Cedarville Engineering Group, LLC; Betsy Chapman, Betsy Chapman, Harpist; Lisa Kania, L&J Cleaning Service, Inc.; Ed Graefe, My Dad's Flooring; and Karen Chiodo & Ralph Chiodo, Platinum First Realty.



Ray Maillet, First Priority Bank, presenting a check to TCACC President Eileen Dautrich for the TCACC Foundation.



William Major & Nicole Taylor, Susquehanna Bank, presenting a donation to TCACC President Eileen Dautrich for the TCACC Foundation.

The next Membership Breakfast is Thursday, March 13 from 7 - 9 AM at Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464. Legislators of the **PA Delegation** will be presenting a Legislative Forum. This briefing will provide an opportunity for attendees to hear about issues that affect the tri-county area, such as the economy, state budget, and business taxes to name a few. If time permits, there will also be a question and answer session.

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BOYERTOWN AREA PROGRESS DINNER PART I

On January 15, 2014, Chamber Members gathered at La Massaria at Bella Vista Golf Course in Gilbertsville for the Annual Boyertown Area Progress Dinner. This is the Chamber's 29th year of celebrating the Boyertown community.

Each year the Chamber presents the James K. Boyer "Quality of Life" Award to one exemplary citizen. This year's recipient is Marianne Deery, Mayor of Boyertown and owner of The Twin Turrets Inn. Marianne has been along-time supporter of the Chamber and a former member of the Chamber Board of Directors.

Marianne Deery began her role as Mayor of Boyertown twelve years ago and is starting her fourth term in that role. As Mayor of Boyertown she wears many hats. You can find her on the back of a convertible in the well-known Boyertown Halloween Parade, decked out in red, white, and blue, wearing a poppy and walking in the Memorial Day parade, dressed in official German attire at the annual Oktoberfest or cheering on the Boyertown Bears. Her involvement does not stop there – she serves on numerous committees and boards. Just to mention a few: Berks County Community Foundation's Charitable Giving Advisory Council; Boyertown Museum of Historic Vehicles; Carl A. Spaatz Memorial Association; Global Advanced Metals Advisory Community Panel; and not only does she sit on the Board of the Building a Better Boyertown Organization, but she is the founder. Marianne stated "I observed the community tax base decreasing and understood the urgent need for increasing this, so with a wish for efforts to bring the business district back up to the standards that Boyertown once had, I founded the Building a Better Boyertown Organization (BBB)". Marianne also served as a representative of Berks County for "10,000 Friends of PA" to formulate a plan to revitalize the state.

Prior to becoming Mayor, in February of 1994 Marianne and her husband Frank took ownership of The Twin Turrets Inn, a well known Bed and Breakfast in Boyertown. In 2002 the Inn was featured in a documentary entitled "Bed and Breakfasts of PA, The Human Connection" by WPSX-TV from University Park. Her welcoming Inn sees several repeat visitors from local communities but Twin Turrets has become a comfortable home away from home for so many international visitors. The Inn is one of the successful businesses in the BBB district that Marianne was so passionate about revitalizing.

She is proud to be known as "the voice of Boyertown". As quoted by those that know her best "When I receive a phone call about Boyertown that I can't answer, I call Marianne. If she doesn't know the answer, she will certainly find out." She is the heart of Boyertown.

Stay tuned to next month's issue for Part II highlighting the businesses shown in the annual Boyertown Progress Video as well as the recipient of the 2013 TriCounty Area Chamber of Commerce Boyertown Area High School Scholarship.



Marianne Deery, recipient of the 2013 James K. Boyer Quality of Life Award, was also presented with a Certificate of Recognition from Christian Leinbach, Berks County Commissioner.

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Special Thanks

2014 Boyertown Area Progress Dinner Committee:

Greg Herb - Herb Real Estate, Inc.

Stephen S. Longacre - The Longacre Co.

Dr. Richard Faidley - Boyertown Area School District

Boyertown Area School District Staff and Students:

William Cherkasky and Students - Telecommunications

Chris Cinquini - Orchestra Director

Boyertown Area Senior High School String Ensemble



A PFEW team preparing a Marketing piece for their "company"

UNIQUE PA PROGRAM CELEBRATING BUSINESS!

If you haven't heard, there is a truly unique and wonderful program that has been operating in Pennsylvania for the past thirty-five years designed to teach our high school students why "free enterprise" is key to the American way of life. *Pennsylvania Free Enterprise Week (PFEW)*, internationally-acclaimed for its excellence, will graduate more than 2,000 students this coming summer with a vastly improved understanding about how free markets operate and what the challenges are that face all American companies, particularly those located in Pennsylvania.

Each summer, PFEW holds five, one-week individual sessions in July and August. The focus of the week is to group the participants (strangers at first) into "management teams" of senior executives who have inherited imaginary "companies." These teams, under the guiding hands of an "executives-on-loan," called Company Advisors, operate their firms for a computer-simulated three-year period of time. To add a sense of reality, they are competing against two other student "companies" manufacturing and distributing the same product. Each day's activities include four to five presentations from world-class business people from a list that reads like who's who in Pennsylvania. The students hear about: Business and Finance, the Role and Relationship of Business and Government, Taxation, Business Ethics, Labor Relations, and much, much more. Is it effective? Said Sarah Minor from Coudersport Area Junior/Senior High School in Potter County, "I can tell you honestly that this was one of the most incredible opportunities that any young man or woman could ever possibly dream of having! PFEW not only promises amazing speakers and an amazing experience, it delivers on all of its promises 100%! It really was an indescribable honor to be a part of PFEW and I recommend it to any teenager, even if they aren't interested in business. I will carry these memories forever!"

The Chamber is proud to support PFEW to give our local students an eye-opening experience like Sarah described. We encourage our local companies and civic organizations to provide sponsorships for our students and, if possible, volunteers for the sessions. Every student attends PFEW on a fully tax-deductible \$525 scholarship (the actual value of the scholarship exceeds \$1,500) which is provided by a local firm. PFEW is also an approved organization through the PA Educational Improvement Tax Credit (EITC) program through the Department of Community and Economic Development.

If you would like to learn more about this award-winning program and how you can help, you can visit their website at www.pfew.org or contact John Trombetta, President of the Foundation for Free Enterprise Education at (814) 833-9576 ext. 106 or e-mail him at john@pfew.org. PFEW is open to all current sophomores and juniors in Pennsylvania and information on attendance, as well as program applications, can also be found on the website. Questions can be directed to Ms. Amber Goss, Schools Assistant for PFEW, by calling her office at (814) 833-9576 ext. 103 or emailing her at amber@pfew.org.

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

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WHY A MAIN STREET MANAGER IS NECESSARY



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

The main street process is a known method for revitalization using promotion, organization, economic restructuring and promotion. The four points, when implemented correctly, provide a powerful revitalization process that has provided results in small communities all across the country.

Until a few years ago, the Commonwealth had a formal Main Street program that provided money for communities to hire a Main Street Manager. The current administration, facing

budget constraints ended the administrative funding. They phased out the funding for the manager with existing programs continuing their grants but no new communities were added.

The previous administrations had provided so many communities with main street funding, that they ran out of communities to give administrative funding. Communities were getting additional funding because the program went from a three-year to a five-year program. All the existing communities or communities that have had programs, went back and signed up for two more years. Some programs even got five more years at one point.

Communities seemed not to understand that they were responsible for the revitalization program when the grant funding was over. I was in a couple of communities that took the "five years and out" strategy. This kind of cavalier use of grant funds for five years and then no funding came under increased scrutiny by the commonwealth.

Most of the other state programs never offered direct administrative grants, and seemed to survive well using business improvement districts or business district authorities. To allow for administrative funds, the laws in the commonwealth were changed. I remember the effort to allow business improvement districts was opposed by conservative business groups, saying that it was another tax on business and they opposed all taxes, even if it was a voluntary assessment.

Some communities were progressive, like Pottstown, and created authorities and were able to fund a manager. Other communities adopted a conservative approach, and did not want to create another tax. Eventually the practice became more mainstream, and communities like West Chester adopted the Business Improvement District model.

The current Keystone Communities model is laden with administrative requirements for record keeping, and does not carry

the administrative funding option. The program spells out an opportunity to create a part time, 65 percent manager, through the code enforcement officer or another borough official who has to be part of a five-year funding plan. I do not find this program particularly effective, but at least it is something.

This issue remains, that with all of the upheaval in commonwealth funding, the need to have someone direct the revitalization effort is critical. I have sat back and watched as the main street managers leave a town do to funding issues. The result of not having a full time main street manager to lead a downtown revitalization is never good. There are public officials who try to step in, and of course, the obligatory actions of a borough or a city manager, but it is never the same.

The problem arises when novices try to blend the four points (promotion, economic restructuring, design and organization). There is a need to devote much more time to the effort than they are able to allot in their day. Much of the time, the work of a merchant in the downtown is concentrated during the day when others are working at

(Continued on page 45)



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By Joseph J. Hirsch, The Accu-Facts Company

So, 2014 surveys show that 21 percent of employed people (or 1 in 5) anticipate changing their jobs this year. These results are outlined in a “CareerBuilder” survey mentioned with a Talent Management news article. If these people have success in changing jobs, then the Human Resource personnel, at many organizations, will execute their faithful plan and policy to conduct background screening and limit their due diligence risks, in the hiring process.

The inclination to possibly limit the background screening process should not be overlooked, just because a particular person has been employed previously for a long period of time, or the person comes to you with the “valued recommendations” of trusted advisors, friends, relatives and others. The article is posted at: <http://talentmgt.com/articles/view/survey-one-in-five-workers-plan-to-change-jobs-in-2014/>

Last month I spoke about the need to conduct all the “elementary tasks,” to be consistent and persistent with one’s hiring policies, and to seek out relevant, validated facts of one’s experience, conduct, education, and other factors, that highlight the job position being sought by your firm. With so many people intending to move this year, an all time high, it is important to safeguard your current employees, and your aggregate workplace, with qualified and trustworthy candidates, while not missing or altering your normal and legally required hiring process.

We offer our background checks, along with all of our professional services, to small, medium, and large businesses of every type and nature. Our credibility is established with the conduct of our work, always seeking the authentic information from the original source or from the source agency. Publicly available data is the same for everyone, but it meets compliance when you confirm the original source file onsite. That’s what we do on every job and every task!

Visit our website at www.TheAccu-FactsCompany.com to understand our service capabilities, while many of the usual and customary forms are posted on the site too. Hiring need not be complicated, while our firm can offer you value with a certifiable and timely report. Candidate information is supported with quantifiable real FACTS, from the onsite source. Daily results are available for Criminal records, Civil Records, Driving reports, prior work history or to validate educational credentials too. Utilize our FREE OFFER, noted on our website, and we will demonstrate the credible results we can offer your firm, with an opportunity to test us out.

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 background screening data and nation-

wide checks necessary to help mitigate your hiring risks and workplace liabilities. The burdens of your firm’s statutory and regulatory HR compliance are understood with each hire, volunteer placement, or with your Third Party Vendors. The data we convey, as your background screening partner, are the “Simple Truths,” information that is proven for each Applicant package, so we meet FCRA compliance on every job. 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 and register for our Free Screening offer.

Visit www.TheAccu-FactsCompany.com, to get started with our service or Contact us at 800.336.1001. You can also submit your inquiry from our website Contact page, if desired. Thank you. 📄

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 43)

their real job. Not that the people are not talented enough, but the time constraints and the availability of the person to be involved is a limiting factor.

The commonwealth should have considered that when they devised the Keystone Community program. I am not sure that code enforcement and promotion carries enough of the same attributes to be successful. Many times the main street manager needs to be an advocate for the business community, and it has always be argued by commonwealth DCED (Department of Community and Economic Development) officials, since the inception of the program, that the government worker should not be the main street manager. I remember when I worked on the assessment of the Norristown Main Street effort that the one central message that was given to the planning department was to let the main street manager work for a business group and not the borough.

Times change and tight financial times dictate changes in programmatic implementation of government incentives. It does not change the interpersonal dynamic that makes programs successful. It brings to the forefront the commitment of the business community to the program. The government dollars were

an incentive to securing a long-term strategy. Many of the towns took it as a "five years and out" strategy, and that was the basis of the change in the program.

One of the communities in which I worked, Downingtown, recently combined the main street with the chamber of commerce after many years of going without a main street manager. In fact, they did a three years and out after there was a dispute with a DCED regional representative over the nature of funding for borough projects. I was able to raise enough money through fundraising and as the Keystone Opportunity Zone coordinator to keep the project alive long after I had left to be the Director of the South Street Headhouse District. Eventually the program ended when the main street manager they appointed ran through the money and there were little or no avenues available to continue the program.

A shining star in the funding mechanism has been Pottstown that has continued the business improvement district for many years. There have been a series of managers and many have made significant contribution to the project. 🏠

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



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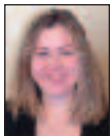
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STACY HEBERT JOINS THE SUNNYBROOK STAFF

The SunnyBrook Foundation is pleased to announce that Stacey Hebert is joining our staff as Director of Business Development. Stacey, a native of the Pottsgrove Area, has been in the restaurant and hospitality industry for almost 20 years. She has worked at all levels in the service industry mostly here in the Pottstown area. She brings experience in Cajun/Creole flair from working in Southern Louisiana for a short time. After serving as General Manager for eight years at a local Brew Pub, she and her husband opened their local family restaurant with a pub and tavern flair and a banquet facility. There, she always used a creative and inventive touch for every banquet she hosted. Her attention to detail in every aspect of the dining experience is second to none.



event managers in planning and utilizing the resources of the Historic SunnyBrook Ballroom and Restaurant. She has enjoyed many events at SunnyBrook throughout her life and is proud to join the team. Overall, Stacey brings a broad knowledge of the possibilities for making your event shine for your group.

The SunnyBrook Foundation is a 501(c)(3) community based non-profit corporation founded to preserve the Historic SunnyBrook Ballroom and restaurant. The venue is located on 18 acres in Pottstown and Lower Pottsgrove Township. It offers 14,000 square feet of floor space, which can be configured for employee events, trade shows, dances, concerts, banquets, (ADD weddings) and other events. In addition, the outside pavilion is also available in season. Its full service restaurant is equipped to accommodate parties from an intimate affair of two to a group of several hundred. 🍷

Stacey brings to Sunnybrook her passion for the overall dining experience. She is ready to assist businesses and

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At last! The Annuity that Corporate Investors Choose is Now Available to YOU!



INVESTING IN TODAY'S ECONOMY

By Paul E. Fair, Paul Fair Associates, LLC

It's an age-old question: where can you invest your hard-earned money that brings both safety as well as competitive returns? Considering today's volatility in the stock and bond markets, the uncertainty of our economy, gridlock in Washington, and the fact that interest rates from banks are near all-time lows, you may be wondering if there is still any such place.

Fortunately, there is.

If your investment objectives include safety and competitive returns, or even tax-advantages and income, then annuities are well worth considering. In addition to traditional annuities, Secondary Market Annuities (SMAs) are available. SMAs are often referred to as "Structured Settlements" or "IN-Force Annuities," but whatever the name, the benefits are the same.

Simply put, SMAs are previously-owned annuities. Here's an example. Say someone has an accident, makes a personal injury claim, and is awarded a favorable judgment from the courts. The settlement granted to the recipient is usually a specific amount of money paid over a defined period of time in the form of an annuity. What most people don't often realize is that these annuities can be bought and sold. This is a strategy that corporate investors have utilized for many years. Now, ordinary individuals have the opportunity to participate in these safe and secure purchases, too.

You may be asking yourself, "Why do people sell these Settlements?" There are actually a number of reasons why the owner of a Settlement may want to sell. For instance, sometimes the recipient needs the money faster than the scheduled payments will allow, or maybe they're seeking a lump sum to buy a house. Perhaps their health is declining and they would like to have access to the money immediately. In some cases, the recipient has passed away and their estate would like to make a payout to the heirs, who have their own reasons for wanting to sell. The point is, these annuities can be offered on the market for a variety of reasons, resulting in an opportunity for you to purchase a safe, guaranteed investment.

Since an SMA is established by court order, it cannot be altered. That means the only way to convert it to cash is to offer it for sale, usually with the assistance of an organization that specializes in Structured Settlement transfers. Once the sale is approved, the contract must be legally transferred to the buyer by a court order. All terms of the original agreement remain intact and the future payments being sold are legally assigned to the new buyer.

So what are the benefits of a Secondary Market Annuity? There are several. SMAs offer fixed-term payment streams from top-quality insurance carriers, and also come with yields that are typically 1 1/2 percent to 4 percent higher than banks or comparable annuities. That means yearly income that is both extremely competitive and safe. In short, SMAs bring all the benefits of a traditional annuity — while offering higher returns.

SMAs aren't right for everyone, but they do offer a safe, predictable investment that provides a guaranteed yield that is not influenced by the economic environment or performance of the stock market. The caution with this type of investment is that the payments are fixed and offer no liquidity, and payments cannot be accelerated, increased, or deferred. But if you're looking to protect and diversify some of your portfolio by establishing guaranteed income, or if you want guaranteed growth over a specific period of time, this is an option worth your attention.

If you would like to know more about SMAs and whether they are right for you, please feel free to contact me. I'd be happy to speak with you. ■

Paul Fair is an investment advisor in Sinkin Spring, PA providing retirement and income solutions to clients in southeastern PA. Contact information: Phone: 610.478.9500; Email: contact@paulfair.com.



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High-Profile Data Breaches Reaffirm Need for Small Business Security



QUICK TECHNOLOGY TIPS

By Rick Megni, CMIT Solutions of Northern Chester County

December and January were dark days for data security. Just before Christmas, Target announced that credit and debit card info from over 40 million customers had been hacked over a three-week period of holiday shopping.

On December 28th, German researchers revealed how cyber criminals had taken advantage of Windows XP security lapses to infect European ATMs with malware.

And on January 1st, online messaging service Snapchat alerted over 4.5 millions that their usernames and phone numbers had been posted online in an apparent attempt to expose the company's data vulnerabilities.

What do these three stories have in common? They highlight the fact that anyone — major retailers, online entities, small businesses, brick-and-mortar shoppers, Internet users — can be affected by a data breach.

In a recent Inc. Magazine article, statistics from security firm Symantec estimated that cyber attacks on small businesses rose 300 percent in 2012. And Jeremy Grant, an adviser at the Department of Commerce's National Institute of Standards and Technology, said his agency had seen "a relatively sharp increase in hackers and adversaries targeting small businesses."

Here's why small and medium-sized businesses (SMBs) are receiving more attention from cybercriminals — and what you can do to avoid it:

- Small businesses tend to have weaker security and data encryption measures. Traditionally, major cyber attacks are directed at major companies. But as IT departments at those businesses are increasingly focused on foiling potential hacks, criminals have shifted their focus to more susceptible smaller organizations. Many companies feel they can't afford to splurge on IT solutions. But the average annual cost of a cyber attack on an SMB is \$188,242 — far more than the average data security investment.

- To a hacker, every employee and workstation represents a possible entry

point. Beyond tech measures, the biggest data security investment you can make is in your people. Employees should do more than just create stronger passwords — they should know how to identify and handle an unsafe email attachment, they should know how to assess and manually re-enter external links, and they should be empowered to think about how their online actions can affect their employer.

- Malware, phishing attacks, and social engineering tactics are on the rise. In 2013, targeted malware attacks against small businesses increased eight percent, with an average loss of \$92,000, while social media-based phishing attacks increased 125 percent. As for social engineering, the act of using sensitive information to impersonate a user and gain access to data? Nearly 30 percent of all security breaches involve some form of this 21st-century tactic — and the average loss is \$25,000 to \$100,000.

- The safest (and cheapest) way to bounce back from a security breach is with remote backup and disaster recovery. If data is compromised, bouncing back isn't easy — and can often be impossible. But with a trusted backup solution and disaster recovery plan like CMIT Guardian, even the worst cyber attack can't bring your company to its knees.

We understand the critical need for data security — and we've seen businesses affected by breaches and hacks suffer devastating consequences that could have been avoided. Call or email CMIT Solutions today to find out how encryption, backup, disaster recovery, and proactive monitoring services can keep your company safe from such threats. 

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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ROTARIAN VIEWPOINTS WHY ROTARY?



**By Past District Governor
Roger M. Baumann,
Pottstown Rotary Club**

Winston Churchill said "we sleep soundly in our beds because rough men stand ready in the night to visit violence on those who would do us harm." I think if he were talking about Rotary he might have said "disadvantaged men, women, and children will sleep soundly in their beds tonight because Rotarians around the world stand ready to visit aid and comfort to those in need."

In every part of the Rotary world, hundreds of people are waiting for someone to give them hope. Somewhere in the world is a girl child who will grow up illiterate and never aware that she could be like other women in the world who are treated equally to men. There's a young man who has a disability and is unable to find a decent-paying job because no one has bothered to train him in an activity in which he can be on equal footing to one who is not disabled. His family probably doesn't realize that disabled people like their son can excel if given training. And somewhere is a blind man who could continue to work and enjoy life if only he could have a minor cataract operation to see again. In over 200 countries and geographical areas around the world, Rotary is in the business of service. We help the lame to walk, the blind to see, and the deaf to hear. We heal the sick, clothe the naked, and feed the hungry. We give hope, we save lives, we serve.

Rotary International is an organization of business and professional leaders united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. Rotary is the world's first service club. The first Rotary club was founded in Chicago on February 23, 1905.

Rotary is some 1.2 million service-minded men and women belonging to over 34,500 autonomous Rotary clubs in more than 200 countries and geographical areas.

We meet weekly for fellowship and interesting and informative programs dealing with topics of local and global importance. Membership of each club reflects a wide cross-section and progressive representation of the community's business, vocational, and professional interests. Rotarians plan and carry out a remarkable variety of humanitarian, educational, and cultural exchange programs that touch people's lives in their local communities and our world community.

Rotary is the Rotary Foundation, which each year provides over \$90 million for international scholarships, cultural exchanges, and humanitarian projects large and small that improve the quality of life for millions of people. Rotary is widely regarded as the world's largest private provider of international educational scholarships.

Rotary is Polioplus, Rotary's commitment to work with international health organizations on the goal of polio eradication. More than 2.5 billion children in developing nations have been immunized against polio through Polioplus programs. We are getting closer and closer to our goal.

Membership in Rotary offers a number of benefits, including:

- Effecting change within the community;
- Developing leadership skills;
- Gaining an understanding of – and having and impact on – international humanitarian issues; and
- Developing relationships with community and business leaders.

(See "Rotarian Viewpoints" on page 52)

The Pottstown Rotary Club Wants You!



You are cordially invited to make new friends and business contacts, while engaging in fun activities designed to serve our community.

This is your opportunity to grow your business and your circle of friends, and help make your community a better place to live and work.

Join us at 6:30 on Wednesday evenings at Brookside Country Club for a delicious meal, camaraderie, and a Rotary meeting where we plan and execute projects to improve the community.

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What Will It Cost Me If I Do Not Get Health Insurance?



ACCOUNTING PERSPECTIVES

By Anthony Mazzo

The Affordable Care Act (ACA) also known as Obama Care is causing a lot of concerns with individuals who are now required to purchase health insurance by March 31, 2014 or face a penalty.

I wanted to be ready when clients began to contact me about the penalty. So I started doing my homework. I discovered that there is a lot of confusion regarding the amount of the penalty and how it will be collected.

During my research I found that there was little detailed information on the penalty and how it would be collected. The "talking heads" on the various news channels' were no help and just added to the confusion.

Based on my research, I present my findings. Please keep in mind that this information is presented as a general guide to the penalty for not having insurance.

Here we go.

The penalty in 2014 is either a set amount of \$95 per adult, \$47.50 per child, capped at \$285, or 1% of household income, whichever is greater.

SET AMOUNT:

The set amount penalty works as follows; if 1% of your household income is less than the set amount then you pay the set amount. For example if you are single you would pay \$95. If you are married with three children you would pay \$285. (\$95. For you plus \$95 for your spouse and \$47.50 for just two of your children, since the amount is capped.) $(\$95 + \$95 + 47.50 + 47.50 = \$285.)$

1% OF YOUR HOUSEHOLD INCOME:

The 1% of household income penalty works as follows, if 1% of your household income is greater than the set amount then your penalty is 1% of your household income, with the total penalty capped at \$5,000 for an individual and \$12,500 for families. What your household income is has not been specifically defined yet but you can get in the ball park by calculating

(See "Accounting Perspectives" on page 53)

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ROTARIAN VIEWPOINTS

(Continued from page 50)

Rotary membership provides the opportunity to:

- Become connected to your community;
- Work with others in addressing community needs;
- Interact with other professionals in your community and assist with rotary international's international humanitarian service efforts;
- Establish contacts with an international network of professionals;
- Develop leadership skills; and
- Involve family in promoting service efforts.

Specifically, why should you consider joining the Pottstown Rotary Club?

- Professional networking;
- The opportunity to serve;
- Personal growth and development;
- Friendship;
- Cultural diversity;
- Good citizenship;
- World understanding;
- Entertainment;
- Family foundations; and
- Ethical environment.

Locally, the Pottstown Rotary Club holds the annual Duck Race in Memorial Park on the 4th of July with the proceeds going to over 20 local agencies. Bark for Life in Pottstown started with us. We hold an annual Performing Arts Competition that awards scholarships to the winners of four categories. Our members are involved in the Literacy program at the YWCA, as well as ringing the bell for the Salvation Army. Our annual golf tournament benefits the Pottstown Rotary Community Endowment Fund which, in turn, "supports local organizations and individuals committed to improving the quality of life in the Pottstown community." We were one of the two driving forces behind the revitalization of the annual Pottstown Halloween Parade and provide sponsorship, judges and other volunteers to support it. And our Big Ticket Night benefits a different local agency (Meals on Wheels, Cluster Outreach, YWCA, etc.) each spring.

Do we serve? You bet we serve. My life is better because I am a Rotarian and a member of the Pottstown Rotary Club. Give us a chance to make your life better, too. ☑

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

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ACCOUNTING PERSPECTIVES

(Continued from page 51)

it as follows: If you are single, take Adjusted Gross Income (AGI) less the amount of your Personal Exemption and less the amount of your Standard or Itemized Deduction times 1%. If you are married, take AGI less the amount of the Personal Exemption for both you and your spouse and less the amount of your Standard or Itemized Deduction times 1%.

Now let's use the 2012 Personal Exemption and Standard Deduction amounts to illustrate.

Say you are single and have AGI of \$30,000 your penalty would be approximately \$202. (\$30,000 - \$3,800 - \$5,950 = \$20,250 x 1% = \$202.50)

If you are married and have AGI of \$50,000 your penalty would be approximately \$305. (\$50,000 - \$3,800 - \$3,800 - \$11,900 = \$30,500 x 1% = 305)

How will this be paid, well when your 2014 tax return is prepared the penalty amount will either reduce the amount of your refund or it will increase the amount of tax you owe.

One final thing, the amounts of the penalties will go up as follows:

In 2015 the set amount is \$325 per adult and \$162.50 per child capped at \$975 or 2% of household income, whichever is higher.

In 2016 the set amount is \$695 per adult and \$347.50 per child capped at \$2,085 or 2.5% of household income, whichever is higher.

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Welcome to the Perkiomen Valley Chamber of Commerce!

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

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

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

CALENDAR OF EVENTS

February 5, 2014 – Expand YOUR Network at Two-Chamber Mixer

Phoenix Tax Consultants, 389 W. Ridge Pike, Limerick; 4:00 - 6:00 p.m.

Ribbon Cutting Ceremony and Business Card Exchange at the new second location of Phoenix Tax Consultants, 389 W. Ridge Pike. Two-Chamber Grand Opening Event is presented by Perkiomen Valley and Spring-Ford Chamber's of Commerce. Feast on football-themed menu featuring hoagies, wings, beer and soda. RSVP: 610.489.6660 or info@PVchamber.net

February 6, 2014 — Business Owner Roundtable

Spring Ford Country Club, Royersford; 11:30 a.m. - 1 p.m.

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: Networking Success – Collective discussion of the pros and cons of various networking organizations, tips for success as well as networking blunders! 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.

February 12, 2014 — New Series! New Member Orientation

New members and prospects are invited to attend the FREE informative and interactive introductory program designed to show you how to make the most of your Chamber membership. Our next session will be held Wednesday, February 12th, 8:30a.m. – 9:30 a.m. at the PVCC office, 351 E. Main Street, Collegeville. Pre-registration is required... seating limited to 8 attendees. More details, contact Renee Blomstrom at 610.489.7822 or email renee@PVchamber.net. Register online www.PVchamber.net

February 13, 2014 - Networking & Group Tour

American Treasure Tour - SPECIAL EVENT!

Experience the Unexpected at this unique Chamber Event! American Treasure Tour is a fun and eclectic look into all things Americana. Over tens of thousands of items are on display in three acres of warehouse space in Oaks, PA. Collection includes classic automobiles, mechanical music boxes, model airplanes, stained glass, Nickelodeons, one-of-a-kind antiques, and may eye-popping surprises. Admission to the event includes 45 minute guided tram-tour/music room demonstration, delicious food buffet featuring hot appetizers, crudite and tasty treats. Network with guests in the impressive music room or visit the on-site gift shop. Tours scheduled at 4:30pm and 5:30pm. American Treasure Tour, 122 Mill Road, Oaks (Target/Regal Theater/Lowe's/Dump complex) 4:00-6:00pm; \$20.00/member; \$25 non-member Registration and Details www.PVChamber.net ; Inquiries call 610.489.6660 or email info@PVchamber.net

February 20, 2014 – Regional Chamber Mixer

Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick; 4-6pm.

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!

March 13, 2014 –Business Expo at Dow Chemical – Collegeville

Exclusive Member-Only Event... PV CHAMBER BUSINESS EXPO AT DOW!

Dow Chemical is now open and operating in Collegeville. This 3-hour event is an opportunity to showcase YOUR business to regional Dow Chemical employees while networking with fellow Chamber members. PVCC members (Exhibitor/Non-Exhibitor) may participate in the Welcome to Perkiomen Valley Marketing Bags by supplying 200 promotional items to be distributed to the first 200 Dow attendees at the Expo. Admission to the event is restricted to Dow employees (not open to public). Security passes will be issued to registered exhibitors. Exhibitor table \$125; participation in marketing bags \$30. Registration and details call 610.489.6660 or visit <http://www.PVchamber.net>.

SAVE THE DATE...

April 9, 2014 -

PV Chamber Mixer at Chestnut Pointe
150 Morgan Drive, Royersford; 4:00-6:00 p.m.
Members: FREE; Nonmembers \$10

April 9, 2014 - PV WIN (Women in Networking)

Speaker: Joanne LaSpina, My College Helper.
Topic: College Admission Tips and Myths.
Location: TBD. Time: 11:30 a.m. – 1:00 p.m.

April 22, 2014 - PV Chamber Mixer at Kalejta Financial Management, P.C.

740 W. Main Street, Trappe. 4:00-6:00 p.m.
Members: FREE; Nonmembers \$10

June 16, 2014 - PVCC Annual Golf Outing

Spring Ford Country Club, 48 Country Club Road, Royersford. 11:00am Shotgun Start; dinner reception/awards ceremony to follow.

August 6, 2014 - PV Chamber Night at Reading Fightin' Phils

vs. Harrisburg Senators (Washington Nations) 7:05 p.m. game.

RECENT EVENTS

January 14, 2014 – Mixer held at Lily Laser & Beauty, 534 Second Avenue, Collegeville.

Guests received goody-bags filled with product samples and coupons for future spa services. Kathleen Coval, EP Caine & Associates, Bethany Holsendorff, Harleysville Savings Bank and Amber Quay, Phoenix Tax Consultants were lucky winners of the gift baskets/raffle drawings.



Pictured (left to right): Beth Walter, Laura Conway and Liana Grigoryan (owner) hosted a Business Card Exchange at Lily Laser & Beauty, with over 40 members and guests in attendance.

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!

CALENDAR OF EVENTS

Register for any event:
www.springfordchamber.com. If you're interested in hosting a mixer or breakfast, Please contact the Chamber at: info@springfordchamber.com.

Ribbon Cutting & Mixer at Phoenix Tax Consultants

Wednesday, February 5, 2014; 4:00 – 6:00 PM
Phoenix Tax Consultants 389 W. Ridge Pike
Limerick PA 19468

Regional 5 Chamber Mixer and Business Card Exchange

Thursday, February 20, 2014; 4:00 – 6:00 PM
Copperfield Inn 594 W. Ridge Pike
Limerick PA 19468

DON'T MISS OUT ON 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

There is still time to reserve you table for the Spring-Ford Chamber's 3rd Annual Business-to-Business Expo. The event provides local businesses and restaurants an opportunity to promote their products and services to a large business audience at a reasonable price. The sooner you sign up, the better your booth location, so act quickly. The expo committee is anticipating 500 plus attendees. You will have the opportunity turn this local audience of prospects into customers. To insure this attendance number, extensive advertising is planned. Admission for visitors is free and there is ample parking at the school.

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!



HOLIDAY MIXER - A WONDERFUL EVENING



The Spring-Ford Chamber of Commerce's Annual Holiday mixer was hosted by the Limerick Golf Club at their banquet facility, The Loft at Limerick. A huge crowd enjoyed outstanding refreshments including a carving station, a s'mores bar and beer and wine.



HOLIDAY BREAKFAST AT SPRING-FORD HIGH SCHOOL



It had become a Spring-Ford Chamber tradition to celebrate the holiday season with a breakfast featuring music by the members of the Spring-Ford High School Choral Ensemble. Several Chamber members said that it was one of the things they look forward to every year. The students did not disappoint. Following a delicious breakfast served by Baird's Catering, the students wowed us once again. This talented group has sung at the Kennedy Center in Washington DC and performed the national anthem at a Temple football game. Competing against schools across the state, it has been selected as the entertainment at the 2014 Pennsylvania Educators Conference.

Chamber Elects New Officers

The officers of the Spring-Ford Chamber of Commerce for 2014 were elected at the Board's December meeting. They are:

President – Marc Umstead, Comp-u-Ship

1st Vice President – Tom Thunstrom,
Penn Liberty Bank

2nd Vice President – Erin Cohen,
Ambler Savings Bank

Secretary – Suzette Seibert – Kelly Insurance Group

Treasurer – Louise-Marie Tulio –
Pope John Paul II High School

Appreciation is expressed to Noel Billingsley, Victory Bank, who has served as president for the past two years and Gail Wellington who has been Secretary for several years.

Chamber Elects New Board Member



Louise-Marie Tulio was elected to a three-year term on the Spring-Ford Chamber of Commerce beginning January 2014. Louise is the Director of Advancement for Pope John Paul II High School is Royersford. As the Advancement Director she coordinates all of the fundraising events, EITC/OSTC donations, major gifts, alumni relations and public relations for the high school.

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

Wednesday February 5, 2014; 10:00 AM - 12:00 PM Ribbon Cutting Ceremony with Magic Memories

Ribbon Cutting Ceremony and Networking Mixer - Mark your calendars, save the date and Join the Chamber as we celebrate the completion and Grand Opening of Magic Memories Child Development Center. The Chamber Congratulates Neydary for this accomplishment! Magic Memories Child Development Center, 897 Valley Forge Road, Phoenixville. Free to attend

Tuesday, February 11, 2014; Time: 11:30 AM – 1:15 PM

Monthly Membership Meeting

Featuring: Philadelphia Free Enterprise Week (PFEV). Sponsor(s): Phoenixville Area School District. Phoenixville Country Club, 355 Country Club Road, Phoenixville. Cost: \$18 for Members, \$20 for Members at the door, \$25 for Not Yet Members.

Thursday, February 20, 2014; 4:00 - 6:00 PM

5-Chamber Mixer!

Five local Chambers come together for a night of networking with hundreds of attendees and great food and drink! Copperfield Inn, 594 West Ridge Pike, Limerick Free To Attend!!

Peers Appointed to Phoenixville Chamber Chairman Position



The Phoenixville Regional Chamber of Commerce is proud to announce the appointment of Crysta C. Peers to the position of Chairman of the Board.

Peers, Business Development Manager with VIST Bank, takes the helm after six (6) active years on the Chamber Board and Executive Board. Peers follows the Chairmanship of Stephen Giampietro, Managing Agent of Body-Borneman Insurance.

Peers was sworn in, along with Vice Chairman Michael Polin of Premier Planning Group, and Second Vice Chairman Megan Inmon of Patch.com, during the January 14th Chamber Monthly Membership Meeting. The Chamber also welcomed back Joymarie Chupein Defruscio of Keller Williams Realty and Kathy Dietrich of National Penn Bank to their second terms, as well as Lou Beccaria of the Phoenixville Community Health Foundation, Carol Buckwalter of Phoenixville Federal Bank and Trust, Mary Foote of the Colonial Theatre, Rey Rodriguez of the Phoenixville Jaycees, and Caryn Taylor-Lucia of SEI to serve their first terms on the Board.

The below message from Peers to the Chamber membership:

As we enter into a new year, I am honored and humbled to serve as the Chairman of the Phoenixville Regional Chamber of Commerce. To be entrusted with this role is truly an honor and I thank you for the tremendous opportunity. I pledge, like the many others before me, to do my best to make our business community stronger and better.

I want to thank Fred Hubler and Steve Giampietro, our past two Chairs, for their leadership, friendship, and commitment to ongoing growth in our business community. Both have helped leverage the Chamber into an integral part of Phoenixville's economic development by fostering relationships. I am thankful to have many role models here, as I'm following in the footsteps of many outstanding leaders that have set the bar pretty high!

I am positively bubbling with enthusiasm and excitement for our members. I have always wanted to be in a place where I could affect positive change and hope in that you will join me in making our Chamber stronger.

My first order of business is to get a pulse of our current membership and ask how we can help. The Chamber is here to support and promote YOU! We strive for opportunity and prosperity for our members. We want to provide you with the best value for membership, however this will require us to understand your needs, what challenges you face and what causes you pain. Helps us, help you... take time to respond to the upcoming member survey. Please share your ideas and let us know how we're doing. We invite your comments and insight. Member value is a priority to me and our goal is to offer a well-defined value of being a member of the Chamber.

Let us strive to further build upon the foundations set by our predecessors. For that to occur, however, the support, commitment and active contribution of our members and volunteers is indispensable. Someone said that the best way to take full advantage of your membership benefit was to volunteer. I wholeheartedly agree! Make 2014 the year that you join a committee or sponsor an event. Perhaps you will commit to attending every monthly meeting. I urge you to get involved.

Chamber membership is a commitment to supporting our local business community. Be proud to be a Chamber member and support member businesses. Our strength is in our membership. Our strength is in YOU!

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."

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