

422bizmag.com • 422business.com



Business Advisor

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

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



Meridian Bank Looks Back on Success and Forward to Growth

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

Visit 422bizmag.com for...

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

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

CHANGE SERVICE REQUESTED

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

Keeping Employees on the Job is Our Job.

1988
2014

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

UTION

CAUTION

CAUTION

CAUTION

CAUTION

CAUTION

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

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

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

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

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



Occupational Health
of Pottstown Memorial Medical Center
at CarePlex

610-326-2300 • PottstownMemorial.com

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

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



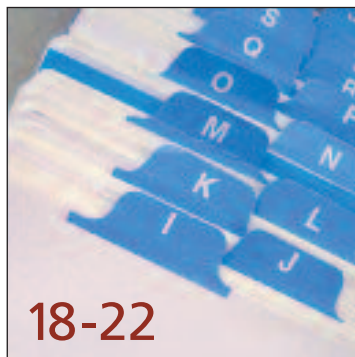
Business Advisor

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

In This Issue | JUNE 2014

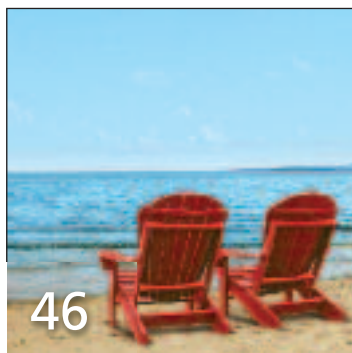


Meridian Bank expands from the Main Line to Berks County and beyond with its high-tech, people-focused model and specialized product offerings.



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

Most people spend more time planning their vacation than they do their retirement.



Contents

- 7 | Ride To Prosperity**
Progress On The "Ride To Prosperity"
- 8 | Principles For Leadership**
Platform For Growth For Women Business Owners
- 23 | Legal Perspectives**
Guardianship Of An Incapacitated Person
- 24 | Leadership And Success**
Two Root Causes For Business Failure: Arrogance And Authoritarianism
- 30 | Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 33 | Tricounty Area Chamber Of Commerce**
News & Events
- 43 | Downtown Marketing And Development**
Elections And Downtown Management
- 46 | Investing In Today's Economy**
Retirement Can Be The Ultimate Vacation... If You Plan Ahead, Designing An Investment Strategy Can Help You Reach Your Goals
- 57 | Quick Technology Tips**
Critical Lessons Learned From Last Year's Target Data Breach
- 61 | Regional Chamber Roundup**
News & Events: Spring-Ford Chamber Of Commerce, Phoenixville Regional Chamber Of Commerce & Perkiomen Valley Chamber Of Commerce

... AND MORE!

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

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com



Chartered in 2004, Meridian Bank began with a handful of employees. It's now grown to nearly 300 employees in offices in three states.



The core of Meridian Banks activity still centers around its commercial lenders. Erwin Wenner, second from left, now leads the Bank's operations in Berks County.

Ten Years On Meridian Bank Looks Back on SUCCESS and Forward to GROWTH

By David Bucher, Special to The Route 422 Business Advisor

When Chris Annas started Meridian Bank, it was the result of a combination of veneration and old-fashioned hard work. He'd learned that the well-respected banking name had become available and felt its reputation for outstanding performance and customer service matched his ideas for a new kind of banking model. He also spent an exhausting year going through the daunting task of finding investors who would believe in that model and dealing with the numerous bureaucratic challenges facing anyone daring to embark on such a venture.

But in mid-2004 the magic day arrived and the new Meridian Bank opened its doors in a small office suite in Daylesford, on Philadelphia's Main Line. From the very beginning Meridian exceeded even his optimistic expectations. "Our business model is people-centric, not location-centric," explains Annas. "And, by people, I mean that what we do revolves around employees and customers, by who they are and what they do, not by where they are."

A NEW FUTURE FOR BANKING

Annas saw that the future of banking was going to be electronically based, not carried out in expensive physical branches. After a decade, Meridian has only two banking offices, neither of which conforms to the standard "branch" model. But his was not to be a pure Internet play. Coming from a long career in commercial lending, he knew that while the deposit and transactional phase of banking could be digitized, the lending side was going to continue to be a highly personalized, face-to-face interaction. So, in the early days of Meridian, when interest rates were still at

normal levels, he leveraged his no-branch cost advantage to offer superior rates to depositors, but found quality, experienced commercial bankers to increase Meridian's footprint outward from its mid-Chester County base. The results were gratifying. In its fifth quarter of operation, Meridian became profitable, a Pennsylvania banking record. And that profitability growth has continued nearly unabated throughout the ensuing decade.

"Sure, we're profitable, but that profitability isn't on the backs of our customers," says Annas, "it's due to their success. We don't try to be all things to all types of customers. We can best serve certain classes of business customers, and we can serve them extremely well, so that's who we look to partner with. We weathered the recent financial storm in excellent shape because we have those close relationships, that partnering, and it enabled us to stick with a number of customers through their hard times. Word gets out about that kind of loyalty and it's proven a major factor in propelling our growth as the economy has improved."



Meridian founder Chris Annas sensed that bank transactions would move from branch channels to internet channels and built his business model around that idea.

We're Headin' West and Bringin' Some NEW SHERIFFS TO TOWN

Meridian Bank is growing fast. The formula is simple:
Great business bankers helping great business people.
Now Meridian's moving West, along the 422 corridor, and
John Roach and Erwin Wenner are leading the posse.

The original Meridian, still a hallowed name in Berks County,
had a strong community connection and great business
banking. John and Erwin mean to uphold that proud tradition
with the fast local decisions, efficient technology and stream-
lined business services you'd expect from a Bank carrying on
such a great reputation.

Scan this QR code to see and hear what Meridian
business customers, just like you, have to say about
our brand of Business Banking. Then call John at
610-413-1776 or Erwin at **610-420-1141** today.
They're ready to ride to your rescue.



MeridianBank.

Member FDIC



PEOPLE PLUS

But Meridian isn't only about people. It provides its customers with a technological interface and a suite of effective, uncomplicated products that make the relationship extremely user friendly. The Bank pioneered the use of remote deposit capture in the region, eliminating wasteful trips to a branch to deposit checks. More recently, it's provided its customers with Mobile Banking and Deposit services that make banking even more immediate and convenient.

"When we get a new customer," jokes Annas, "we thank them profusely for choosing us and then tell them we don't want them to come back to the branch again." What Meridian does do, according to Annas, is deliver a high level of service to the customer. "If there's a question or a problem, you get to talk to someone knowledgeable and they give you a straight answer or solve your issue...fast. If you're a lending customer, we come to see you. We want to know about your business and bring you the benefit of our knowledge and experience."

SPECIALIZED OFFERINGS

Meridian has also adapted its business model of hiring veteran bankers to develop other niche opportunities. Commercial real estate lending has long been a Meridian staple, and a specialized unit providing secondary financing for home purchases and refinancing

has provided steady revenue, almost from the Bank's inception. More recently, a wealth management group has emerged to leverage the Bank's many partnering relationships. Perhaps the largest single growth spurt, however, came from seizing the opportunity to start up a highly successful residential mortgage unit.

In 2009, when a large area bank ran into trouble, the core of its experienced mortgage lending group approached Annas and offered their services. Meridian provided a financial platform and the workspace and, taking advantage of the bounce-back in residential housing, that group has expanded from the original six people to more than 150, in a dozen locations stretching from the tri-State area to Central Pennsylvania.

TO BERKS & BEYOND

Now Meridian, with a decade of growth under its belt, has returned to its spiritual home in Berks County with the opening of both banking and residential mortgage offices in the Reading suburbs. As to Meridian's future, Annas is clear. "Becoming a larger bank, so we can offer greater scale and even more efficiency to our customers. That's what all of us are dedicated to accomplishing as our next step." From the enthusiasm he exhibits and the success of the banking model he's built, you have to believe that will happen. ■



To accommodate its growth, Meridian moved to a new Corporate Headquarters in Malvern PA in 2013.



Meridian's new Reading-area Commercial Loan Office is located on Commerce Drive, just off Broadcasting Road, in Wyomissing. Expanded banking services are planned for the location.



CABIN CRAFT

SNOWBOARD & SKI SHOP

Winter Apparel, New & Used Equipment, Trade-ins Accepted



Camp by the Perkiomen River — make long lasting memories with family and friends with a wonderful campground adventure.

- Within seconds to zipline, playground, bike park
- Easy access to trails for walking, running or biking
- Walking distance restaurants

Experience the outdoors, get away from the high-paced week. Come to Cabin Craft Ski Shop and Campground and enjoy a night under the stars, a campfire and nothing but relaxation!

2 Main Street, Spring Mount, PA • 610-287-7064
www.cabincraftskishop.com

FOCUS ON HEALTHCARE

AFC Doctors Express Urgent Care - Phoenixville



By Dennis Kuhns

Doctors Express, a nationwide network of walk-in urgent care centers, is opening its brand new center in Phoenixville in July at the Tarrytown Plaza on Route 23, across from Redner's.

We offer local employers pre-employment and DOT physicals, drug and alcohol screening and treatment of work related injuries. We provide physicals for sports, school and immigration as well as pre-operative exams, travel immunizations and flu shots. We treat urgent care issues including bumps and bruises, broken bones, lacerations, allergies, sore throats, colds, ear infections and everything in between.

Doctors Express has licensed physicians on-site seven days a week and a highly trained team of x-ray technologists and medical assistants, all focused on what they love... treating patients with respect and compassion to ensure a positive experience. Patients range from pediatrics to geriatrics and our state-of-the-art services include

EKGs, digital x-ray, blood and urine lab testing and prescription medications... all available on-site.

With no appointments required, we provide high quality, convenient and affordable healthcare when you need it without having to sit in an emergency room for hours or wait to see your primary care physician. Doctors Express is open 7 days a week with extended hours Mon-Fri 8am-8pm and Sat-Sun 8am-5pm. We accept most insurance, have affordable self-pay rates and accept cash, debit and credit cards for convenience.

Doctors Express was founded in Baltimore in 2005 by an emergency room physician seeking a more efficient, affordable and personable system for urgent care patients. Over the past nine years, Doctors Express has been sweeping across the country with over 70 urgent care centers located in 27 states. Urgent Care When You Need It!

For additional information, please call 610.935.4740, and visit www.DoctorsExpressPhoenixville.com. 📄

Your **FIRST** Choice for all your Real Estate needs!



PLATINUM FIRST REALTY

Selling Real Estate with Honesty & Integrity

We strive as a small family owned business to support the immediate community and the other small businesses in it by utilizing them for services in all aspects of our business. Our goal to "Pay it Forward" is incorporated in everything we do, including in the name of the company to be a constant reminder to us. Please come see us in our new location!!

460 Lewis Road, Royersford, PA 19468
 610-792-4800 • www.Platinum-First.com



Largest Fine Men's Store in the Area!

Celebrating 150 Years

Hugo Boss
 Jack Victor
 Tommy Bahama
 Enro
 Peter Millar
 Allen Edmonds

Expert Tailors on Premise!

weitzenkornsmenswear.com

Weitzenkorn's 145 HIGH STREET
 POTTSTOWN, PA 19464
610.323.8810

WE SELL COMPLIMENTS  Find us on Facebook

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

Have you dined at *SunnyBrook* lately?



Relax in our beautifully renovated dining room and enjoy a wonderful selection of steaks, pasta, seafood and daily specials.

- It's not too early to book Company Picnics in one of our beautiful outdoor settings!

Lunch & Dinner • Tue-Sat 11am-9pm
 Pasta Night • Every Tues \$12 All-You-Can-Eat
 Breakfast Buffet • Sundays 10:30am-2pm



50 Sunnybrook Road, Pottstown

Visit: TheSunnybrookBallroom.net or call 484.624.5187 today!

* All proceeds from Events, Restaurant & Lounge benefit the non-profit Sunnybrook Foundation



PROGRESS ON THE “RIDE TO PROSPERITY”

Beginning in 2009, eight leading Berks County organizations — The Berks County Industrial Development Authority, the Berks County Planning Commission, the Berks County Workforce Investment Board, the City of Reading, the Greater Berks Development Fund, the Greater Reading Chamber of Commerce and Industry, the Greater Reading Convention and Visitors Bureau, and the Greater Reading Economic Partnership — began collaborating to develop a new economic development plan for Greater Reading and Berks County.

Their efforts culminated with the June 2010 release of the *Ride to Prosperity: Strategies for Economic Competitiveness in Greater Reading*. The original RTP plan has helped guide key county economic development initiatives over the past four years, and spurred a new spirit of collaboration around the important work of building a more prosperous and successful Greater Reading and Berks County.

In the fall of 2013, the coalition partners published, *Ride to Prosperity Version 2.0*, building on the original work plan and laying out a new vision for economic development in the coming years. The newly proposed strategies focused on five key areas: Entrepreneurship and Innovation; Workforce and Talent Development; Sites and Infrastructure; Quality of Place; and Business Friendly Berks — a new effort to bring top quality business expertise to help local governments redesign how they interact with local businesses in areas like zoning and licensing, and to become national leaders in providing high quality customer services.

As we near the mid-point of 2014, *Route 422 Business Advisor* checked in with some of the individuals and organizations working on the various initiatives of the RTP plan, to report on the progress being made on key components.

Workforce and Talent Development

The goal of this initiative is to transform the County's Career and Technical Education system so that area youth are better prepared to enter growing technical career fields and local employers can tap into a skilled and career-ready workforce.

Greater Reading Economic Partnership's (GREP) award winning "Careers in Two Years" program is reaching out to students and their parents, encouraging them to consider high paying careers in key manufacturing technology fields. These positions, which require post high school education short of a four-year degree, are known as middle skill jobs, and are projected to be the fastest growing employment segment in the US economy. By building a strong base of middle skill talent, Berks County not only provides promising career options to area youth, but it also benefits employers who will be attracted to Berks County thanks to its strong pipeline of skilled technical workers.

"There has been some very good progress because now the entire effort has been in place long enough so that the Career and Technology Centers, as well as the Community College, have been able to share some numbers," said Jon Scott, President and CEO of GREP.

(See "Ride To Prosperity" on page 9)

ATTENTION: Important Information on Your Social Security Benefits

Social Security is a crucial piece of retirement income for most retirees. On average, 40% of a retiree's income is from Social Security benefits. But there's more to it than simply signing up. The monthly amount you receive can vary substantially based upon a number of factors, such as age, marital status, and job status. Married couples have, on average, 10 to 12 different options to choose from that can potentially maximize their benefits. Learning exactly what choices are available and how each will impact your benefit amount can be a daunting task, but it is essential to determining how much income you will need after retirement.

If you are between 58 and 66 and have not yet applied for your Social Security benefits, you still have time to learn about all the options and strategies available before making a commitment that could cost you and your spouse \$20K, \$80K, or more in benefits over your lifetime.

**Call today for a free
personalized report!
610-478-9500**



Paul Fair, Managing Member, email: paul@paulfair.com
2917 Windmill Road Ste.1, Sinking Spring, PA 19608






Commercial Cleaning
No Contracts Required

Daily, Weekly, Bi-Weekly,
or Monthly Service

*The first cleaning company that
doesn't require a contract!*

484-706-2425



**ENGINEERS & LAND
SURVEYORS**

Providing services to **Berks Park 78 (Bethel Twp)** from
planning phase through construction phase including:

- Project Management
- Land Surveying (including ALTA Surveys)
- Permitting
- Subdivision/Land Development
- Construction Services
- And Various other services



Ludgate Engineering has been proudly serving
municipal and private clients since 1975!

Thomas Ludgate, PE, PLS, Vice President
tludgate@ludgate-eng.com

10 Vanguard Drive, Suite 90 ♦ Reading PA 19606
610-404-7330 (p) ♦ 610-404-7371 (f) ♦ www.ludgate-eng.com

Platform for Growth for Women Business Owners



PRINCIPLES FOR LEADERSHIP

By Kayte Connelly, CCT, Best Principled Solutions LLC

One need not look very far to assemble key information about women-owned business. There are several nationwide organizations that augment the information determined through Official Census.

Recent conclusions indicate that the overall theme is that women-owned businesses (WOB) are more optimistic about the economy and their revenue stream. Here are the findings and data from recent the Economic Blueprint organized through Women Impacting Public Policy (WIPP) and the Amex Open Forum; the National Association of Women Business Owners (NAWBO); the Center for Women's Business Research and Dow Jones.

The Good News

Over the last 15 years, women-owned firms have grown by one and a half times the rate of other small enterprises and now account for almost 30 percent of all businesses. Additionally, one in five firms with revenue of \$1 million or more is woman-owned. (CWBR)

There are 8.3 million WOB in the United States; 30 million total. 7.7 million people are employed by these WOB. A full 88.3% are non-employer firms (i.e. self-employed) with average receipts of \$26,486.

The remaining 11.7% of these firms have paid employees with a total payroll of \$217.6 billion. They have average receipts of \$1.1 million.

Two percent have 10 or more employees. The total economic impact is more than \$3 billion.

Between 1997 and 2011, the number of women-owned firms increased by 50%, 12 times the national average. These estimates of growth in number (up 54%), employment (up 9%) and revenues (up 58%) exceed the growth rates of all but the largest publicly traded firms.

Since 2007, women-owned businesses have led privately held company job growth in America, second only to publicly traded firms. According to the 2013 State of Women-Owned Businesses Report, commissioned by American Express OPEN, WOB added 175,000 net jobs versus a national net decline of 569,000 jobs among all privately held firms.

Women at the Wheel, an analysis by Dow Jones VentureSource of more than 20,000 venture-backed companies in the United States between 1997 and 2011 found that 1.3% of privately held companies have a female founder, 6.5% have a female CEO, and 20% have one or more female C-level executives.

The study also found that successful startups have more women in senior positions and more than twice as many women in top jobs like C-level managers, vice presidents, and board members.

(See "Principles for Leadership" on page 10)



Keep your business running wisely with Penn Liberty Bank's CashWise® cash flow options.



- Credit/Debit Card Processing with Next Day Availability
- Business Check Card with Scorecard® Rewards
- Business Lending Expertise
- Cash Management
- Online Banking
- Mobile Banking
- Remote Check Capture
- Lockbox Services

TO LEARN MORE, CALL 888-795-7366
VISIT WWW.PENNLIBERTYBANK.COM OR
EMAIL US AT CASHWISE@PENNLIBERTYBANK.COM

Blue Bell | Chester Springs | Downingtown | East Goshen
Limerick | Malvern | Paoli | Trooper | Wayne
Look for our newest location in Oaks (off RT 422)!






I AM BUSINESS

IM KOP

Now Open In King of Prussia, PA
Join the thousands who call KOP 'home'!

ACG	Gap Kids	Ted Baker
Bonez	Hand & Stone	The Container Store
Champs Sports	Helzberg Diamonds	UGG Australia
Chipotle	Main Line Parkour	Uniqlo
Everything But Water	Oakley	Visionworks

Not a complete listing of all leases. Leases signed/renewed before 5/27/14.

FOR MORE INFORMATION, CONTACT KING OF PRUSSIA DISTRICT
visit KOP.COM • P: 484.681.9452 • INFO@KOPBID.COM • #WelcomeToKOP

Best Principled Solutions LLC
Creating and sustaining generations of leaders.

We provide customized solutions for existing and emerging leaders and their teams.
 We coach around the discovery, clarification and resolution of the challenges that limit YOUR success.

Learn to:

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

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

For more information:
Call Kayte Connelly at 484.769.2327
Visit bestprincipledsolutions.com




Contact a professional coach today!

RIDE TO PROSPERITY

(Continued from page 7)

"In the areas where we have been promoting specific jobs and careers, in companies that have current openings, there has been an increase in enrollment. There has also been a significant increase in the number of hits to the website (www.careersin2years.com), and so we are very confident that the campaign is working," he said, adding, "That's what Careers in Two Years really is, a promotional campaign to get people to think differently about the validity of going to a career and technology center or to a community college as a very viable alternative to a traditional four-year education. That's the best path for some people, but not necessarily everyone. It's not an either-or situation, but what is best for a given person."

GREP's Careers in Two Years program is now expanding its outreach beyond young people entering the work force for the first time. "The first phase of this effort was really targeting people coming out of high school or in their first year or two of college, and not having a great sense of direction at that point, and looking to get good job training and get a good high paying job, getting their feet solidly on the ground," Scott explained. "We are now in the process of trying to get things set up to do a second initiative that still targets the manufacturing sector, but is looking at a different group of people, specifically those who might be under-employed, unemployed and returning veterans," he said.

"Typically that would be a somewhat older demographic," Scott explains. "We're going to do a campaign that would have a similar theme. We're hoping to have that completed by the end of this year, and if things align really well we might even be able to start launching in the fall."

Last November, members of the partnership, working on educational initiatives, held a county-wide summit to engage parents, educators and students.

"That worked out well," Scott said. "A month or two before that, thanks in great part to the lead of Dr. Solomon Lausch (executive director of the Berks Business Educational Coalition), over 4,500 high school freshmen heard information at an assembly, and then went out to visit businesses, all in one week," Scott said. "They heard first-hand what various businesses are looking for in their line of work," Scott said, explaining many were manufacturing businesses, but not all.

"More importantly," Scott continued, "these students got to hear from business people, what they expect out of an employee... The people that were sharing the information were folks that worked within the various companies, and it was a real life example. I think it was proof positive for many of those students to realize that if they do a good job in school, pay attention, learn some core ground rules, that they will have a much more successful time gaining employment than people who don't do that."

Entrepreneurship and Innovation

The RTP plan proposed a new county-wide effort, *Reignited in PA*, to groom a new generation of high growth companies in Berks County. The Greater Reading Chamber of Commerce and Industry applied for and received a PA Ignite grant from the PA Department of Commerce to work with small and medium-sized manufacturers to facilitate growth acceleration.

Diane Reed, Director of Business Services for the Greater Reading Chamber said the grant was awarded "specifically to identify small and medium size businesses to assist with a growth strategy."

Reed defined small and medium size businesses as those having between ten and 100 employees. Reed explained that the Ride to Prosperity Reports determined that

(See "Ride To Prosperity" on page 11)

VOLATILITY AND TODAY'S MARKETS...

Uncertainty both in Europe and at home has many investors worried about market volatility. That's why Tactical Asset Allocation has become a preferred choice for many investors.

The objective of Tactical Asset Allocation is to **preserve assets** in declining markets and **achieve competitive returns** in a rising market. This is a **dynamic** investment strategy that takes a more active approach than traditional static asset allocation, and offers more protection in falling markets by responding to what's happening in the markets and the world.

With Tactical Asset Allocation you start with a base allocation, such as 60% stocks, 30% bonds, and 10% cash, with a range of plus or minus ten or twenty percent. If calculations show that stock valuations are high, the investment manager could choose to under-weight stocks so your allocation might be 40% stocks, 30% bonds, and 30% cash. Or, if stocks seem under-valued, you may be up to 80% stocks with only 20% in bonds and cash. In extreme markets like 2000-2003 and 2008, the portfolio can even raise the cash position to 100%, helping to diminish any potential losses.

If you are not satisfied with the performance of your portfolio, working with professional investment managers who outperform the market with less volatility may be your solution!



CALL TODAY TO SEE HOW TECHNICAL ASSET MANAGEMENT CAN WORK FOR YOU!
610-478-9500

Paul Fair, Managing Member, email: paul@paulfair.com
2917 Windmill Road Ste.1, Sinking Spring, PA 19608

If your office is old & run down, your staff can be tense & not as productive.

If your staff is tense & not as productive, you become a basketcase.

If you become a basketcase, your clients will not be impressed.

Do not become a basketcase.

Contact Furniture Soup to keep your staff productive & your clients impressed.

610-926-8700

www.furnituresoup.com

Furniture Soup
Better Office Interiors by Design



example: tense



example: impressive

OWNER - OPERATED

OVER 40 YEARS' EXPERIENCE



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

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

• STATE INSPECTION

• AIR-CONDITIONING SERVICE

• GENERAL REPAIRS

• PA EMISSIONS TESTING

PRINCIPLES FOR LEADERSHIP

(Continued from page 8)

At successful companies, the median share of female executives was 7.1%, compared with 3.1% at unsuccessful firms. For start-ups with five or more women employees, 61% were successful and 39% failed.

Challenges

On the national front, WOBs have a more difficult time proving their value. For example, they average 4 attempts to obtain bank loans or lines of credit and 22 attempts to obtain equity capital.

Additionally, the largest employer in the country, the Government, has continued to struggle to meet their federal mandate of 5% contracts awarded to women-owned small business.

In FY 2012, only 4% of all government contracts were awarded to WOB – virtually unchanged from 2011 procurement statute for women-owned small businesses.

In addition, the SBA Goaling Report shows that the federal government failed to reach the small business goal of 23% in FY 2012, falling short at 22. 2%.

Future Optimism

The NAWBO and WEB.com survey of more than 600 women business owners across the nation divulged their views on the business climate for entrepreneurs and their marketing priorities for 2014.

Women business owners' optimism is on the rise.

Optimistic about overall business climate is 89%; up 8 percentage points from 2013. Optimistic about the economic outlook is 87%; up 12 percentage points from 2013. Women business owners are bullish about the prospects for women entrepreneurs who are just starting out. 92% predict women will start more businesses in 2014.

Nine out of 10 women business owners said gaining new customers is their biggest near-term concern over the next 6 months.

There is a very strong emphasis on marketing investments. They'll spend their dollars in these areas:

- 69% on customer service
- 62% on marketing.
- 48% on product enhancement
- 26% on hiring

There is an 18% gap between women business owners who say social media is important to grow their business and how many women ACTUALLY use social media. 85% say it's important; 67% are using social media.

Only half of WBO's (54%) are confident of their ability to build their social media presence online. 96% are more optimistic about their business growth going into 2014, than in 2013.

More programs are offered through the SBA, WBENC, NAWBO and the state economic development organizations' outreach incubators. Women's groups have the opportunity to support the growth of women-owned businesses. Statistics only go as far as you permit them to influence your planning. Contact any state or local business organization for more support. ■

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."

"The capacity to care gives life it's deepest significance"



Family Caregivers
Haverhill, Inc.

"We ensure the safe living of your loved one"

For Elders who wish to Maintain Independence at home.

215-541-9030

1 hr to 24 hr care
Nurses • Homemakers
Certified Aides • Live-In Help
Geriatric Care Managers
Caregiver Support Groups
Lifeline Emergency Systems
Educational Programs

Bathing • Dressing • Meals
Laundry • Errands
Transportation • Housekeeping
Medication Reminders
Companionship • Respite

We are a provider for Montgomery, Berks, & Bucks Counties Office on Aging

Free Resource Information Available



GO PLAY and GET PUMPED

Get approved for a new AAA Member Rewards Visa® credit card at your local AAA branch now through August 31, 2014, and go play at your favorite theme park!

Save \$25 on theme park and attraction tickets of at least \$100* purchased at AAA with your new AAA Member Rewards credit card. Then get pumped with a **\$50 gas card**** after making at least \$100 in purchases within the first 90 days (students not eligible).



Offer valid for new AAA Member Rewards Visa credit card applicants approved at a AAA branch 6/1/14-8/31/14 only. For information about rates, fees, other costs, and benefits associated with the use of this card, see your AAA Agent.
*Attraction tickets must be purchased with a new AAA Member Rewards Visa credit card account in branch at time of approval to receive \$25 discount. \$100 minimum theme attraction ticket purchase required. Limit one (1) \$25 discount per account.
** You will qualify to receive a certificate with information and PIN number via mail enrolling you to a \$50 gas card redeemable at Redeemyourward.com for the gas merchant of your choice after you use your new AAA Member Rewards account to make any combination of Purchase transactions totaling at least \$100 (exclusive of any returns and adjustments) within 90 days of the account open date. Limit one (1) item per new account. We may substitute an item of equal or greater value and we are not responsible for lost, stolen or undelivered merchandise. This is a limited time offer and may be cancelled at any time without notice. Other advertised promotional credit offers can vary from this promotion and may not be substituted. Federal law prohibits students from receiving a premium. Additional restrictions apply. Details accompany new account materials. This credit card program is issued and administered by FIA Card Services, N.A. Visa and Visa Signature are registered trademarks of Visa International Service Association, and are used by the issuer pursuant to license from Visa U.S.A. Inc. © AAA, 2014 © 2014 Bank of America Corporation ABL7738H

RIDE TO PROSPERITY

(Continued from page 9)

the rate of start-up businesses in Berks County was on par with other counties. "Where we lag behind some of the other counties is the upturn in the business," she said. "The 10-employee company growing to 20. The 50-employee business growing to 100. Manufacturing is vital to the economy for all of us. Every manufacturing job creates nine jobs downstream in the service industry, plus the dollars spent," Reed said. "There are between 600-700 manufacturing companies in Berks County alone. We do have a good base. What I have been seeing is there are a lot of good things being made here that people probably don't know about. Our success and growth will probably come from that group. From inside," she said.

The PA Ignite grant involves both assessment and assistance to small manufacturers in Berks County. The scope of the grant is to assist companies with growth strategies. "The first product is a 'core values business assessment,'" Reed explained. "We sit down with all the key executives of the business and we take them through an assessment, which takes about three hours."

Upon completing the assessment, the business is assigned a score, and given a dollar value in terms of what the business is worth today, and also what it is *potentially* worth. "Analysis of the assessment points out the areas that are holding the business back from voiding that gap, creating that value," Reed said. "So our first step with the grant is to do the assessments. That is done at no charge to the company. After seeing what came out of that analysis, we look at areas to work with them on, to help increase the value of the business. Since November we have done eight full assessments and we're looking to do six more between now and the end of June," Reed said. "Our goal is 30 companies."

Reed noted that on the first five companies that participated, there was a common

theme that went through their assessments — "The executive team not having a clear vision of where they want the business to go," she said. "How do you get everybody in your company on the same page at the same time, and how do you get it done? The key executives of all five companies are now participating in sessions to work on developing the vision for their companies. They are in different industries so they all agreed to participate together. That program is going quite well. These first five are the test case, but we're really excited with what we are seeing from that," Reed said. "We're trying to find the commonalities among the companies, and work with them. By bringing them all together we can spread out the dollars and get a bigger bang for the buck, rather than do an individual plan for each company."

"Throughout the two years of the grant, we will constantly have different companies at different stages of the process," Reed said. "The other thing that is very unique to this is we are assigning a case manager to each of these companies," she explained. "Typically companies have management teams. They may sit down and have meetings and assign tasks, but three meetings in, there are fires to be put out, a meeting gets cancelled or somebody can't make it. Before you know it, time passes and the project doesn't get done. So we're assigning independent case managers as we come up with a plan for the company. The case manager is going to be there, holding their feet to the fire."

One other requirement of the grant is the program should be sustainable. "Written into our program is, in the initial stages, supplementing the grant funds, companies are putting some skin in the game," Reed said, "but as we go on and we have some successes to show from it, we may be funding a smaller portion of it. If we help a company and they grow and

(See "Ride To Prosperity" on page 13)

Berks Technical Institute.

Establishing Better Futures for over 30 years.



Berks Technical Institute
Changing Futures. Changing Lives.™

Contact us today!
(866) 934-7149
Berks.edu

2205 RIDGEWOOD ROAD | WYOMISSING, PA 19610

BTI:WYO.08292.C.104_BTI:422B.1401 © 2014 Delta Career Education Corporation. All rights reserved.

Pottstown
(610) 326-0181
Boyertown
(610) 367-2058

www.glocker.com

GLOCKER
and Co. Inc.
REALTORS

Need a Local
Commercial
Broker?
Call Us Today!



#136 - Boyertown - 57 acres
along Ironstone Creek, 1750's farmhouse & 2nd home is converted from a former creamery, rolling fields & woodland. Subdivision potential. **\$647,000**



#137-Bechtelsville - gracious 4BR, 3BA Kutz built contemporary on 11 nice wooded acres, 3,144 SF, 3 fireplaces. This home is a must see. **\$425,000**

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

#990 - East Vincent Twp
Located near the intersection of 724 & Bridge St. 1,470 SF stone home on .68 acre lot, two-car detached garage, excellent office location. **\$249,900**

#9-C- East Coventry Twp.
23+acres zoned Limited Industrial. Great location convenient to Routes 724, 100 and 422. **\$399,000**



#915 - Store Front Lease
South Coventry. Good exposure on Rt. 100 next to John Deere dealer. 3,650 sq ft, plus lower level shop add'l 3,430 sq ft. **\$2,890 per mo.**

Hardware & Software – PC & Server Management – Backup & Recovery – Help Desk

Web Design & Development, Social Media

Cube Info Solutions **610.482.4359**
Your IT solution provider of choice cubeinfosolutions.com

Best in class computer support/IT services

for small and medium businesses

Call us for a FREE Network Audit /Consultation
Outstanding Service • Knowledge & Experience • Proven Track Record

Microsoft technologies (Exchange, SharePoint, Microsoft Office 365) – Cloud Services

Business Applications, Process Automation

THE BERKS CAREER AND TECHNOLOGY CENTER (BCTC)

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

BCTC operates as a school of choice, designed for students who are seeking to enhance their educational program with a highly relevant career and technical experience, connected directly to the real world of business and industry. More than 400 business and industry advisors review and update the school's educational program annually. The BCTC experience provides students with a blend of classroom theory, technical applications in state-of-the-art laboratories, and actual off campus work-based experiences. Instruction is self paced, and highly personalized. Students choose from 37 programs of study across the following career clusters: Advanced Materials & Diversified Manufacturing, Business & Information Technology, Communications, Construction, Engineering Technology, Healthcare, Services, and Transportation. Each year approximately 2,000 secondary and adult students attend BCTC. Many students earn advanced credits through articulation agreements with post-secondary education, complete dual enrollment

courses, and earn nationally recognized industry certifications.

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

The Continuing Education programs offered at Berks Career and Technology Center is very diverse. We provide an opportunity for adult students to attend the same quality educational experience as our high school students in 34 different program areas during the day. Federal financial aid is available for qualified students attending Adult Day School programs. Apprenticeship programs are available in the evening that are in concert with business and industry to provide theoretical learning that enhances the apprentice's on-the-job practical training. Evening courses appeal to those wishing to further their technical skills to change or enter into a career. BCTC provides customized training for business and industry that matches training needs for today's workforce. We also offer online courses in more than 300 topic areas. Online courses offer flexibility, convenience and affordability by allowing you to take a course anywhere there is a computer and Internet access. Learn more about Continuing Education opportunities at Berks Career and Technology Center by calling at 610.743.7630 or visiting www.berkscareer.com. 

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



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

website ads.
campus presence.



Business Banking
for the way **you** do business.



Local People. Local Decisions.

Discover how Discovery can help your business grow.

2744 Century Blvd.
Wyomissing, PA 19610

610.372.8010
www.discoveryfcu.org



Fewer Fees. Better Rates. Friendly Service.



**Berks
Career & Technology
Center** 

**Adult Day School
Apprenticeships
Certification Courses
CDL Training
Customized Training
Evening Courses
Online Courses**

ContinuingED

Day, evening and online classes.

Two convenient locations:

East Campus — Oley, PA 610-987-2706

West Campus — Leesport, PA 610-743-7630

www.berkscareer.com
www.facebook.com/BCTC.CE

RIDE TO PROSPERITY

(Continued from page 11)

become more profitable, we might ask them to fund or partially provide funding for a next company coming into the program," she said.

Regarding the criteria for inclusion in the program, "They need to be a manufacturer or manufacturing services or supply chain," Reed said. "I've been seeking them out by going out and talking to companies, or they contact us. Our determination comes from the interview, understanding their business and determining if this is a company positioned to grow, and we look at them on a case-by-case basis. "Manufacturing is alive and well in Berks County," Reed concluded, "and there are businesses and a lot of neat things being made here and being done here."

Sites and Infrastructure

The RTP partners have enjoyed great success in developing new sites for industrial development over the past four years and continue to expand on this success. "There is a huge amount going on in that arena, with multiple organizations that have coalesced and are all working together on various aspects of trying to make sure that we continue to get more land, properties and sites available for economic development purposes, including new property, as well as the adaptive reuse of existing sites and properties," said GREP's Jon Scott.

Berks County can point to some impressive infrastructure-related achievements since 2010. A number of new sites are emerging across the county. In Bethel, Berks Park 78 is thriving, with new tenants including PetSmart and Dollar General. On their own, these two firms are expected to employ more than 1,000 people. Near Morgantown, 200+ acres at the New Morgan Business Center has been designated as a Keystone Opportunity Zone (KOZ), greatly enhancing its desirability for new businesses. Other smaller sites are being developed in locations such as Amity

Township, near the Reading Regional Airport, and Hamburg Logistics Park.

Jon Scott said some important work is currently going on in the city of Reading as well. He pointed out that the Redevelopment Authority has recently regained control of 50 acres designated for Keystone Opportunity Zone (RiverView Industrial Park project), and the city of Reading has taken over some properties right in the heart of the city, the 400 block of Penn Street (Penn Square project). Scott added that work is also going on in townships and municipalities throughout the county, where there is an interest in seeing increased economic development, because of the tax benefits that accrue to not only their municipality, but to the county as well.

According to Scott, RiverView Industrial Park is an important project, and a "big step." With 50 "shovel-ready" acres in a KOZ, plus the site is contiguous to the successful Buttonwood Gateway light industrial park. "There is really a good opportunity for great economic development at that site," Scott said. "A former project was started there and didn't come to fruition, but what that translates to is a lot of the infrastructure work has already been done." RiverView Industrial Park is located within five miles of I-76 with easy access to Rt. 183, Rt. 422, and Rt. 222. It is an ideal property for manufacturing, light industrial, and water-intensive industrial use. The site is ready-to-go with utilities, offers plentiful labor supply, a 10-year tax abatement program, KOZ benefits and other incentives.

With Albert Boscov's development of a new Doubletree Hotel and Convention Center underway across from the Santander Arena, and the Penn Square mixed-use development project, located directly on Reading's Keystone Community Main Street Corridor, exciting things are happening in downtown Reading. "Those are very important projects that have the capacity to

(See "Ride To Prosperity" on page 14)



**Over 200,000
square feet of
high-end
office furniture**

- Cubicles
- Desks
- Tables
- Seating
- Filing
- Accessories
- Conference
- Reception



**King of Prussia &
Reading Showrooms**

411 Yerkes Road
King of Prussia Pa 19406

184 Tuckerton Road
Reading Pa 19605



888.807.3846
ethosource.com



SUMMIT VIEW MODULAR HOMES

*"Setting the standards for excellence
in modular home building"*

Dealing in Modular and Manufactured Building
for ALL Residential & Commercial Building Needs

Phone: 610-575-0673

www.svmodularhomes.com

1304 Ben Franklin Hwy E.,
Douglassville, Pa. 19518

SERVING THE COMMUNITY FOR OVER 18 YEARS!!
Stop in and see us or call for an appointment
TODAY!

CORE ELEMENTS

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

STEP 1

SELECT YOUR SPACE

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

STEP 2

CHOOSE YOUR COLOR STORY

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

STEP 3

PICK YOUR PRODUCTS

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

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

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457

5 minutes from the Limerick exit of Route 422

610-495-6211

www.ches-montcarpetoneparkerford.com

LIC# PA0081672



RIDE TO PROSPERITY

(Continued from page 13)

really become an anchor at the eastern side of the Penn Corridor," Jon Scott said, adding, "Albert Boscov is one of the most amazing men I have ever met. As an octogenarian, he still has more vitality and energy than most people who are 30."

The Penn Square project encompasses an entire half-block, including the nine-story, 68,000 square-foot Callowhill Building at 10 North 5th Street, and the 24,000 square-foot Farmers national Bank building at 445 Penn Street. The site offers excellent amenities and proximity to great restaurants and entertainment venues. The contact person for information on RiverView Industrial Park and Penn Square is Adam Mukerji; 610.655.6025; email: development@readingpa.org.

Quality of Place

The RTP partners recognize that hospitality and tourism are key, but little understood, anchors of the Berks County economy. Under RTP 2.0, they seek to develop a stronger tourism sector that provides high quality jobs to local residents and attractive amenities for visitors.

Crystal Seitz, President of Go Greater Reading — Greater Reading Convention & Visitors Bureau, chairs the RTP Quality of Life initiative. Seitz and her group are working on developing a Destination Marketing Analysis growth plan.

"We will be going out for RFPs for this study shortly and hopefully we'll be taking it on in July," Seitz said. "It includes collecting visitor data on who is coming to the area and, if they are not coming to the area, why not? Do they even know about us? Who are our competitive sets out there, not just in Pennsylvania, but up and down the mid-Atlantic coast? What are our strongest assets, and from a research perspective, does it make sense to promote and choose one of them to build upon to bring new industry, new business and grow the businesses we currently have around that, or is there a totally different type of product that would do well in this area, that we don't have to offer, and how do we make that happen? How do we invest in that to make it part of Greater Reading?"

Seitz said that a consulting firm will be selected to conduct the data collection process and analysis. "There is a visitor data collection methodology," she said. "Part of the RFP is to tell us how you are going to collect the data. Our assumption based on talking to several consultants is there will be phone interviews, email surveys of people who have visited here, or are within a proximity of our area that haven't visited here. There will be man on the street interviews, looking at who is here, and what are they saying at events. There will be other data that is analyzed about our competitive sets. They need to

look at other similar cities with histories like ours, or size like ours, or amenities like ours. Who is that and why are they our competition? What do they have that we don't have? When we get the RFPs back, we'll have the methodology and how they are going to collect it," she explained.

According to Seitz, who describes the project as "ambitious but doable," RFPs are due back June 6. "We're going to ask each consultant to tell us their time frame," Seitz said. "My guess is, because of the collection of the data, the analysis, and we'll get business leaders involved, and the community, that takes time. Our hope is to have something to look at and move forward with hopefully by the end of January or February."

"(This analysis) will support the tourism industry and help us understand the direction we need to head," Seitz explained, "because a lot of things have changed all over the country the last five or six years. Some of our product here has changed, but we also have a lot of product that we believe we can look at as becoming a niche for the area and a destination. How do we differentiate ourselves? That's the key," she said.

"We have terrific restaurants," Seitz said. "We have great entertainment at really good value. It's quality entertainment. Outdoor recreation is huge in this area. We have road cycling, and motorcycle riding, all kinds of hiking trails and some areas for boating and skiing. With all those things included, we know that outdoor recreation is really strong and we need to look to how do we build that?"

"What this all goes back to is creating a stronger Berks County that young professionals want to come here and stay," Seitz concluded. "They find a lot of great things to do, so they want to be a part of it. Business looks and that and wants to consider moving in. It helps to instigate them



TRI-COUNTY BUSINESS CAMPUS

*Proud to announce
the coming of a
National Discount Grocer
as the major anchor for
Tri-County Plaza II
at 204 Shoemaker Rd.*

+/- 1,900 - 20,925 SF AVAILABLE FOR LEASE



EXCLUSIVE AGENT
METRO COMMERCIAL
Real Estate, Inc.

Greg Jones
610-260-2662
gjones@metrocommercial.com
metrocommercial.com

Tri-County Business Campus, LLC
74 Robinson Street, Pottstown, PA 19464
718-357-3642 lgueli@gatewaygc.com

422bizmag.com Business Advisor

Why Advertise?

- 📁 **Improve your company's name recognition.**
- 📁 **Generate activity during slow times.**
- 📁 **Expand your business with new prospects.**
- 📁 **Win back former customers.**

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

to consider moving in. To look at this and say 'Wow, this is a pretty nice place. They have great things for everybody to do and it would be a really nice place to have a business. And I know I can get skilled workers and white-collar workers.' It's also building a much better place for our local residents," Seitz explained.

"It's important to have a vision and direction," Seitz said, "and I think the Ride to Prosperity has given us that. The key to this, when we're done with this plan, is to get our business leaders and our economic development organizations to implement the plan, and be willing to invest in that plan. Based on conversations we've had within our Ride to Prosperity committee, in theory, everybody is on board with that. That's the most important piece."

Business Friendly Berks

The RTP partners have created a Business Friendly Greater Reading Task Force in a new effort to bring top quality business expertise to help local governments redesign how they interact with local businesses in areas like zoning and licensing, and to become national leaders in providing high quality customer services.

Related to site development, progress has been made in the development of a

countywide water and sewer plan that maps local infrastructure and its capacities for various uses, and the mapping of dozens of smaller industrial sites across the County. These smaller sites are often located in communities seeking redevelopment opportunities, and the reuse of these sites is excellent use of former industrial land.

According to Shannon L. Rossman, Intergovernmental Affairs Planner, Berks County Planning Commission, "We have a couple of initiatives that have gone really well. In our municipalities, we've been working on initiatives centered around regionalization. One of the things we try to do is get the municipalities to work together on planning issues," she said. "We've had a fairly successful joint comprehensive planning program and zoning program since the early '90s, and we have a number of municipalities that have done joint zoning and also we have five joint zoning ordinances in the county."

"We've also been working with the municipalities on trying to coordinate whether it's a project as simple as them working together to share equipment, also up to and including regionalization of water and sewer systems, in terms of cooperating with one another," Rossman explained.

(See "Ride To Prosperity" on page 16)



"businesses in your backyard"

The Eastern Berks Business Alliance, Inc. is a group of local business owners who have joined together to form a unique organization to promote strong economic growth and development in the Eastern Berks Community.

Accepting New Memberships / Apply Today

For additional information about our group, its business members, or membership, contact one of our current business members or email us at info@ebba-network.com.



Nathan Altenor's Janitorial Services, Inc.

**Professional, Reliable & Affordable
Commercial & Residential Cleaning Services**

**offices • construction • carpets
floors/refinishing • windows**

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

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

610.247.8131

fax 610.970.6249

www.Altenorsjanitorial.com



How Metals Your Way found an easier way in Greater Reading.



As a metals distributor, materials project manager and custom fabricator, Metals Your Way makes life easier for customers by meeting their exact specifications. Greater Reading does the same for Metals Your Way. More than an affordable, strategic location in southeastern Pennsylvania, Greater Reading offers access to skilled workers, visionary industry leaders, and a business network with connections to the right partners and programs. It's a unique place where great companies and greater opportunities can easily find each other.

Discover greater possibilities. Visit GreaterReading.com



Be something greater.

(610) 376.4237

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

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

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

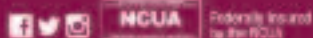


We're Better.

Change to American Heritage Today!

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

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



RIDE TO PROSPERITY

(Continued from page 15)

"In 2011 we did an update to our 1998 water and sewer regionalization study, where we gathered all the information on as many systems as we could who cooperated in the county, and we came up with a number of different ways for them to work together and provide information to prospective developers and the public about their systems," Rossman said. "We tried to help them come up with ideas of ways they could work together that would be financially beneficial. In the 2011 update, we recommended the development of a Berks County Water and Sewer Association, to take the study and turn it over to that group and ask them move forward with what they think are the most appropriate items. We now have more than 70 participants in that association. We've appointed the Center for Excellence at Albright College as treasurer so that we could have a non-profit be the organizational structure. It costs to be a member, so nobody is joining for free. We've had a number of educational programs. We're working with their operators to provide local educational credit programs, to keep them licensed properly. We've worked on getting them more open to the idea of sharing information. We've developed a map that shows where current zoning for commercial and industrial or mixed use is located in the county and where water and sewer service is located in the county. You can overlap those maps and see where those types of services are. That's been very well received. Most of the larger public suppliers and a couple of the private ones have joined, and are working together," Rossman said.

"In general, a lot of municipalities are trying to determine how can we be business friendly and juggle everything so we still have good residential areas, good schools, everything is in its place, and a good tax base or other revenue coming in without too much reliance on one entity,"

Rossman continued. "We have some municipalities that are slower than others (to regionalize efforts). In some cases, that's because they haven't had as much pressure. Some are more forward thinking and they've also had more development pressure. We've had a series of programs that we've worked with our municipalities on in the early '90s involving joint comprehensive planning, zoning, conservation zoning initiatives, agricultural preservation initiatives. We've had one of best agricultural preservation easement purchase programs in the country. I think we're over 66,000 acres that we've purchased easements to. At the same time, we put a lot of effort into economic development on the other side of things towards business and manufacturing."

Beyond the RTP's notable achievements in specific issue areas, the initiative has spawned a new way of working in Berks County. Regional collaboration is now the normal way of doing business. It is not tied to a single project or initiative; it is how economic development gets done today. These collaborations are producing better outcomes, as more partners bring new and better services to local businesses and to companies considering relocation to Berks County. Board members of partner groups now have a more complete picture of how other organizations contribute to the local economy. Even better, collaboration is creating a more efficient system where waste and duplication are reduced and where partners are publicly accountable to each other and to the wider community. The day-to-day work of economic development in Berks County is smoother, more collaborative, and, in the end, more effective.

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



P.O. Box 105, Pottstown, PA 19464
cmchomeinspections@hotmail.com

Professional Affiliations and Certifications



Whether you are buying or selling a home, a home inspection is one of the most important decisions you can make. Why suffer the nightmare of buyer's remorse? Buy or sell with confidence!

Services:

- Home Inspection Single Family
- Wood Destroying Insects
- Multi-Unit Dwellings
- PA DEP Radon Testing
- Water Testing, Bacteria

610.906.3202 • cmchomeinspections.com

We Work For You!



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

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

Listings For SALE

PENDING - (ZC2191) 1053 MOSS ST., READING

FOR SALE - (ZC2083) DOUGLASS TOWNSHIP, BERKS COUNTY - (3)+/- ACRE LOT IN INDUSTRIAL PARK WITH APPROVED LAND DEVELOPMENT PLAN TO CONSTRUCT UP TO 27,000SF OF FLEX SPACE. OWNER WILL ALSO CONSIDER CONSTRUCTING THE BUILDING IF A TENANT IS SECURED. CALL FOR DETAILS. **\$475,000**

FOR SALE - (ZC2122) 124 NORTH CHESTNUT STREET, BOYERTOWN - 3,825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **REDUCED TO \$189,900**

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

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

FOR SALE - (ZC2137) 956 POTTSTOWN PIKE, CHESTER SPRINGS - 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 100. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. **\$2,500,000**

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

FOR SALE - (ZC2153) 13929 KUTZTOWN RD, FLEETWOOD - FORMER KIRBYVILLE HOTEL, STRUCTURALLY SOUND BUILDING ON 1 ACRE WITH 50 CAR PAVED PARKING LOT ON BUSY ROUTE 222. INTERIOR NEEDS COMPLETE RENOVATION. POSSIBLE OWNER FINANCING. **DRASTIC PRICE REDUCTION \$199,000 SELLER WILL CONSIDER ANY REASONABLE OFFER**

FOR SALE - (ZC2162) BERKS COUNTY APPROVED 19 LOT SUBDIVISION - SIZE OF LOTS RANGE FROM 1 AC. TO 7 AC. CALL FOR DETAILS. **\$775,000**

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

FOR SALE - (ZC2177) 2103 EAST HIGH STREET, POTTSTOWN - MEDICAL OFFICE BUILDING- SITUATED WITH GREAT EXPOSURE ON HIGH ST. IN LOWER POTTSGROVE TWP. 4,360SF OF MEDICAL USE ON TWO FLOORS. FULL BASEMENT FOR STORAGE FOR EASY ACCESS AND OFFSTREET PARKING LOT. HANDICAP ACCESSIBLE, WELL MAINTAINED AND READY FOR YOUR CLIENTS. **Reduced \$449,900**

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

FOR SALE - (ZC2182) 101 N. YORK ST., POTTSTOWN - CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **REDUCED TO \$10,000**

CELEBRATING 25 YEARS SERVING THE TRI-COUNTY AREA - 1989-2014



Your LOCAL Experts Working For You!

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

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

FOR SALE - (ZC2199) 10 ROWELL ROAD, BOYERTOWN - 5,000SF BUILDING. VERY DESIRABLE FOR OFFICE/COMMERCIAL USE LOCATED ADJACENT TO WALMART. ALSO COULD BE USED AS INDUSTRIAL. CONVENIENT TO RT. 100. MANY POSSIBILITIES. **\$420,000**

FOR SALE - (ZC2200) 138 W. HIGH ST., WOMELSDORF - 5,000SF BUILDING. TURNKEY HISTORIC STOUGH TAVERN. PRICE INCLUDES LIQUOR LICENSE, BUSINESS, ALL EQUIP., 5 DINING ROOMS AND PARKING FOR 40+ CARS. **REDUCED TO \$294,500**

FOR SALE - (ZC2201) 28 N. CHARLOTTE ST., POTTSTOWN - MIXED USE INVESTMENT PROPERTY, FULLY OCCUPIED. BAKERY ON FIRST FLOOR WITH APARTMENT ABOVE. **MOTIVATED SELLER! \$87,000**

FOR SALE - (ZC2202) 1350 N. CHARLOTTE STREET, POTTSTOWN - LOWER POTTSGROVE TOWNSHIP COMMERCIAL/RETAIL BRICK BUILDING ON CORNER FOR SALE + ADJACENT LOT AVAILABLE. 2,500SF BLDG W/RESTAURANT EQUIPMENT ON .67 ACRES. CALL FOR DETAILS. **\$325,000 FOR BOTH PARCELS. BUILDING SOLD SEPARATELY- \$250,000 AND LOT SOLD SEPARATELY- \$100,000**

FOR SALE - (ZC2203) 47 PENN RD, LINERICK - PROPERTY CONSISTS OF 2 PARCELS TOTALING 6.07 ACRES + A 3 BEDROOM 2 BATH HOME, CURRENTLY RENTED. ZONING ALLOWS FOR 5 HORSES. BOTH PARCELS ARE ZONED CUL. CALL FOR DETAILS. **\$320,000**

FOR SALE - (ZC2204) 618 N. READING AVENUE, BOYERTOWN - 20+48SF BUILDING PRESENTLY USED AS SEAFOOD RETAIL OUTLET. 1ST FLOOR AND WALKOUT LOWER LEVEL CONSISTS OF OPEN SPACE. **\$84,900**

FOR SALE - (ZC2205) 622 OLD READING PIKE, STOWE - PROP. SUITABLE FOR VARIOUS USES. OVERHEAD GARAGE DOORS, OFFICE SPACE, ETC. CONVENIENT TO RT. 422. **\$750,000**

FOR SALE - (ZC2206) 151 FARMINGTON AVENUE, POTTSTOWN - 3.19 ACRE LOT ZONED RETAIL OFFICE. SEWER, WATER AND GAS ARE AVAILABLE. **\$147,500**

FOR SALE - (ZC2207) 3401 SAINT PETERS ROAD 11, SAINT PETERS - 4 UNIT BUILDING SERVED AS A SUCCESSFUL CATERING BUSINESS WITH 2ND FLOOR RESIDENCE, EFFICIENCY APARTMENT AND AN OFFICE ROOM. OFFICE AND APARTMENT ARE RENTED. WRAPAROUND DECK. **\$299,900**

FOR SALE - (ZC2208) 655 E. SCHUYLKILL ROAD-CHESTER COUNTY - CAR WASH FEATURING 5 SELF SERVE BAYS AND 1 AUTOMATIC BAY. LOC. ON HEAVILY TRAVELED STREET. EXCELLENT CONDITION. WELL MAINTAINED. CALL FOR DETAILS. **\$695,000**

FOR SALE - (ZC2209) 2307 & 2411 E. HIGH STREET, POTTSTOWN - GREAT INVESTMENT PROPERTY SITUATED IN THE LIMITED COMMERCIAL ZONED AREA OF LOWER POTTSGROVE TWP. 2 PARCELS BEING SOLD TOGETHER. 2BR SINGLE FAMILY HOUSE, 3 UNIT BUILDING & 3 CAR DETACHED GARAGE. WELL MAINTAINED, EXCELLENT RENTAL HISTORY. OWNERS ARE APPEALING CURRENT TAXES. **\$209,900**

FOR SALE - (ZC2210) 453 N. EVANS STREET, POTTSTOWN - BRICK 2 UNIT SINGLE HOME. EACH UNIT HAS LR, DR, KITCHEN, 2BR & FULL BATH. \$650 MONTHLY RENT, COLLECTED ON EACH UNIT. CALL FOR SHOWINGS. **\$75,900**

FOR SALE - (ZC2211) 342 SOUTH STREET, POTTSTOWN - INVESTMENT PROPERTY CONTAINING 2 BUILDINGS. FIRST BUILDING CONSISTING OF 3 APARTMENTS. UNIT 1 HAS 3BR; UNIT 2 HAS 2BR; UNIT 3 IS AN EFFICIENCY, USED BY LANDLORD. SECOND BUILDING CONSISTING OF 2BR APARTMENT, STORE FRONT AND 3 GARAGES GENERATING INCOME. GARAGES RENT FOR 75/125/75 PER MONTH. TENANTS PAY THEIR OWN HEAT, ELEC AND TRASH. RENTS ARE BELOW CURRENT MARKET VALUE AND COULD BE RAISED. **\$139,900**

FOR SALE - (ZC2212) 521-523 MUHLBERG ST., MUHLBERG TOWNSHIP, BERKS COUNTY - 3000SF BUILDING CURRENTLY AN OPERATING SIGN BUSINESS. LISTING INCLUDES A SEPARATE HOUSE WITH A LONG TERM TENANT. PERFECT OPPORTUNITY TO LIVE IN HOUSE AND HAVE YOUR BUSINESS NEXT DOOR...OR...KEEP THE TENANT AND COLLECT EXTRA INCOME FROM THE RENT. BUSINESS, ALL EQUIPMENT AND VEHICLES MAY BE PURCHASED WITH A SEPARATE AGREEMENT. **\$249,900**

SOLD - (ZC2159) BERKS COUNTY 9.78 ACRES

SOLD - (ZC2198) 1003 N. CHARLOTTE STREET, POTTSTOWN

SOLD - (ZC2152) 320 N. CHARLOTTE ST., POTTSTOWN

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

SOLD - (ZC2186) 958 E. HIGH ST., POTTSTOWN



Listings For LEASE

LEASED - (ZC1116) Mandalawny Road, Boyertown-

LEASED - (ZC1145) 1950 Weissstown Road, Boyertown-

LEASED - (ZC1138) 258 High Street, Pottstown-

LEASED - (ZC1137) 1071 Route 100, Bechtelsville-

LEASED - (ZC1122) 198 Moser Road, Pottstown-

LEASED - (ZC1141) 56 S. Adams Street, Pottstown-

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

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

(ZC1033) North Keim Street, North End, Pottstown - 1,350SF retail/office space. plenty of offstreet parking. \$8-10/SF

(ZC1070) 100 Parker Road, Pottstown - Professional office building situated in the immediate vicinity of PMMC. Handicapped accessible, elevator, ample parking and various size suites from 200-1,000SF. 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.

(ZC1089) 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. & 1/2 water invoice.

(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. \$12/SF + Utilities.

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

(ZC1143) 2007 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, Parkersford - Office/retail space situated along busy Route 724. 585SF former financial services office with offstreet parking. Available immediately. Signage on Route 724. Call for details.

(ZC1146) 32 Wells Road, Suite #4, Parkersford - Office/retail space situated along busy Route 724. 600SF with offstreet parking. **available immediately.** Signage on Route 724. Call for details. \$850/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 NNN

(ZC1151) 434 Main St, Pottersford - 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 + electric, heat (gas FHW) and central air.

(ZC1153) 2317 Pottstown Pike, Pottstown - (The Shoppes @ Pottstown) - Presently there are 2 units available. The Historic House consisting of 1800SF and Unit #5 consisting of 1800SF. All tenants shall pay a cam charge of approximately \$2.82/SF based on present expenses. \$16/SF. All leases shall be a triple net lease.

**CALL 610.323.6253 TO PLACE YOUR
AD IN BUSINESS MARKETPLACE**

ACCOUNTING / BOOKKEEPING

Bookkeeping Services, LLC

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



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

610-323-3230 • 610-323-3532 (Fax)

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

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

Has your accountant given
you ideas to cut your taxes?

We help our clients build wealth
and keep more of what they earn.

Give us a call and see
what we can do for your business.

YOUR SUCCESS IS OUR BUSINESS

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

1258 Penn Ave., Wyomissing PA 19610
610-375-6330 • www.cmscpa.com



A. MAZZO

ACCOUNTING SERVICES

www.amazzoaccounting.com

901 Fern Avenue, Kenhorst, PA 19607

Phone: 610-775-9216 Fax: 610-927-5051

Email: amazzoaccounting@comcast.net



Anthony M. Mazzo
Owner

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

EP Caine & Associates CPA, LLC

EDWARD P. CAINE, CPA, CFF, CITP, CGMA

ecaine@cainecpa.com

C: (610) 212-8978

O: (610) 525-2933

F: (888) 662-2933

www.cainecpa.com

Offices in Limerick,
Bryn Mawr & NJ



The Firm Offers:

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

ACCOUNTING / BOOKKEEPING



Karlene's Consulting

Karlene A. Novotny
Professional Accountant/Owner

Specializing in Tax Preparation, Accounting
and Bookkeeping Services

560 Baptist Church Road, Spring City, PA 19475

610-745-2350

k_consulting@comcast.net

PLUMBING / HVAC

A. JACKSON ECKER, INC.

PLUMBING-HEATING-COOLING



144 KING ST., POTTSTOWN, PA 19464

(610) 326-5011

Serving the area for Four Generations Since 1925!

www.ajacksonecker.com

AUTOMOTIVE / SERVICE

ALBITZ GARAGE, INC.

610-326-1438

www.albitz.com

2827 E. High St., Pottstown, PA 19464

Fleet/Commercial Accounts Welcome!

All major credit cards accepted

Red Kieffer's Auto Repairs, Inc.



*Specializing in
Mercedes-Benz since 1961!*

1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com

GRAPHICS / SIGNS / BANNERS

Raise Your Business Visibility

FAST SIGNS®

More than fast. More than signs.®



180 Shoemaker Rd., Pottstown, PA 19464
o: 484-624-4874 | e: 566@fastsigns.com | w: fastsigns.com/566

Visit our Storefront!

GRABER Lettering INC. SIGN CO.

TRUCK LETTERING • DIGITAL GRAPHICS
SIGNS & BANNERS • MOTORSPORTS

Screen printing & embroidery
TEES • CAPS • SWEATS
FLEECE • STAFF SHIRTS
POLOS • JACKETS

Serving The Tri-County Area Since 1992
www.graberletterin.com • 610.369.1112
58 Schoolhouse Rd. Boyertown, PA 19512

CATERING

JAVELIN CATERERS

Planning your next event?

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

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

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

ph- 610-323-9495
fax- 610-323-8098
everything tastes better outdoors

BAUSE Catered Events

Quality, Value & Peace of Mind

610.327.4555
www.bausecatering.com

Corporate Events
Picnics
Holiday Parties



Amy Bause-Santa and Erin Bause
PROPRIETORS

Bause Catered Events, Inc. has provided delicious, creative cuisine using local ingredients with great service for 25 years!

DANCE INSTRUCTION

FEET FIRST DANCE



DANCE MEDLEY
for 7-12 year olds 8/23 - 8/27

"FROZEN" CAMP
for 5-7 year olds 7/14 - 7/18

SUPERHERO CAMP
for 3-5 year olds 7/21, 22, 24

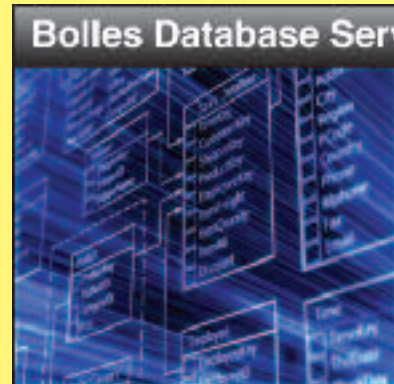
Adult & Teen Summer Classes:
Tap, Hip-Hop, Ballet, Jazz

WWW.FEETFIRSTDANCE.COM
610-933-2688

710 Wheatland St., Phoenixville

DATABASE SERVICES

Bolles Database Services



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

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

Gilbertsville, PA
484.363.1903
www.bollesdata.com

DECORATING / INTERIORS

DECORATING DEN INTERIORS



DISTINCTIVE STYLING FOR EXTRAORDINARY SPACES

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

We bring value added solutions to your commercial project. Our goal is to provide the perfect interior solution that reflects the spirit of success your business has achieved.

Office | Retirement | Hospitality | Healthcare | Country Club

ENGINEERING SERVICES

"Catering To Your Engineering Needs"

Boyer Engineering LLC

Civil Engineering Services

Brian D. Boyer, PE, President

610-689-8021
Fax 610-689-4538
email: bboyer@boyerengineering.net

boyerengineering.net

1860 Weavertown Road, Suite 100
Douglassville, PA 19518-8908



ENTERTAINMENT / RECREATION

Classes & Private Lessons!



STEEL RIVER
PLAYHOUSE
THE MUSIC MAN
June 5-22
Thursdays at 7:30/Fridays/Saturdays at 8:
Sunday at 3 • Tickets \$15-27

ANNUAL GALA
FRIDAY JUNE 6, 2014
Reception 6-7:30 PM;
Performance of
'The Music Man,' 8:00 PM



**Summer
Camp
2014!**

Classes from
2 sessions
July 7 - August 4
New! Swimming, Canoe, Kayak and
Boat Fishing, Tennis, Tennis and
Basketball, Archery, Horseback Riding
and more! www.steelriverplayhouse.org

245 E. High Street, Pottstown, PA www.steelriver.org (610) 970-1199

EVENT PLANNING

10 Ways To Save On Event Costs

#5 EXPLORE June OPTIONS

ALL

**The Party Redux
Showcase**

A friend of
Jeffery Jackson
Enterprises Inc.
205 East High Street,
Pottstown, PA 19464
484-949-4160

We Love the SUTTER!
in Special Events!

15% off in stock rentals!

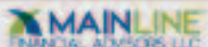
FINANCIAL SERVICES



Are you & your employees
Financially Fit?

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

www.mfpa.com/planning

800.226.6532 

U FINANCIAL GROUP
FINANCIAL PLANNING • INSURANCE • INVESTMENTS • SINCE 1890

747 Constitution Drive
Suite 110
Exton, PA 19341
DIRECT: 484-348-6270
FAX: 610-458-7907
CELL: 570-294-1803
jbarger@financialguida.com
www.uFinancialGroup.com

Jessica J. Burger is a
registered representative
of and offers securities,
investment advisory and
financial planning services
through MMF Investors
Services, LLC, Member SIPC
5001 Louise Drive, Suite 300
Mechanicsburg, PA 17055
717-791-3300



Jessica J. Burger
Financial Advisor

FLOORING

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

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

CARPET & TILE MART
FLOORING SUPERCENTERS

READING 610-921-2037

EXTON 610-363-5017

MONTGOMERYVILLE 215-631-1441

www.CARPETMARTCOMMERCIAL.com

HEALTH COACH/CONSULTING



Donna Manley
Certified Health Coach

DISCOVER

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

Contact me at:
(610) 326-1413
www.DManley.TSFL.com



INSURANCE SERVICES

EVANS, HAUSEMAN & RICHARD, INC.

Working with Business Clients for Over 75 years

"ONE SOURCE FOR INOVATIVE SOLUTIONS"

General Liability, Property, Workers Comp, Employee Benefits

343 E. HIGH ST, POTTSTOWN, PA 19464

(610) 323-2201

WWW.POTTSTOWNINSURANCE.COM



FARMERS
INSURANCE

AUTO

HOME

LIFE

BUSINESS



Scott Jensen
Insurance & Registered Financial Services Agent

610-386-1936 (Office)
610-386-2281 (Fax)
410-739-0814 (Cell)
bjensen@farmersagent.com
1000 Continental Dr Ste 500
King Of Prussia, PA 19406

BUSINESS MARKETPLACE

INSURANCE SERVICES

Being there is why I'm here.



Total average savings of \$763*
Let me show you how combining home and auto policies can add up to big savings.
Like a good neighbor, State Farm is there.
CALL 610.929.4919

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



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

VLAHOS | DUNN | INSURANCE

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

We Can Meet All of Your Commercial Insurance Needs
Specializing in Hard-To-Insure Professions

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



INTERIOR DESIGN/ORGANIZING

DAY

Interior Design
Professional Organizing
Home Staging
Color Consultation
Feng Shui



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



LAWN & GARDEN SUPPLIES

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

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 3
Garden Center (610-469-6688) open every day including Sunday

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



LIMOUSINE SERVICE

MICHAEL'S
Classic Limousine



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

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

"Friendly People ... Friendly Service"
610.929.4919

We Accept Visa, Mastercard, American Express, Discover
Route 61, Reading • www.michaelsclassiclimo.com

WANISH LIMOUSINE

Pottstown 610.326.1226
Reading 610.372.6363

"Family Owned & Operated Since 1984"



ASK ABOUT OUR NEW 14 PASSENGER LUXURY LIMO BUS!

- All Airports
- Corporate
- Weddings
- Bachelorette Parties
- Sporting Events
- Concerts
- Casinos
- Proms
- Anniversaries
- All Social Occasions

WWW.WANISHLIMO.COM

PUC# A-00106710 • ICC# MC-18492

MANUFACTURING

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

M-LINE
SEALS • GASKETS • PUMPS

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

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

NAIL SALON

Tre NAILBAR



Follow us on Facebook

610-792-3572

LakeView Shopping Center
949 S. Township Line Road
Royersford, PA 19465

www.trenailbars.com

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

Looking for part-time receptionist and store manager assistant.

REAL ESTATE / FOR SALE/LEASE

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



Keller Williams Realty Group
542 N. Lewis Rd., Limerick, PA 19462 | 610-793-5990
2740 Ridge Pike, Lower Providence, PA 19402 | 610-631-5099
www.kwrealttygroup.com
Ellen Campbell - Team Leader | Cory Rupe - Business Team Leader
ecampbell@kw.com coryrupe@kw.com




Breen Campbell Cory Rupe
Sponsored by
kw
Keller Williams
www.careeratkw.com

Each Keller Williams Office is Independently Owned and Operated

REAL ESTATE / FOR SALE/LEASE

COMMERCIAL - INDUSTRIAL - RETAIL

"I can help!"
100% of Commercial Properties...
www.JimAdamsNow.com



Jim Adams
Broker in Commercial Real Estate
+760 963-1234 (ext. 00)
Mobile: 610-678-9065
Adams@JimAdamsNow.com

RE/MAX of Reading
610.670.2770 x 3157
1290 Brooklawn Road, Wyomissing, PA 19610

Jim is ranked
#1 of ALL
Commercial
RE/MAX agents
in Pennsylvania
for 2013!



Debby Singleton
*Residential & Commercial
Real Estate Sales & Rentals*

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

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

SALON

A More Defined, More Beautiful You

PLATINUM

379 Hair Salon & Skin Spa

379 West Main Street
Trappe, PA 19426

610-489-4521
www.platinum379.com

**FIRST TIME
GUEST PASS**
**\$20 OFF 1st Service
of \$50 or more**
Bring this ad to your
first visit at PLATINUM!

*Cannot be combined with any
other offers. Coupon only valid
for Ages 18+. Valid towards
your first time haircut and/or
color service at Platinum.
Must be NEW to Platinum.

TAX PREPARATION SERVICES



Give your business the Advantage!

Advantage Tax Prep & Services
105 E High St., Pottstown, PA 19464

(610) 326-1372
speters.advantage@gmail.com

- Tax Services
- Bookkeeping services
- Payroll processing
- Assistance with business incorporation or LLC formation
- Quickbooks ProAdvisor: Need help with Quickbooks? Call us!

TRAVEL SERVICES



*Your happily ever
after begins here.*

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

SPRINGER REALTY GROUP 156 W. Ridge Pike
Limerick PA
484-498-4000

For Lease

- 1831 Swamp Pike, Gilbertsville PA one block west of Wawa & CVS
- Over 8000 Sq Ft still available
- Loads of Parking and Elevator
- Super Convenient location




Debby Singleton
610-496-9094
PA License: RS-199510-L

**Lease Rate
Recently Reduced**

7036 Snowdrift Road
Iron Run Industrial Park
Fogelsville/Allentown, PA.
17,094 sq. ft. unit, 21' ceiling height,
1,200 amp electric service,
fully air conditioned space,
deep truck court,
compressed air lines,
& some I-78 visibility.



Contact: Amy Hawley
610.398.4000
Hawley Realty, Inc.
www.hawleyrealty.com

**CALL 610.323.6253 TO PLACE YOUR
AD IN BUSINESS MARKETPLACE**

GUARDIANSHIP OF AN INCAPACITATED PERSON



LEGAL PERSPECTIVES

By Thomas A. Fosnocht, Jr.; Wolf, Baldwin & Associates, PC

Many people experience having to be responsible for family members, or perhaps close friends, who have become completely or partially unable to care for themselves or to manage their finances, due to some sort of physical or mental impairment.

In Pennsylvania, such a person is referred to as an "incapacitated person." The legal definition of an incapacitated person is "an adult whose ability to receive and evaluate information effectively and communicate decisions in any way is impaired to such a significant extent that he [or she] is partially or totally unable to manage his [or her] financial resources or to meet essential requirements for his [or her] physical health and safety."

If a person is incapacitated, a Judge from the Orphans' Court (a division of the County Court of Common Pleas) may, upon request by petition of any interested person or institution, and upon receipt of clear and convincing evidence at a hearing in court, appoint a guardian for the incapacitated person. There are two basic types of guardianship. One is a guardian of the estate and the other is a guardian of the person. A guardian of the estate is responsible for the incapacitated person's finances. A guardian of the person is responsible for the incapacitated person's health and well-being. The court may make a guardian's powers either "limited" or "plenary." Plenary power is the right and duty to make decisions about any and all aspects of the incapacitated person's estate or person, or both, depending on what the individual requires. The Orphans' Court may, when

appropriate, allow a guardian only certain specific, or "limited," powers. For example, a limited guardian of the estate might be given the power to manage regular bank accounts and pay bills, but not to manage investment accounts. A limited guardian of the person might be given powers to manage the personal affairs and day-to-day life of an incapacitated person, but not to make healthcare decisions.

By law, the Orphans' Court is required to prefer limited guardianships over plenary guardianships whenever possible. However, there are obviously many instances where severe or complete incapacity, total mental incompetence, or significant physical disability dictate the need for a plenary guardianship.

No guardian possesses the following powers, unless they are specifically and expressly authorized by the court:

- to consent to an abortion, sterilization, psychosurgery, electroconvulsive therapy or removal of a healthy body organ;
- to prohibit marriage or consent to divorce; or
- to consent to any experimental biomedical or behavioral medical procedure or be part of any biomedical or behavioral experiment.

(See "Legal Perspectives" on page 25)

Certified Public Accountants & Business Consultants

1250

Audit & Accounting Tax Services Business Consulting

Discovering Opportunity ...
Driving Growth ...
Delivering Stability ...

Maillie
Expertise Beyond The Numbers

INSIDE 2013 TOP 200 FIRMS

Maillie LLP is a Top-25 regional accounting firm as ranked by the Philadelphia Business Journal and one of the Top-200 firms in America as identified by Inside Public Accounting

Mont Clare 610.935.1420 West Chester 610.696.4353 Pottstown 610.323.1300

© 2014 Maillie LLP www.maillie.com

WOLF BALDWIN
Attorneys-At-Law

Serving Pottstown Area Businesses for over 40 YEARS

Taking care of your business.

- Corporations & LLCs
- Partnerships
- Buy-Sell & Asset Purchase Agreements
- Non-Compete & Restrictive Covenants
- Contracts
- Business Succession Planning
- Personnel Issues
- Real Estate & Zoning

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

West Chester 610-436-8300
17 Wilmont Mews, Suite 406
West Chester, PA 19380

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

www.wolfbaldwin.com

YWCA TRI-COUNTY AREA
Customer Service Training
EMPLOYERS & EMPLOYEES

Employers, do your employees need Customer Service Skills Training?
Employees, do you need to upgrade your Workplace Skills?
YWCA Tri-County Area has an answer for you
FREE CLASSES!!!

When: Tuesday, April 29 through Wednesday, June 4
Days: Every Tuesday and Wednesday
Time: 6 PM to 8 PM
Where: YWCA Adult Literacy Center
Location: 1830 East High Street, (Lower Level) Pottstown, PA
Phone: (610) 326-7823

NEW RETAIL DEVELOPMENT PROJECT

400 Westside

Route 23 and Rapps Dam Road in Phoenixville, PA



KEY FACTS

- Busy signalized intersection to be realigned and improved.
- On Going-To-Work side of Route 23
- Ideal for restaurants seeking attractive outdoor seating area
- Significant new residential growth market

DEMOGRAPHICS - 2013

(Population/Avg. HH Income)

1 Mile- 6,186 / \$99,953
3 Mile- 44,092 / \$95,468
5 Mile- 78,052 / \$109,706
Traffic count: > 20,000/day

For more information: Visit www.longviewlp.com

Jane McGill (610) 902-3041 jmcgill@longviewlp.com

Margaret Lynch (610) 902-3049 mlynch@longviewlp.com



Two Root Causes for Business Failure: Arrogance and Authoritarianism

"By my count, more business leaders have failed and derailed because of arrogance than any other character flaw." – HARVEY MACKAY



LEADERSHIP AND SUCCESS

By Kenneth D. Richardson PhD, CEO, Redwood Enterprises

We're imbedded in a popular culture that cherishes self-esteem, and a prevailing belief is that thinking highly of oneself is the first step on the road to success. This view is oversimplified and ignores the problems associated with inflated egos in business and life. Humility, coupled with a focus on mission and strategy are much more useful in business than focusing on the issues of identity and self worth.

In an article entitled "The Costly Pursuit of Self Esteem," psychologists Jennifer Crocker and Lora Park reviewed the accumulated research literature related to the subject and found that it painted a disturbing picture. They report that programs aimed at elevating self esteem have created all kinds of unintended effects, many of which none of us want.

Among these are arrogance, a sense of entitlement, bullying, high degrees of ego defense, and an inability to take even constructive criticism. Poorly thought out psychological interventions have a long history of creating Frankenstein-like monsters, and the self-esteem movement continues that sad saga. Crocker and Park report that such results should not be surprising, if one stops and think logically for a time. Apparently fewer people are doing that than might.

"The Emperor's New Clothes"

One of my favorite leadership stories is Hans Christian Anderson's "The Emperor's New Clothes." Most of us know the story. It depicts a monarch so blinded by his own arrogance and sense of self importance that while he thought he was displaying his pomp and majesty before others, he was actually making a foolish spectacle of himself.

Business analysts frequently make reference to this story when discussing organizations that are being grossly mismanaged by leaders that are seemingly out of touch with reality. "Someone has to tell the

emperor that he isn't wearing any clothes" is an oft repeated phrase in reference to the leaders of troubled businesses.

Authoritarianism:

A close relative of arrogance

Arrogance and authoritarianism go hand in hand. Arrogance is an inflated sense of self-importance. Authoritarianism is defined in terms of obsessions with power and rigidity in thought. Highly authoritarian individuals rarely change their thinking regardless of evidence that demonstrates that they're wrong.

Research on authoritarianism proliferated after WWII in response to Hitler's radical takeover of Germany (for obvious reasons), and much is known about the mindset. When highly authoritarian individuals succeed in business, it's usually in spite of themselves. As is so often said, even a blind squirrel can find an occasional nut.

In favorable economic environments, they may thrive, but they don't adapt well to changing conditions. And in our age of complexity and rapid change, they're dropping like flies.

America's economic challenges

Some years back, PBS aired a four-part documentary called "Challenge to America," which dealt with the declines of corporate giants such as GM, IBM, and U.S. Steel, which were once the backbone of our economy. What I found intriguing

(See "Leadership and Success" on page 26)

A TRUSTED SIGN SECURE YOUR HOME & BUSINESS



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



KRIEBEL
SECURITY
INC.

ADVANCED TECHNOLOGY. GREAT SERVICE.
BEST PRICES. LOCAL PROFESSIONALS.

CALL DAVE CZARNECKI
FOR THE LOWEST MONITORING RATES IN TOWN.

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

DE 11-145 | PA 003136 | NJ 34BF00033500

our business is supporting your business

- **Absolutely FREE Business Checking***
- **Local Lenders, Local Decisions**
- **Dedicated Banker to Serve All Your Needs**
- **Open 7 Days, Early & Late**

REPUBLIC BANK

myrepublicbank.com • 888.875.2265

Locally Headquartered

Pennsylvania: Abington • Ardmore • Center City • Mayfair
Media • Plymouth Meeting • Torresdale
New Jersey: Cherry Hill • Haddonfield • Voorhees



*Up to 600 checks/deposited items monthly for this account

LEGAL PERSPECTIVES

(Continued from page 23)

Not even the court can grant the following powers to any guardian:

- to admit the individual to an inpatient psychiatric facility or to any State center for the mentally retarded; or
- to consent to the relinquishment of the individual's parental rights.

In determining whether appointment of a guardian is needed and, if so, what kind of guardian and what kind of powers would be appropriate, the Orphans' Court typically requires testimony from a treating physician, psychiatrist or psychologist to establish the nature and extent of an individual's incapacities. Typically, the physician or other medical professional is not required to be present in court. Rather, such testimony is usually accepted in the form of written answers to written questions about the incapacitated person, which is signed by the individual providing the answers. In addition, it is desirable to present testimony from family members, friends and others who have personal knowledge of the incapacitated person's situation.

After receiving all of the evidence and testimony, the Orphans' Court is required to determine the following:

- The nature of the particular condition or disability which impairs the individual's capacity to make and communicate decisions;
- the actual extent of the individual's capacity to make and communicate decisions;
- whether guardianship services are needed at all, in light of special circumstances including the availability of family, friends or other supports to assist the individual, and whether there already exists such documents as a sufficient durable power of attorney, advanced directive for healthcare, living will or useful trusts; and
- an appropriate duration for any guardianship.

The Orphans' Court is permitted to appoint a guardian only when it finds that

a guardianship is the least restrictive alternative available to meet the needs of the incapacitated person.

While the Orphans' Court is always available, it should be emphasized that, in many, many cases, preparation of proper estate planning documents, before the incapacitated person actually becomes incapacitated, can allow caregivers to exercise most necessary authority without the need for a guardian to be appointed. These documents include durable powers of attorney, advanced directives for healthcare and living wills. Proper planning hopefully makes it unnecessary to petition the Orphans' Court for guardianship, doing away with the time, expense and potential aggravation that goes along with such proceedings.

Notwithstanding prior preparation however, there is always the possibility that an existing power of attorney or other advance directive is poorly drafted or doesn't clearly authorize a particular power necessary to help the incapacitated person. It is also possible that the agent under the power of attorney is unable or unwilling to act, or is acting to the detriment of the incapacitated person. In either of these situations, it may still be necessary to obtain the appointment of a guardian. This is because a guardian can be granted the powers necessary to properly assist the incapacitated person. The Court or the guardian would also have the power to revoke any prior power of attorney.

If you have not prepared your own estate planning documents, or if you know of someone else who would be well advised to do so, or if you have any question about your existing documents, you should seek the advice and counsel of a competent estate planning attorney. ■

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

Welcome to Your New Smile!

TRANSCEND DENTAL

Everyone deserves a healthy and brilliant smile, and the caring professionals at transcend are committed to making that happen!

- General Dentistry
- Cosmetic Dentistry
- Teeth Whitening
- Root Canal & Extractions
- Braces: Children & Adults
- Oral Cancer Exams
- Dental Implants
- Sedation Dentistry

Limerick Square Shopping Center
70 Buckwalter Road, Suite 309
Royersford, Pennsylvania 19468

484.369.8625

www.transcendyoursmile.com



REFERENCES AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

25+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

- Owner Supervised Staff
- No Job Too Small or Large
- Affordable Rates/Great Value
- Floor Waxing & Refinishing
- Carpet Cleaning - Upholstery Cleaning
- Weekly-Monthly-Yearly-Contracts

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com

FREE Estimate

Commercial
Residential



Family Owned & Operated Local Business



'No Pest Zone' BUSINESS or HOME:

- ✓ FREE Emergency Response
- ✓ 3 Services Per Year
- ✓ Reduced Toxicity Products
- ✓ Inspection & Treatment on first service



Eliminating Pests is Our Patriotic Duty!





Pest Control Services:

- ✓ Spiders/Ants
- ✓ Stinkbugs
- ✓ Cockroaches
- ✓ Millipede/Centipedes
- ✓ Silverfish
- ✓ Clothes Moths
- ✓ Bedbugs

- ✓ Mice/Rats
- ✓ Ground Beetles
- ✓ Bees Nests
- ✓ Wasps/Hornets
- ✓ Earwigs
- ✓ Termites
- ✓ Food Infesting Insects

Wildlife Removal Services

*Noses in your attic, chimney or walls?
See burrowing pests in your yard?*

We practice the most efficient, humane, & environmentally friendly ways to remove and prevent animals & birds from invading your space.

www.PatriotPestSolutions.net

610-489-5136

PATRIOT PEST SOLUTIONS LLC

Serving with Integrity and Dependability



www.BandSSStorage.com



Two Locations

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

Douglassville

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

Pottstown

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

LEADERSHIP AND SUCCESS

(Continued from page 24)

in the series was how often "arrogance and rigidity" were cited as root causes for corporate decline. While watching it, I counted a dozen and a half references to that duo before I lost track.

Like Hans Christian Anderson's emperor, the top executives of those companies held views of themselves and their companies that were unrealistically positive. They failed to heed warning signs such as declining market share and the rise of foreign competition, which were occurring before their very eyes.

When junior executives expressed concerns, they were chastised as being naysayers and pessimists. If they persisted in expressing their concerns, it could cost them promotions or even their jobs. Arrogance and authoritarianism do not take kindly to challenges, no matter how well informed or well intended those challenges may be.

A classic study in leadership

A now classic study conducted some years back illustrated the dangers associated with authoritarian (also called autocratic) leadership as opposed to more democratic and compassionate approaches.

This study compared the productivity of work groups supervised in accord with one of three styles of leadership: (1) "autocratic" (a leader who unilaterally issued orders and commands without asking for input from subordinates); (2) "democratic" (a leader who guided the group, but welcomed input and suggestions from subordinates); and (3) "laissez-faire" (a leader who outlined the task, but provided no real guidance regarding how the work is to be done).

The results indicated that when the leader was present, both the autocratic and the democratic leadership styles yielded comparable levels of productivity, both of which were significantly higher than those

of the groups exposed to the laissez-faire (nondirective) style. No surprise there.

The truth about the authoritarian (autocratic) leadership style came out, however, when the leader was removed and the group was to carry on the work without him. Those had been exposed to the democratic leader maintained their high level of productivity—not so in the case of autocratic leadership.

The productivity of work groups exposed to the autocratic leader collapsed when the leader was absent. In addition, there was a substantial amount of disharmony and quarreling among group members. The autocratic leader produced subordinates who were clearly less committed to the task than those who had been exposed to the democratic leader.

The emergence of "servant leadership"

In a world deluged by models of leadership, a recent trend makes sense in light of what we know from history, psychological research, and common sense.

(See "Leadership and Success" on page 28)

funded

Our new line of credit can make it happen.

At National Penn, we do all we can every day to keep our small business customers happy. Get approved once and enjoy five years of availability without annual renewal paperwork or annual renewal fees. Learn more at myNationalPenn.com.

It's not revolutionary. It's the way lending should be.



1.800.822.3321
www.nationalpenn.com

B&S STORAGE / BUDGET TRUCK RENTAL: YOUR STORAGE SOLUTION FOR MORE THAN 21 YEARS

B&S Storage/Budget Truck Rental has been the tri-county's storage solution for more than 21 years.

They have two convenient locations — one at 175 S. Pleasantview Road, off Route 422 behind Sanatoga Village Center and K-Mart, and the other at 604 Benjamin Franklin Highway (Route 422) in Douglassville. B&S Storage is your storage solution for home or business and is locally owned and operated.

Both facilities are well lit and fenced. The sizes range from 5x5 foot units through 10x30 foot units. It's a monthly rental, and you use your own lock. These sizes can accommodate all homeowners and businesses' storage needs.

B&S Storage also offers outside storage for RV's and boats. B&S Storage customers have access to their units and outside storage seven days a week from 7am to 7pm, with the use of their personal code to open the electronic gate.

The main office is located in Sanatoga, behind Sanatoga Village Center and K-Mart. The office hours are 8:30am to 5pm Monday through Friday.

B&S Storage is also a Budget truck rental facility. All of your truck rental needs can be met there, whether it's a local move, or one-way to another state. They handle a variety of sizes, and also sell moving supplies, boxes, bubbles, etc.

They now accept all major credit cards for your convenience.

Their friendly professional staff helps you every step of the way. Whether it's picking the right size storage unit for your needs, or helping you choose the right size truck for your move, locally or cross country.

So please call them at their two locations: 610-970-9902 in Sanatoga, or 610.385.7200 in Douglassville and visit bandsstorage.com. 🗑

OFFICE TECHNOLOGIES

Do you know how much you're spending on your office printers and copiers?

Office Technologies provides:

- Your true cost of printing
- Low cost solutions
- Toner and supplies
- Computer repairs
- Service most major brands **OKI** 

Call today for your free analysis!

P 610-326-4700 TF 1-888-527-3717 F 610-326-4703

Greg@MyOfficeTechnologies.com



515 Farmington Avenue, Pottstown, PA 19464



MyOfficeTechnologies.com




KING OF PRUSSIA
A SIMON MALL

NEIMAN MARCUS UNIQLO HELZBERG DIAMONDS OAKLEY
UGG AUSTRALIA TED BAKER SAINT LAURENT

To schedule complimentary personal shopping services, please text AD101199 to 74666

SIMON.COM

LEADERSHIP AND SUCCESS

(Continued from page 26)

Dubbed "servant leadership," it involves the leadership role as one of service rather than the mere exercise of power.

The whole servant leadership concept has emerged as a result of the business failures wrought by arrogance and authoritarianism, and it is gaining popularity in a number of sectors of the business world.

Actually, it's Bible based. Jesus Christ exemplified it in regard to His band of disciples, whom he led, served, and sacrificed himself for. Arrogant and authoritarian leaders are not in the business of subordinating their own interests to those who follow them, and they ultimately pay a price in terms of reduced margins and lower levels of commitment from their workers.

A living example of servant leadership

I have an acquaintance who is the CEO of a very successful manufacturing firm in my area who exemplifies the concept of servant leadership. Her success in guiding her firm to prosperity stems from a philosophy that she articulates in a single sentence: "I put my 40 employees first".

She sees her role as a facilitator rather than as a boss, and her task is to make it as

easy as possible for her employees to do their jobs. It's a lot more complicated than I've made it sound. It involves a whole array of sub tasks and considerations that combine knowhow, logic, and compassion. And it works.

It starts with getting the right people and then equipping them with whatever tools or skills that it takes to enable them to contribute to the highest levels that their competencies allow them. This means knowing and being able to do every job in her operation as she would like to see each done by her employees. It also means having a good understanding of the individuals she employs.

Commitment to mission and strategy

The evidence is clear that people are much more moved by what they see than what they're told (or told to do). The CEO I mentioned above has a very clear business strategy and mission. She subordinates herself to it and her employees are keenly aware of that fact and respond in turn.

(See "Leadership and Success" on page 30)

A PROVEN LEADER. in patient outcomes



Look at the Evidence
96.0%
of patients achieving community discharge goals

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

Focus on success!

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

www.hcr-manorcare.com

ManorCare Health Services —
King of Prussia
610.337.1775

ManorCare 
Health Services



Andrew J. Monastra, P.C.

Attention Realtors

*Do you have a legal issue
preventing or delaying a closing?*

*Need assistance drafting
contract addendums?*



MONASTRA LAW

MONASTRALAW.COM

20 year's experience providing expeditious, innovative solutions
to help you get to the closing table sooner.

Your Real Estate Guide

484-941-0912

andrew@monastralaw.com

740 East High Street • Pottstown, PA 19464

Attention: Fleet Managers!



As of May 21, 2014, all commercial drivers must have their medical examinations performed by a registered commercial driver medical examiner (CDME) listed on the Federal Motor Carrier Safety Administration (FMCSA) National Registry.

Reading Hospital Occupational Health Services can provide these commercial driver medical examinations for your commercial drivers. Occupational Health physicians are certified with the FMCSA national registry as CDMEs. We have two locations to offer these commercial driver exams: the Doctors Office Building in West Reading at the main hospital and in Muhlenberg Township. Parking is **FREE** at both locations. The Muhlenberg Township location has parking for oversized vehicles.

For more information, contact Beth Roussel, Program Director, at 484-628-8247 or Beth.Roussel@readinghealth.org.



READING HOSPITAL
READING HEALTH SYSTEM

Advancing Health. Transforming Lives.

readinghealth.org | 484-628-HELP (4357) | [/readinghospital](https://www.facebook.com/readinghospital)

BUSINESS PROFILE

BOYER ENGINEERING LLC

Boyer Engineering LLC, located at 1860 Weavertown Road, Douglassville, PA 19518, provides civil engineering services in eastern Pennsylvania. Brian D. Boyer, P.E. founded the business in October of 2008. For over 27 years, Mr. Boyer has provided a wide variety cost effective civil engineering services that cater to your specific project needs. At Boyer Engineering, our creative approach and unique solutions have saved clients significant costs and shortened their project timeline. We strive to help the client understand all of the components of their project including the timing, the necessary steps and potential hurdles that may occur.

Our primary services include completing FEMA flood certifications; drainage, BMP and erosion control designs; water and wastewater system design and permitting; municipal engineering; subdivision and land development plan preparation and permitting; project management; construction phase services and expert testimony.

Recently, Boyer Engineering has completed various projects in Berks, Montgomery and Monroe Counties. A

few of the more notable projects include the building addition to the Keystone Villa at Douglassville complex, the 40,000 sq. ft. manufacturing and warehousing building constructed by American Crane and Equipment Corporation in Amity Township, the Greenfields Fire Company Social Hall addition and parking expansion in Bern Township, the Sanctuary Counseling office in Amity Township, parking facility designs for Venezia Trucking in Limerick and Mt. Pocono, parking and zoning assistance for BlackJax Restaurant and Tri-County Chiropractic in Amity Township, and a pole barn for Advanced Fiber Technologies in Douglass Township, Berks County. We have provided municipal engineering services for the Borough of Birdsboro since 2011. Boyer Engineering also provides inspection and cost review services for several financial institutions.

To view a full list of our services and to see our current projects, please visit www.boyerengineering.net or contact us at 610.689.8021 or email: bboyer@boyerengineering.net. We look forward to catering to your engineering needs. 📧



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

access control
cctv
computer networks
data back-ups/storage
direct tv
fire/ security systems
home theaters
monitoring

off-site systems
paging systems
smart house
telephone systems
virtualization
voice & data cabling
web hosting
wireless communications

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

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

ADVERTISED SERVICES DIRECTORY

ACCOUNTANTS

A. MAZZO ACCOUNTING SERVICES	18
C. MALCOLM SMITH & COMPANY, P.C.	18
EP CAINE & ASSOCIATES CPA, LLC	18
MAILLIE LLP	23

ADULT DAY CARE

BON HOMIE, LTD	52
----------------	----

AIR CONDITIONING/HEATING/PLUMBING

A. JACKSON ECKER, INC.	18
------------------------	----

ATTORNEYS

WOLF BALDWIN & ASSOC. PC	23
--------------------------	----

AUTOMOTIVE / SERVICE

ALBITZ GARAGE	18
EMBODY'S SUNOCO	9
H & F TIRE SERVICE	43
RED KIEFFER'S AUTO REPAIRS, INC.	18

BANKING / FINANCES

AMERICAN HERITAGE FEDERAL CREDIT UNION	16
DIAMOND CREDIT UNION	32
DISCOVERY FEDERAL CREDIT UNION	12
HARLEYSVILLE SAVINGS BANK	30
MERIDIAN BANK	5
NATIONAL PENN BANK	26
PENN LIBERTY BANK	8
REPUBLIC BANK	25
TOMPKINS - VIST BANK	55

BASEMENT WATERPROOFING

BASEMENT WATERPROOFING SPECIALISTS	50
------------------------------------	----

BOOKKEEPING/ACCOUNTING

BOOKKEEPING SERVICES, LLC	18
KARLENE'S CONSULTING	18

BUILDING MAINTENANCE/JANITORIAL SERVICE

DE MEDIO'S BUILDING MAINTENANCE	25
---------------------------------	----

BUSINESS & MARKETING CONSULTANT

INTERLACE COMMUNICATIONS, INC.	60
--------------------------------	----

BUSINESS CONSULTANT

OFFSITE ASSISTANTS	46
--------------------	----

BUSINESS SOLUTIONS

FRASER ADVANCED INFORMATION SYSTEMS	30
JWM DIRECT	57

CATERING

BAIRD'S CATERING	52
BAUSE CATERED EVENTS, INC.	19
JAVELIN CATERERS	19

COACHING/CONSULTING

BEST PRINCIPLED SOLUTIONS	8
DONNA MANLEY CERTIFIED HEALTH COACH	20

CONTRACTOR / WINDOWS AND DOORS

KEYSTONE WINDOW OF PENNSYLVANIA	45
---------------------------------	----

CONTRACTOR CONSULTING/MODULAR HOME

SUMMIT VIEW MODULAR	13
---------------------	----

DANCE INSTRUCTION

FEET FIRST DANCE	19
POTTSTOWN DANCE THEATRE	48

DATABASE SERVICES

BOLLES DATABASE SERVICES	19
--------------------------	----

DENTAL SERVICES

TRANSCEND DENTAL	25
------------------	----

DIGITAL PRINT/COPY CENTER

EVERYTHING PRINTING	53
---------------------	----

EDUCATION / CONTINUING EDUCATION

VALLEY FORGE CHRISTIAN COLLEGE	51
VILLANOVA UNIVERSITY	47

EDUCATION / TECHNICAL TRAINING

BERKS CAREER & TECHNOLOGY CENTER	12
BERKS TECHNICAL INSTITUTE	11

EMPLOYMENT SERVICES

ALL COUNTY EMPLOYMENT	30
-----------------------	----

ENERGY

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

ENGINEERING SERVICES

BOYER ENGINEERING, LLC	19
EARTH ENGINEERING	43
LUDGATE ENGINEERING	7

EVENT PLANNING

THE PARTY REDUX SHOWCASE	20
--------------------------	----

FINANCIAL SERVICES

MAIN LINE FINANCIAL ADVISORS	20
MESSMER FINANCIAL	57
PAUL FAIR ASSOCIATES	7, 9
U FINANCIAL GROUP	20

FLOORING

AIRBASE CARPET MART	20
CHESMONT CARPET ONE	14

HEALTH / HEALTHCARE

AFC DOCTORS EXPRESS URGENT CARE	6
KINETIC PHYSICAL THERAPY	53
MERCY SUBURBAN HOSPITAL	48
NORTH END VISION CENTER	30
PHOENIXVILLE HOSPITAL	54
POTTSTOWN MEMORIAL MEDICAL CENTER	2

HEALTH & FITNESS

YVCA TRI-COUNTY AREA	23
----------------------	----

HEALTH SERVICES / REHABILITATION

MANOR CARE HEALTH SERVICES	28
----------------------------	----

HOME HEALTH CARE

FAMILY CAREGIVERS NETWORK	10
---------------------------	----

INDEPENDENT LIVING / RETIREMENT COMMUNITIES

HEARTHSTONE AT AMITY	58
----------------------	----

INDUSTRIAL EQUIPMENT

PA INDUSTRIAL EQUIPMENT	50
-------------------------	----

INDUSTRIAL SUPPLY

CLARK INDUSTRIAL SUPPLY, INC.	46
-------------------------------	----

INFORMATION RETRIEVAL SERVICES

CUBE INFO SOLUTIONS	11
---------------------	----

(Continued on page 32)



**ALL COUNTY
EMPLOYMENT**

Providing professional, clerical, skilled & general labor
on a temp, temp to perm and direct hire basis

694 Reading Ave. (610) 373-2212
West Reading, PA 19611 AllCountyEmployment.com

TRY IT IN 3D  **3DSYSTEMS**

*A Production 3D Printer can open up new markets
for your business and offer a competitive advantage
that you can't find anywhere else.*

Prototyping Medical Concept Models
Manufacturing Casting and Pattern Molds

Fraser  **Advanced Information Systems**

Contact Russell D. Lowe, Sr.
610-378-0101 Ext. 164
rlowe@fraser-ais.com • www.fraser-ais.com



WE MAKE EVERYTHING YOU VALUE OUR PRIORITY

Harleysville
SAVINGS BANK
"Your Trusted Financial Partner"

harleysvillesavings.com • 800.243.8700

PRIORITY BUSINESS BANKING

Share the Secrets of Your Business Success

**Become a SCORE Volunteer Business Counselor
and Help Build a NEW Generation
of Entrepreneurs! Call 610-269-7009 or
visit www.pottstownscore.org**

**Pottstown SCORE Chapter 594 serving Montgomery,
Chester, and Berks Counties**

SCORE is a resource partner with the U.S. Small Business Administration



LEADERSHIP AND SUCCESS

(Continued from page 28)

Leading by example is one of the most inexpensive, and yet most effective motivational strategies available. Rather than bumbling around fixated on her level of self esteem or that of her employees, she demonstrates a commitment to her firm's mission that influences her workers in ways that flattery and false praise could never accomplish. And it shows up on her bottom line.

Sociological thalidomide?

History has repeatedly shown us that inflated egos are devastating to businesses, governments, and relationships of all kinds. These occur at too high a rate on their own and do not need help from poorly thought out programs for raising it artificially. We need fewer, not more ego-maniacs.

In Europe during the 1950s, a drug we now know by the name thalidomide was prescribed to alleviate the discomforts associated with pregnancy in women. Although the treatment was well intended, it resulted in birth defects that were much worse than the morning sickness it was prescribed to relieve.

I liken the self-esteem movement to thalidomide on the sociological level—although well intended, it's caused much more harm than good. When the research came out that associated thalidomide as a treatment with negative effects, it was stopped. The same needs to happen to our misguided self-esteem movement. 🗑️

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 their strategic plans. 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.

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

North End Vision Center

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

Keith Reitnauer, Optician

1401 E. High Street
Pottstown, PA 19464

(610) 323-4225

BUSINESS PROFILE

EASTERN BERKS BUSINESS ALLIANCE

The Eastern Berks Business Alliance (EBBA) is a group of local business owners who have joined together to form a unique organization to promote strong economic growth and development in the Eastern Berks Community.

Founded and formed in 2006, EBBA's principle objective is to educate its members and local residents on issues that directly impact businesses in our local community and across the Commonwealth of Pennsylvania. The group is a diverse collection of individual locally based business owners operating within a twenty-mile radius of Douglassville, PA, each specializing in their particular area of expertise. The group prides themselves on a committed work ethic, based on trust, integrity, and customer service to the surrounding businesses and residential community it serves.

The Eastern Berks Business Alliance, Inc. is organized exclusively for charitable, scientific and/or educational purposes, more specifically to promote strong economic growth and development in the Eastern Berks area. The Eastern Berks Business Alliance, Inc. is an association of business professionals and businesses dedicated to advancing economic growth, development and opportunity through education, informative guest speaker presentations, exchange of ideas between members, participation in community events, and a multitude of other opportunities.

The EBBA business network group operates out of Douglassville, PA and meets every 2nd and 4th Thursday of the month. For additional information about our group, its business members, or how EBBA can help you, email us at info@ebbanetwork.com, or visit our website www.ebbanetwork.com.

BUSINESS PROFILE

RE/MAX JIM ADAMS

RE/MAX Agent Jim Adams Recognized with State-wide Sales Production Award

Jim Adams, with RE/MAX of Reading, ranked #1 overall in Pennsylvania for commercial sales in 2013. Adams has been working in the real estate industry for more than five years and has extensive experience in commercial, industrial, retail and multi-family sales. Among Adams's list of achievements, he was ranked 33rd world-wide among 2,900 RE/MAX Commercial Agents in August 2013.

"Jim has been an integral member of our team and is more than deserving of this very prestigious award," said Jack Fry, Broker/Owner of RE/MAX of Reading. "For a Berk agent to win this state-wide award is a tremendous accomplishment. Markets such as Philadelphia and Pittsburgh are much larger than Berks County. Jim continues to raise the bar in real estate, making us and this community, proud."

In addition to excelling in the real estate industry, Adams actively supports dog rescue as well as a member of the Berks County Industrial Development Authority board.

RE/MAX is the most productive real estate network with its Associates averaging more sales than other real estate agents. Remax.com is one of the most visited real estate franchise websites (Source: Experian Marketing Services Hitwise data, full-year 2013. 'Real Estate Franchise websites' identified by RE/MAX.). RE/MAX is in over 90 countries, more than any of its competitors.

RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a subsidiary of RE/MAX Holdings, Inc. (NYSE:RMAX). With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$130 million for Children's Miracle Network Hospitals®, Susan G. Komen® and other charities.

For more information about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.com. Contact Jim Adams: JAdams@GoBerksCounty.com

ROUTE 422 BUSINESS ADVISOR DINING GUIDE

Pottstown Red Lobster
223 Shoemaker Rd.
Pottstown, PA 19484
Phone: 610.323.0415 Fax: 610.323.1165
www.redlobster.com

Gracie's 21st Century Cafe' & Catering
CIVILIZED DINING in the Country
1534 Manatawny Road,
Pine Forge, PA 19548
610-323-4004

**Celebrate Your Business!
Honor Your Clients!**

Show your appreciation through our one-of-a-kind services!

We are here for all of your catering needs both in-house or at your location!

Serving fresh, natural & organic cuisine to the surrounding area for 25 years!

Visit us at www.gracies21stcentury.com or [Facebook](#) at Gracies 21 Century Cafe and Catering

Seven Stars Inn
"The Original Chester County Steak House"
Route 23 and Hoffercker Road, Phoenixville, PA

610-495-5205
www.sevenstarsinn.com

Serving Dinners Tuesday through Sunday

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

since 1736

Have you dined at *SunnyBrook* lately?

Relax in our beautifully renovated dining room and enjoy a wonderful selection of steaks, pasta, seafood and daily specials.

It's not too early to book Company Picnics in one of our beautiful outdoor settings!

Lunch & Dinner ★ Tue-Sat 11am-9pm
Pasta Night ★ Every Tues \$12 All-U-Can-Eat
Breakfast Buffet ★ Sundays 10:30am-2pm

50 Sunnybrook Road, Pottstown

Visit: TheSunnybrookBallroom.net or call 484.624.5187 today!

* All proceeds from Events, Restaurant & Lounge benefit the non-profit Sunnybrook Foundation

ADVERTISED SERVICES DIRECTORY

(Continued from page 30)

INSURANCE SERVICES

BONNIE HEATH, CLIC	54
EVANS, HAUSEMAN & RICHARD, INC.	20
FARMERS INSURANCE GROUP - SCOTT JESSEN	20
MAIN STREET FINANCIAL PARTNERS	64
STATE FARM CHRISTOPHER ROWE	21
VLAHOS DUNN INSURANCE	21

INTERIOR DECORATING

DECORATING DEN INTERIORS	19
--------------------------	----

INTERIOR DESIGN / PROFESSIONAL ORGANIZING

DAY ORGANIZING & DESIGN, LLC	21
------------------------------	----

IT SERVICES AND SOLUTIONS

CMIT SOLUTIONS OF NORTHERN CHESTER COUNTY	57
---	----

LANDSCAPING / GARDENING

CLEAN CUT LAWN SERVICE	59
POTTSTOWN ROLLER MILLS	45
PUGHTOWN AGWAY	21

LIMOUSINE SERVICE

MICHAEL'S CLASSIC LIMOUSINE	21
RHOADS LIMOUSINE SERVICE, INC.	44
WANISH LIMOUSINE	21

MAINTENANCE/JANITORIAL SERVICES

DAVID'S CLEANING SERVICE	7
NATHAN ALTENOR'S JANITORIAL SERVICES, INC.	15

MANUFACTURING

M-LINE SEALS & GASKETS	21
MAYER POLLOCK STEEL CORPORATION	43

MARKETING / ADVERTISING

BERKS DIGITAL, INC.	44
JIM BOZZINI SCHOOL MEDIA PROMOTIONS	12
KINETIC WEB SOLUTIONS	57

NAIL SALON

TRE NAIL BAR	21
--------------	----

OCCUPATIONAL HEALTH SERVICES

READING HOSPITAL OCCUPATIONAL HEALTH	29
--------------------------------------	----

OFFICE EQUIPMENT

OFFICE TECHNOLOGIES	27
---------------------	----

OFFICE FURNITURE

ETHOSOURCE, LLC	13
FURNITURE SOUP	9

ORGANIZATIONS

CHRISTIAN SCIENCE READING ROOM	63
EASTERN BERKS BUSINESS ALLIANCE	15
GREATER READING ECONOMIC PARTNERSHIP	16
KING OF PRUSSIA BUSINESS IMPROVEMENT DISTRICT	8
POTTSTOWN ROTARY CLUB	49

PAYROLL SERVICES / BOOKKEEPING SERVICES

EXPRESS DATA SYSTEMS, INC.	46
----------------------------	----

PEST CONTROL

PATRIOT PEST SOLUTIONS	26
------------------------	----

PHOTOGRAPHY

STYLISH IMAGES PHOTOGRAPHY	56
----------------------------	----

REAL ESTATE / FOR SALE/LEASE

GLOCKER AND CO. INC.	11
HAWLEY REALTY	22
KELLER WILLIAMS REAL ESTATE	22
LONGVIEW DEVELOPMENT	24
PLATINUM FIRST REALTY	6
RE/MAX OF READING JIM ADAMS	22
SPRINGER REALTY GROUP / DEBBIE SINGLETON	22
TRI-COUNTY BUSINESS CAMPUS, LLC	14
ZUBER COMMERCIAL REALTORS	17

REAL ESTATE / HOME INSPECTION SERVICES

CMC HOME INSPECTIONS	16
----------------------	----

REAL ESTATE ATTORNEY

ANDREW J. MONASTRA, PC	28
------------------------	----

RECREATION / ENTERTAINMENT

CABIN CRAFT SNOWBOARD & SKI SHOP	6
STEEL RIVER PLAYHOUSE	20

RECREATION / GOLF

ARROWHEAD PUBLIC GOLF COURSE	52
GOLDEN OAKS GOLF CLUB	55

RESTAURANTS

GRACIE'S 21ST CENTURY CAFE & CATERING	31
RED LOBSTER	31
SEVEN STARS INN	31

RETAIL / MEN'S APPAREL

WEITZENKORN'S & SONS, INC.	6
----------------------------	---

RETAIL/SHOPPING

KING OF PRUSSIA PLAZA & COURT	27
-------------------------------	----

SALON

PLATINUM HAIR SALON & SKIN	22
----------------------------	----

SECURITY SERVICES/ALARMS

KRIEBEL SECURITY/CZAR STAR	24
----------------------------	----

SEPTIC SERVICE

A HONEY DIPPER / J. BREHM, INC.	52
---------------------------------	----

SIGNS/BANNERS/GRAPHICS

FASTSIGNS	19
GRABER LETTERIN'	19
SIGNS & MORE	45

STORAGE FACILITIES

B&S SELF STORAGE	26
------------------	----

TAX PREPARATION SERVICES

ADVANTAGE TAX PREPARATION AND SERVICES	22
--	----

TECHNOLOGY/COMMUNICATIONS

SCHULTZ TECHNOLOGY	29
--------------------	----

TRANSPORTATION

KLEIN TRANSPORTATION	32
----------------------	----

TRAVEL & AUTOMOTIVE SERVICES

AAA	10
-----	----

TRAVEL SERVICES

GLASS SLIPPER CONCIERGE	22
-------------------------	----

VIDEO PRODUCTION/TELEVISION

PCTV NETWORK	60
--------------	----



KLEIN
transportation

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

Employee Outings to NYC

Option: add a Broadway show!
We get great seats!

NEW King of Prussia departures on
Saturday's to NYC for individuals
- call for reservations



When your business goals are totally aligned
with your financial institution...



That's younity.

Working together to help small businesses reach their goals.

BOYERTOWN 173 Holly Road, Gilbertsville, PA 19525
EXETER 6591 Parklomen Avenue, Birdsboro, PA 19508
POTTSTOWN 1600 Medical Drive, Pottstown, PA 19464
WYOMISSING Broadcasting & Paper Mill Roads, Wyomissing, PA 19690
READING HEALTH SYSTEM 6th Avenue & Spruce Street, West Reading, PA 19610

800-593-1000
thatsyounity.com

Diamond
Credit Union

Member FDIC. Member NCUA.

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2014 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS—It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.

CATERING — A Work of Heart

After 25 years catering to the Tri County Area, Bause Catered Events has developed relationships with their clients, and it keeps them coming back for more. Erin Bause, and her sister Amy Bause-Bartra have been catering for businesses, families and schools, to whom they credit their success. Building trust and relationships with their clients through "peace of mind catering", has served them well.

What keeps clients returning they believe is the questions they ask upon the first inquiry and their attention to details. "We are interested in the clients vision and intentions for their party", says Bause-Bartra. Often during clients' first contact with Bause Catered Events, they are best served by asking party timing, numbers, food allergies and special dietary needs, before the menu is decided upon. Making every guest feel welcome is a key in party success. Deciding on how location logistics and timing is handled is also a key factor.

Corporate clients often need a full day of catering; from Breakfast, Lunch, Afternoon Snack and Dinner. Recently, we provided a week of varied all day catering to a corporate client who's dietary needs were diverse and included gluten free entrees, salads and desserts. Not only was the vision met but the expectations exceeded. The client's comments were: "Everything was superbly presented with quality and taste that is second to none. I couldn't have dreamed the experience to be any better."

Our tag line is Quality, Value and Peace of Mind, and we work hard to provide that to each event that leaves our Commercial Kitchen in Pottstown. When possible we use local produce from Lancaster and Berks County farms. We also grow our own herbs and decorative flowers in season right outside our Kitchen door. We are currently working with the Pottstown School District to provide their Elementary Schools with their weekly "Healthy Snack Program." We have provided local broccoli, cherry berries, purple cauliflower and local apples and pears, among others for the district. It has been exciting and educational to see the program gain momentum with not only the kids but the teachers as well. We hope to continue to help educate and excite children to the value of fresh fruits and veggies in their diet as a life long habit.

We are also known for our cakes, breads and pastries that are produced in house daily. Our cooking background stems from classical french training and both Erin and Amy are Culinary Institute of America Graduates. Please visit us at Bausecateredevents.com or call 610.327.4555. Bon Appetit! 🍰



TRICOUNTY AREA CHAMBER OF COMMERCE

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

MESSAGE FROM THE CHAIRMAN

Thank You...

2013-2014 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Rod Martin, Owner,
Martin Stone Quarries, Inc.

CHAIRMAN ELECT

Heather Chandler, President,
Sealstrip Corporation

TREASURER

Sharif Omar, CEO,
Pottstown Memorial Medical Center

IMMEDIATE PAST CHAIRMAN

Terese Brittingham, Broker/Owner,
Keller Williams Realty Group

SOLICITOR

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

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Bill Breslawski, Maillie LLP

Ross DeSimone,

Corporate Psychological Resource Center

Sean Deviney, The Body-Borneman
Companies

Joe Fava, Clothes to Home Dry Cleaning

Peter Glennon, SEI

Richard Graver, Victory Bank

Drew King, Main Line Financial Advisors

David Kraybill, Pottstown Area Health &
Wellness Foundation

Dave Lewis, Exelon Corporation

Rick Lewis, Lewis Environmental, Inc.

Steady Moono, Montgomery County
Community College

Baran Schultz, Schultz Technology

Frank Strunk, National Penn

My term as Chairman for the Chamber began in July 2012 and will be coming to an end this month. As I serve my final month as Chairman, I would like to reflect on the various accomplishments we have made over the last two years.

Pro Business Council

Over the past two years, the Chamber's Pro Business Council reorganized and has been attracting new participants and has been actively discussing legislative priorities that impact our Membership.

- Eileen and I had the opportunity to attend a Budget Discussion in Harrisburg and meet Governor Corbett
- The Membership was surveyed on their issues of concern. Event topics were focused on the Membership's top priorities
- Partnered with the PA Chamber to offer joint membership to Chamber Members with 10 or fewer employees.
- In 2013, the Board voted to support the Keystone Transportation Funding Coalition and
- Recently supported the passage of Act 89 – Pennsylvania's New Transportation Funding Law.

New Events

A variety of new and successful events were available to the Membership

- Chick-fil-A Lunch and Learns focused on 2012 Leadercast topics
- The Chamber held the 1st and 2nd Annual "Take Our Daughters and Sons to Work Day" Luncheons. Both were very successful events!
- In January 2014, the Chamber held a Tri-County Area Women's Roundtable event. It was well received by the Membership and community and as a result a second roundtable event is scheduled for August.

Membership

Membership growth has been a top priority over the last two years. The Chamber hired a full-time Membership Development Director – Bill Wertz. Additional benefits and programs were also added to enhance the Membership experience.

- The Chamber partnered with Constant Contact and Verizon to offer additional discounts to Members.
- Offered new ways to showcase Members – Window Decals, Framed Membership Certificates, and Video Showcases on Member Business Directory Listings.
- In February 2014 we also sent an entire current list of Members out to the Membership in order to promote our Always Buy Chamber initiative.



The Chamber thanked Rod for his two years as Chairman at the 2014 Annual Dinner.

Over the past year there have been some changes to the Board. We welcomed four new Board Members. Drew King, CPA, CFO of Main Line Financial Advisors, LLC, replaced Al Matarazzo's position on the board in September 2013. Dave Lewis, Plant Manager Limerick Generating Station, Exelon Corporation, replaced Tom Dougherty's position on the board in October 2013. Sean Deviney, Vice President at The Body-Borneman Companies, replaced Brad Borneman's position on the board in January 2014. Peter Glennon, Senior Relationships Manager at SEI, joined the board in February 2014. I would personally like to thank all of the Members of the Chamber's Board of Directors for their commitment to the organization and their support during my term as Chairman of the Board.

Again, thank you for the last two years. We look forward to Heather's leadership during the next two years.

Rod Martin

TCACC Chairman of the Board.

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

Heather Tyrrell, Marketing & Communications Manager, heather@tricountyareachamber.com

Bill Wertz, Membership Director, bill@tricountyareachamber.com

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



REMINDER – Help us welcome New Members at upcoming events in the first half of our new fiscal year!

Bill Wertz, Membership Director, bill@tricityareachamber.com



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!

Advantage Insurance Group, LLC
105 E. High St. Pottstown, PA 19464
610.326.1372

www.facebook.com/advantageinsgroup
Insurance Companies

Advantage is the one-stop-shop for all of your financial needs. Besides providing health, life and property and casualty insurance, Advantage also provides financial consulting, accounting, and tax preparation services for businesses and individuals. Let them help your business get started!

Boneyard Joe's
148 Shoemaker Rd.
Pottstown, PA 19464
484.524.8816
www.boneyardjoes.com

Restaurants / Clubs
Some of the best in BBQ and sandwiches in the area. Locally owned and community oriented.

Manatawny Still Works
320 Circle of Progress Drive, Suite 104
Pottstown, PA 19464
484.941.1056
www.manatawnystillworks.com

Beverage Distributors
Manatawny Still Works is a premium manufacturer of the highest quality hand-crafted, small-batch spirits. Situated in Montgomery County, Pennsylvania on the banks of Manatawny Creek whose Lenape Indian name literally means, "where we drank liquor."

Office Technologies
515 Farmington Ave.
Pottstown, PA 19464
610.326.4700
www.myofficetechnologies.com
Printer Service / Supplies / Consulting
Sales and service of HP, Lexmark, Brother printers, faxes and copiers. Sales and recycler of laser toner and inkjet cartridges.

Tri County Chrysler Dodge Jeep Ram
2148 E. High St.
Pottstown, PA 19464
610.367.2941
www.bermontmotorschryslerjeep.com
Auto Dealers - New / Used

ADDITIONAL INFORMATION

Edward Jones Investments - Bonnie L. Thompson
115 W. Main St., Suite C
Trappe, PA 19426
610.369.0285
www.edwardjones.com/en_US/fa/index.html&CIRN=434364

Financial Consultants / Services
Whether you want to plan for retirement, save for college, reduce your tax bills or ensure you have income to cover your expenses, you can expect personalized service and long-term investing strategies. Contact Bonnie today to develop an investment strategy.

NEW ADDRESS

NARI-BIE
801 N. Charlotte St., Suite 2
Pottstown, PA 19464

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@tricityareachamber.com



MEMBERSHIP REFERRAL \$50 INCENTIVE

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

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

36 YEARS
McDonald's Pottstown
Sawchuk's Garage, Inc.
Smale's Printery

25 YEARS
Comfort Inn & Suites of Pottstown

20 YEARS
Wells, Hoffman, Holloway & Stauffer LLP

11 YEARS
Associated Builders and Contractors, Inc.

5 YEARS
Mid-Atlantic Power Equipment Sales, LLC

1 YEAR
Lords & Ladies Salons
Pottstown Downtown Improvement District Authority (PDIDA)
Sears Home Appliance and Mattress
SEI

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@tricityareachamber.com

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

422 Business Center
A. D. Moyer Lumber & Hardware, Inc.
Nathan Altenor's Janitorial Services, Inc.
Arnold's Family Fun Center
Bally Savings Bank
Barry Isett & Associates, Inc.
Best Principled Solutions, LLC
Boyertown Area School District
Canteen Berks County
CODY Systems
Marvin J. Cohen, D.M.D.
Coventry Corners
CzarStar Security
Delaware County Solid Waste Authority
Edwards Business Systems
Embody's Sunoco Service Center
Family Services of Montgomery County
Fraser Advanced Information Systems
Frederick Living
Gilmore & Associates, Inc.
K. Hovnanian Homes
Tom Kelly, Photographer

KenCrest EmployNet
Little Bitts Services, Inc.
Malvern Federal Savings Bank
Meridian Bank
John Middleton, an Altria Company
Montgomery County Lands Trust
New Hanover United Methodist Church
Olivet Boys & Girls Club - Richard J. Ricketts Club
Patriot Environmental Management, LLC
Penn Foundation, Inc.
Penn Liberty Bank
Pottstown Little League
Rhoads Limousine Service, Inc.
RiverCrest Golf Club & Preserve
Sanatoga Court Senior Living Community
Spring Ford Country Club
St. Aloysius School
Wanner Associates
Scott A. Weller, Carpentry & Cabinets, Inc. dba Solar by Weller
Wrigley's Business Products and Services
Wyndcroft School
Zuber Realty



TRICOUNTY AREA CHAMBER OF COMMERCE

For more info on Membership, call 610.326.2900 or visit us on the web at tricityareachamber.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

BUSINESS BUILDER

Thurs., June 19
8:30 - 10 AM

BUSINESS BUILDER

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

In 90 minutes you will: Grow your network, contacts, and access to resources; determine the best way for your business to maximize value through your Chamber Membership; and gain a toolbox of supplies to save you time and energy marketing your business.

Limited to 25 participants.

No Charge; Reservation Required

NETWORKING

Thurs., June 12
7 - 9 AM

MEMBERSHIP BREAKFAST

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

This breakfast will feature Leadership Tri-County Class of 2014's project presentations. Projects were completed on behalf of Boyertown Area Community Wellness Council, Independence Day Ltd., The Pottstown Area Seniors' Center, Pottstown Downtown Improvement District Authority, and United Way of Greater Philadelphia & Southern New Jersey.

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

Sponsored by: John Middleton, An Altria Company; Main Line Financial Advisors, LLC; Rutter Roofing

Tues., June 24
4 - 6 PM

BUSINESS CARD EXCHANGE

Occupational Health at Careplex, 81 Robinson St., Pottstown, PA 19464

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

Members Only; No Charge; Reservation Appreciated

Sponsored by: Pottstown Memorial Medical Center

JULY SAVE THE DATE

Tues., July 22
4:30 - 6:30 PM

BUSINESS CARD EXCHANGE

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

Come and help us welcome our newly appointed Chairman, Heather Chandler of Sealstrip Corporation. Join fellow Members for networking and hors d'oeuvres on the Chamber's Rooftop Deck!

Members Only; No Charge; Reservation Appreciated

AUGUST SAVE THE DATE

Tues., August 19
4 - 6 PM

BUSINESS CARD EXCHANGE

French Creek Golf Club, 4500 Conestoga Rd., Elverson, PA 19520

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

Sponsored by: French Creek Golf Club

Members Only; No Charge; Reservation Appreciated

SAVE THE DATES

Mon., Sept. 8

GOLF OUTING

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

10:30 AM
11 AM
12 PM
4:30 PM

Registration

Buffet Lunch

Shotgun Start

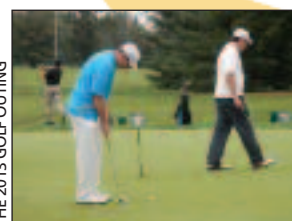
Social Hour & Dinner

More details to come

Sponsorship Opportunities Available

Rain Date: Mon., Sept. 15

THE 2013 GOLF OUTING



Thurs., Sept. 11
7 - 9 AM

MEMBERSHIP BREAKFAST

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

This breakfast will feature Terry Madonna, Director of the Center for Politics and Public Affairs at Franklin and Marshall College, as the keynote speaker.

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

Sponsored by: Coventry Christian Schools, Inc.; The Life Financial Group, Inc.

Another Successful Night with the Reading Fightin' Phils

Thanks to all the Chamber Members who attended this event! 4,000 Chamber tickets were turned in at the game held on Friday, May 2nd. This night brought in a great crowd for the Reading Fightin' Phils game against the Harrisburg Senators - over 8,800 people were in attendance. The event would not have been possible without the help of our Chamber Member sponsors and the support of the Fightin' Phils!

**Thank you to the following sponsors who participated
in making this event successful:**



About All Floors

Berks County Abstract Company

Brandywine Institute of Orthopaedics

Chestnut Knoll Assisted Living

H & H Systems, Inc.

Malvern Federal Savings Bank

Media Fusion Technologies, Inc.

Orlando Law Offices, P.C.

Schultz Technology

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

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



"Take Our Daughters and Sons to Work Day" LUNCHEON

Chamber Members and their daughters and sons came together at Brookside Country Club on April 24th for the Chamber's "Take Our Daughters and Sons to Work Day" Luncheon. This was the second year that the Chamber hosted this successful luncheon. Over 80 Chamber Members and their children attended this luncheon. Thank you to everyone who participated in this event.

This year's theme – "Plant a Seed, Grow a Future" – was carried through the Luncheon activities, giveaways, etc. This event included a variety of activities for the kids such as an opportunity to make and exchange their own business cards and practice their networking skills. This year the event also included a Mini Expo.

After enjoying lunch, local Montgomery County Community College student David Charles performed his song "Get In The Zone." This is a motivational theme aimed at getting students excited about education and making smart decisions like getting enough sleep and eating a good breakfast before a big

test. Kaitlyn Berger, a 9th grade student at Boyertown Junior High East and founder of The PJ Project, presented her story on how she is making a difference in the community. Kaitlyn started The PJ Project when she was only 11 years old. It aims at collecting pajamas for children at local shelters. Over 1,000 children at the Delaware County Homeless Shelters, The Laurel House in Montgomery County, and Berks Women in Crisis have benefited from the pajamas collected.

The luncheon ended with Mariel Tucker, Junior at Owen J. Roberts High School. Mariel was sponsored by the Chamber to attend Pennsylvania Free Enterprise Week (PFEW) last year. Students who attend this weeklong retreat learn first-hand about the Free Enterprise System by turning their failing company into a success. Mariel had the distinction of being named CEO of her team, "Mt. Olympus." She talked about her experience at PFEW and shared an overview of the various decisions her team had to make while working on their company. **Join us next year on Thursday, April 23, 2015!**



- 1: David Charles performing his song "Get In The Zone."
- 2: Kaitlyn Berger, The PJ Project, and younger sister Sophia.
- 3: Mariel Tucker, presenting a marketing concept for the project she worked on at PFEW last summer.
- 4&5: Kids learned to network and exchange business cards!
- 6&7: Chamber Members and their children enjoying the luncheon.

A special thank you to our sponsors for this event:



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

APRIL BUSINESS CARD EXCHANGE



Chamber Members gathered at K. Hovnanian Homes at Providence Corner on Tuesday, April 29 for the April Business Card Exchange. Thank you to our Whistleblower, Timothy Forester of The Life Financial Group, Inc. Congratulations to the winner of the Whistleblower contest Richard Megni of CMIT Solutions of Northern Chester County.

Sponsored by:



The next Business Card Exchange will be the June Business Card Exchange on **Tuesday, June 24** from 4 to 6 PM at

Occupational Health at Careplex, 81 Robinson St., Pottstown, PA 19464.

Register at tricountyareachamber.com, call 610.326.5158, or email kitty@tricountyareachamber.com to let us know you are coming.

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

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.

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

SUMMER INTERNSHIPS AVAILABLE

Are you or someone you know looking for course credit and business experience?

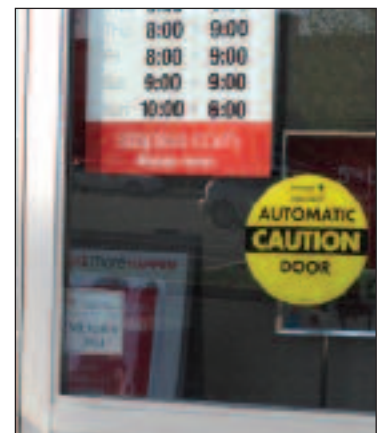
The Chamber is currently accepting resumes for internships from students who are looking to gain business experience. We will work with the student's school evaluations if they are receiving course credit. An internship at the Chamber is a great way to increase personal and professional knowledge and understanding about the business environment by completing daily marketing and communications oriented tasks.

A previous intern at the Chamber says, "You can be taught essential skills in the classroom, but an internship is what really allows you to showcase your talents and use them to help your community."

If you know a student who is interested in working an internship at the Chamber, please have them contact Eileen Daurich and email their resume to eileen@tricountyareachamber.com.

SHOW US YOURS!

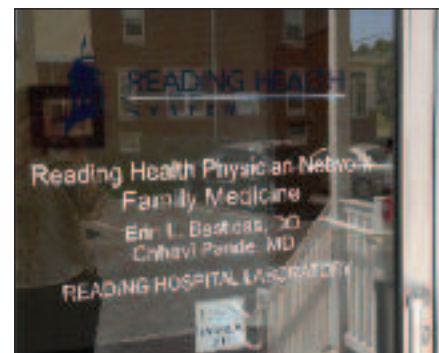
Let us know that your decal is posted in your storefront and we will come by, snap a photo, and share the photo in the *Route 422 Business Advisor* and on Facebook and Twitter - call us at 610.326.2900! Or snap a photo of your decal posted and email it to Melissa at melissa@tricountyareachamber.com.



Staples, Inc. #0329, 270 Upland Square Dr., Pottstown, PA 19464



College Planning Center, 1301 Glasgow St., Pottstown, PA 19464



PeopleShare Inc., 1566 Medical Dr., Suite 102, Pottstown, PA 19464

Reading Health Physicians Network, Family Medicine, 146 S. Reading Ave., Boyertown, PA 19512

RIBBON CUTTING



DIAMOND CREDIT UNION
Holly Rd. & Route 100, Boyertown, PA 19512

Let everyone know YOU Belong!



TRICOUNTY AREA
CHAMBER OF COMMERCE
FOUNDATION, INC.

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

LEADERSHIP TRI-COUNTY CLASS OF 2014

Final Session!

Leadership Tri-County's May session on Thursday, May 8, began with the class gathering at the Chamber Office. The class then traveled to **American Biosoils & Compost** in Douglassville. **Andy Curtis, Environmental Compliance Specialist of the H & K Group**, led the class on a tour of the facility. American Biosoils & Compost has the ability to manufacture Bioretention Soil Mixtures and provides manufactured soils, compost mixtures, mulch mixtures, biosoil mixtures, unlimited outbound volume capacities, and also offers on-site manufacturing.

The class then traveled back to Pottstown to the **Pottstown Waste Water Treatment Plant**. **Karen Owens, Borough of Pottstown**, provided an overview of the plant and led the class on a tour of the facility. The Pottstown Waste Water Treatment Plant provides high levels of treatment to wastewater received from the Borough of Pottstown, and West, Upper and Lower Pottsgrove Townships.

After leaving Pottstown, the class traveled to the **Limerick Generating Station** where they received a tour of the facility. Limerick Generating Station is a nuclear energy power plant that draws its cooling water from the Schuylkill River. Together, both units produce enough energy to power more than two million average American homes.

The class ended their May session at the Chamber Office with a presentation from **Steve Bamford, Executive Director of Pottstown Area Industrial Development, Inc.**, on the future outlook of Pottstown.

The class was able to leave the May session with a better understanding of the economic infrastructure in the tri-county area.

Come and see what the class has been up to over the last 10 months at the June Membership Breakfast on Thurs., June 12 from 7 - 9 AM at Brookside Country Club in Pottstown. The class will present on the projects they have completed.

Projects were completed on behalf of:

- Boyertown Area Community Wellness Council
- Independence Day Ltd.
- The Pottstown Area Seniors' Center
- Pottstown Downtown Improvement District Authority
- United Way of Greater Philadelphia & Southern New Jersey



The Leadership Tri-County Class of 2014.



The Leadership Class on a tour of the Pottstown Waste Water Treatment Plant



Andy Curtis, H & K Group, explaining the various products manufactured at American Biosoils & Compost.

Stay tuned for a recap of
Leadership Tri-County's
graduation in next
month's issue!

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

John Middleton
an Altria Company

MEET THE LEADERSHIP TRI-COUNTY CLASS OF 2014



Summer Trout, Coordinator of Tutorial Services, West Campus, Montgomery County Community College, has worked in the area for 20 years. She is married to her husband Ben, and has three children - Victoria, 17, London, 9, and Oliver, 2 ½. Her special interests include singing for her local church, playing piano, and the preservation of natural and cultural resources. Also, Summer has been involved with Chamber through working the Schuylkill River Festival from 2007 to 2013.

Summer received her A.A. of Social Sciences at Montgomery Community College in 2000, a B.A. in Anthropology at Temple University in 2002, and is expected to receive an M.S. in Higher Education Counseling from West Chester University in 2016. Her personal business philosophy is to *approach customers with empathy, understanding, and a positive attitude and they will develop trust and dedication. She also believes it is important to smile often.*

While participating in Leadership Tri-County, Summer is most looking forward to building lasting partnerships with fellow Leadership participants and becoming more involved in future leadership opportunities in the tri-county area. She feels it is important "to learn about all of the wonderful & innovative things happening within the community; to develop connections with others & other businesses and non-profit groups."



Michael Wagman is the Director of Technology and Communication at Pottsgrove School District. He has been with Pottsgrove School District since July 2010 and has worked in the tri-county area for a total of 27 years. He is married to his wife Janice and has two children - Aaron, 19, and Sarah, 16. His special interests include Educational Technology, Education Reform, and Education Policy. He is also an avid reader of non-fiction titles and periodicals. Michael's education role model is John Dewey - "to prepare him for the future life means to give him command of himself; it means so to train him that he will have the full and ready use of all his capacities" *My Pedagogic Creed*, Dewey, 1897.

Michael holds a BS Ed in Comprehensive Social Studies, an MS in Education Technology, and an M. Ed. in Educational Leadership. His personal philosophy is that *promoting student achievement and success is constructivist and grounded in the importance of relationships, relevant and engaging curricula, and high expectations in combination with fair, timely, and meaningful feedback. An effective leader in business, government, education, etc. creates an environment that builds leadership capacity in others and views this enhanced leadership capacity within the organization as an augmentation of his or her authority, not a threat to it.*

Michael is currently a member of the Pottstown Rotary and served on the Pottstown Library's Strategic Planning Team. Michael has enjoyed every Leadership session and has learned about various community organizations including their challenges and successes, as well as the needs and concerns of small and large businesses alike. He has learned a lot from fellow members of the class who collectively represent the private, public, and not-for-profit sectors of the regional economy.

Michael believes participating in Leadership Tri-County is important because "learning about the tapestry of economic, governmental, social and cultural activity and opportunity in the region makes him a more impactful administrator in Pottsgrove School District and, in turn, helps the District better support its students' social and intellectual growth." He believes that the training he has received through this program related specifically to not-for-profit governance will allow him to better serve the community.

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

MARKETING WITH THE CHAMBER

WAYS TO MAKE THE MOST OUT OF YOUR MEMBERSHIP



By Heather Tyrrell

Summertime is approaching fast so before you delve into vacation mode, I want to give you some friendly reminders on how you can use your Chamber Membership to market your business.

A 2012 study conducted by The Schapiro Group, an Atlanta-based strategic consulting firm, showed that "being an active member of 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."

Here is a checklist for using your membership to the full potential:

- ☐ **Make sure you have your Chamber certificate and decal.** Showcasing your certificate and decal to your customers reinforces the fact that you are a trustworthy, professional business.
- ☐ **Make sure your business is listed under all of the appropriate categories in our Business Directory on our website.** The maximum number of categories in our Business Directory you can be listed under is 5.
- ☐ **Send us a press release about your business.** Did your business win an award? Are you hosting a grand opening or charitable event? You can share your business' accomplishments and charity functions on our website under News & Media, Member News. Just email a press release in Word format to jeff@tricityareachamber.com. Your press release will be on the website for a week under

Member News and it will be showcased on the scroll located at the right side of our website. After your press release is placed on our website, we share it on Facebook and Twitter.

- ☐ **Use our community calendar to promote your event.** On the Chamber website, www.tricityareachamber.com, click on TriCounty Life and Submit Your Community Event. You can submit your event by filling out a form with the date, time, and other important details about the event.
- ☐ **Share your brochures with us.** Brochures are displayed in the lobby at 152 High Street and at the Chamber Office.
- ☐ **Create a coupon.** Visit our Members Only section of our website to create your own coupon. When you offer a discount or special promotion, it is a good way to encourage and retain business with Chamber Members.
- ☐ **Follow us on social media:** Facebook www.facebook.com/tricityareachamber.com; Twitter @tacctri or join our LinkedIn group.

If you have any questions, email me, heather@tricityareachamber.com or call 610-326-2900.

THANK YOU

Thank you to the May Coffee Sponsor:



Thank you to May's Email Sponsor:
Sound Marketing RESOURCES

Thank you to May's Newsmagazine Insert Sponsors:



MEET THE BOARD



DR. STEADY MOONO, VICE PRESIDENT OF THE WEST CAMPUS AT MONTGOMERY COUNTY COMMUNITY COLLEGE

Company Description: Montgomery County Community College is a place where the future is created, a place where desire and knowledge are combined to yield opportunity. The College is a reflection and a response to the needs and aspirations of those who live, work, and conduct business in Montgomery County and beyond. Grounded in a set of values that teach us to encourage, listen, respect, and treat fairly those whom we serve, those with whom we work, and those who work with us in service, the College strives to ensure that all residents of Montgomery County have access to the highest quality and most affordable higher education possible. Most importantly, the College is dedicated to fostering growth and success of all we serve.

Special Interests: Writing, reading, traveling, and public speaking on the value of education and, especially, community colleges.

Number of Years He Has Worked in the Tri-County Area: 20 + Years

Personal Business and/or Leadership Philosophy: "A servant-leader focuses primarily on the growth and well-being of people and the communities to which they belong. While traditional leadership generally involves the accumulation and exercise of power by one at the 'top of the pyramid,' servant leadership is different. The servant-leader shares power, puts the needs of others first and helps people develop and perform as highly as possible." – Robert A. Greenleaf

Business Role Model: Dr. Karen Stout, President of the West Campus at Montgomery County Community College, and several other mentors Steady has had over the past 20+ years.

Areas of Involvement within the TriCounty Area Chamber of Commerce: Member of the Chamber's Board of Directors

Programs and Services that Steady feels provide value as a Member: Steady appreciates several programs that TCACC features including breakfasts, seminars, networking opportunities, and Anniversary Membership Luncheons. He believes that all of these events are opportunities to learn from others and also highlight the critical role that the College plays in the community.



JUNE MEMBERSHIP BREAKFAST
Thursday, June 12, 2014
7 to 9 AM

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

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



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

ANNUAL DINNER - PART 1

THANK YOU TO OUR GOLD SPONSORS



ABOUT MAILLIE LLP: Maillie LLP has been supporting Eastern Pennsylvania businesses for more than 65 years. Because we're local, we take special pride in helping our community's companies, organizations and business people succeed. We are a Top-25 regional accounting firm as ranked by the Philadelphia Business Journal and one of the Top-200 firms in America as identified by Inside Public Accounting.

The Right Partner for You

Maillie LLP supports our local clients with a team of more than 100 highly respected, experienced accounting and business professionals. Our team includes accounting and auditing specialists, financial service generalists, audit, accounting and technical specialists, full-time tax and deferred compensation professionals, management information systems (MIS) experts and human resources consultants.

As an industry leader, Maillie LLP was one of the first regional firms to implement fraud-testing technology. Our experienced staff is sought out to present at industry conferences and seminars.

We have a depth and breadth of experience that can't be matched by small accounting shops, yet continue to provide a high level of personalized service that larger national firms have long since abandoned.

Let us put our experienced team to work for you.

Local Offices:

Mont Clare: 610.935.1420
West Chester: 610.696.4353
Pottstown: 610.323.1300
Wilmington: 302.358.2371



About Media Fusion Technologies, Inc.: Media Fusion Technologies, Inc. (MFT) is a multi-media marketing services company specializing in website development, custom programming, online application development, in-house website hosting and maintenance, as well as conventional graphic design and print services. MFT was founded over 25 years ago as 'DK Kean Photographic Services,' a commercial and industrial photography company. Since then, numerous ways to market organizations have evolved and with that, Media Fusion Technologies has evolved as well.

In keeping with their ever-changing landscape of online design and functionality, MFT has firmly established itself as a leading source for all graphic designs as well as Internet and Intranet website creation and complete online application development. From a robust online shopping environment to advanced Search Engine Optimization (SEO), social media management and all points between, a solution exists at MFT. Further, MFT still provides commercial photography, commercial print design, radio and TV production and placement, world-wide press release creation and deployment and a list of other marketing services for customers regionally, nationally and internationally.

Employing a highly-skilled crew and utilizing an arsenal of the very latest in web-development software, MFT's suite of custom-developed Content Management System (CMS) tools allows the entire content area of a MFT-designed website to be managed solely by the MFT-developed CMS tools. Like each website, these tools are tailored to meet specific customer criteria during every deployment. The advanced technologies in the CMS feature powerful tools to control static textual and in-body picture/graphical content along with dynamic database-driven modules. Together, these tools enable website managers to keep their site content fresh and administer their website with no programming knowledge required. Learn more about MFT at www.gomft.com or call (800) 307-3533.



O'Donnell, Weiss & Mattei, P.C. has offices at 41E. High Street, Pottstown, PA and 347 Bridge Street, Phoenixville, PA. With 14 attorneys and a dedicated staff of fourteen, including a legal administrator, paralegals and legal assistants, we provide legal representation to clients throughout southeastern Pennsylvania.

The attorneys at OWM Law are committed to providing quality legal representation in the most expert and cost-effective manner when representing individuals, families, businesses, municipalities, banks, and charitable organizations. In addition, several OWM attorneys are also licensed title agents who conduct residential and commercial real estate settlements.

In order to provide clients with counsel and service from a dedicated group of lawyers, paraprofessionals and other members of our staff—all trained in a particular area of law, O'Donnell, Weiss & Mattei is organized internally into client service teams made up by the lawyers and staff who practice in the particular areas. By developing well coordinated teams, we are able to handle complex transactions providing the solutions our clients need and want on a daily basis. Those client service teams or *Practice Groups* are: **Banking & Business Law; Elder Law; Family Law; Litigation & Personal Injury; Municipal/Zoning/Land Use; Probate & Estate Administration; Real Estate/Title Insurance; Social Security Disability; Wills/Estate Planning/Tax**

Pottstown Office: O'Donnell,
Weiss & Mattei, P.C.
41 East High Street, Pottstown,
PA 19464-5246
Phone: 610-323-2800
Fax: 610-323-2845

Phoenixville Office: O'Donnell,
Weiss & Mattei, P.C.
347 Bridge Street, Suite 200,
Phoenixville, PA 19460
Phone: 610-917-9348
Fax: 610-917-9347

www.owmlaw.com

THANK YOU TO OUR SILVER SPONSORS



Body Borneman Insurance, PO Box 584

Main Location: 17 E Philadelphia Ave, Boyertown PA 19512

Additional Locations:

- 1) 230 E Schuylkill Ave, Pottstown PA 19465
 - 2) Franklin Commons, 400 Franklin Ave, Suite 205, Phoenixville PA 19460
 - 3) 1532 Paoli Pike, West Chester PA 19380
- Phone: 610-367-1100
Email: bodyb@bb4ins.com
Website: bodyborneman.com

Established in 1965, our goal is to provide our clients with the best coverage at the best premium. When it comes to protecting your assets, we believe in taking a second place to no one. Our 45 member staff services over 17,000 clients and works in four office locations: Boyertown, Pottstown, Phoenixville and West Chester. We can assist you with all of your Personal, Business, Life and Group Health Insurance needs and represent over 15 carriers including: Erie, Liberty Mutual, Travelers, Progressive, Harleysville, Westfield and Chubb to name a few.

Lewis Environmental, Inc. - "Managing the Expected, Responding to the Unexpected"



Lewis Environmental (Lewis) has been a leader in the environmental contracting and emergency response industry since 1996. Headquartered in the Mid-Atlantic Region with service capabilities east of the Mississippi, Lewis has earned a reputation for producing the highest quality services utilizing the safest approach possible.

At Lewis, it starts and ends with safety. Being safe requires a culture of safety: a commitment at every level to ensure each task is planned and executed in a safe manner. This commitment, combined with the knowledge, drive and desire to set the standards, is what differentiates Lewis.

Lewis' diversity of services which includes waste management, emergency response, site remediation and industrial maintenance enables our team to provide turnkey comprehensive solutions for our customers. We strive to be the resource for solutions for every environment in which our customers operate.

Lewis works alongside our customers, during planned remediation and emergency response projects in an effort to maintain a healthy balance between industry and the environment. The combination of delivering safe, high quality services and our commitment to satisfying our clients with professional and cost-effective solutions, has enabled Lewis to steadily expand our capabilities and service territory in order to meet the increasing needs of our customers.

Lewis employs a range of professional and field services personnel uniquely qualified and prepared to Manage the Expected and Respond to the Unexpected. Fully compliant with all Federal, state and local rules and regulations, Lewis' experienced staff efficiently manages a wide variety of environmental challenges every day.

Lewis provides solutions and support for a variety of projects while ensuring utmost discretion 24 hours a day, 365 days a year.



applications including stone for concrete, asphalt, roadway bases, bedding for pipe, special sand for sand mound drainage systems, and even Martin Infield Mix for baseball and softball infields.

In business since 1953, Martin Stone Quarries cares about their people. Using a combination of the latest technology in equipment, responsible mining practices, and ongoing safety training, Martin Stone Quarries strives for a safe and healthy workplace. Commitment is the key word when it comes to their interest in their community. They have been longtime supporters of many area programs including local baseball associations, Colebrookdale Township Shop with a Cop program and many others.

Martin Stone Quarries, Inc. is a family owned and operated business in Bechtelsville. Martin Stone Quarries offers a wide variety of quarry products for many commercial and residential



The Martin families live in the area surrounding the business and care about the present and the future of its company, employees, and community. Martin Stone Quarries is and always will be dedicated to manufacturing a high quality product, providing excellent customer service, and recognizing the needs of our employees and our community.

Middleton is a leading manufacturer and marketer of cigars and pipe tobacco in the United States and has roots that date back to its origin as a retail store in Philadelphia in 1856.

Today, Middleton operates manufacturing facilities in King of Prussia and Limerick. Middleton's *Black & Mild* five-cigar pack is one of the best-selling cigar packages in the United States. Middleton's brands in the pipe tobacco category include *Prince Albert*, *Carter Hall*, *Middleton's* and *Kentucky Club*.

Middleton is proud to partner with the TriCounty Area Chamber of Commerce Foundation, Inc.'s Leadership Tri-County program, which equips new and emerging community leaders for nonprofit board service. Middleton is also a member of the Founders Club for the Pennsylvania Free Enterprise Week, which is a program that creates an educational experience in which Pennsylvania youth work in diverse teams for a week to learn about private enterprise and what it means to our democracy.

Middleton is one piece of a broader presence in Pennsylvania. In 2007, Altria Group, the parent company of Philip Morris USA, U.S. Smokeless Tobacco Company, Nu Mark and Ste. Michelle Wine Estates, acquired Middleton as a part of its strategy to expand its U.S. tobacco business holding beyond cigarettes. Middleton now operates as a wholly-owned subsidiary of Altria.

Middleton employs approximately 540 people in Pennsylvania with the vast majority in the Tri-County area. The average tenure of Middleton employees is 11 years. About 370 retirees of Altria's companies reside in Pennsylvania and contribute to the state's economic base.

Altria and its operating companies actively support programs that strengthen and enrich the communities where its employees live and work. In 2013, the Altria Companies Employee Community Fund, which includes Middleton employees, donated \$180,000 to organizations based in greater Philadelphia.

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

THANK YOU TO OUR SILVER SPONSORS (CONTINUED)

Altria's tobacco companies receive tobacco through a third-party receiving station in New Holland, Pa.

In addition, almost two billion dollars related to Altria's companies flow through Pennsylvania every year in the form of taxes, small business revenue, donations and income for thousands of Pennsylvanians.

Taxes paid by Altria and its companies, as well as taxes on tobacco sales, represented 5 percent of Pennsylvania's total tax revenue in 2013.

John Middleton Company is proud to call Pennsylvania home and looks forward to continuing to build on a long-standing history of success in the Keystone State.



Celebrating 140 years in our communities, National Penn offers an array of services, including banking, insurance, investments and trust.

Headquartered in Allentown, National Penn operates 111 offices in Pennsylvania and Maryland and is uniquely able to provide a wide range of sophisticated products, while keeping its focus on its individual customers and communities.

National Penn's commitment to building strong relationships with its customers is what sets it apart. To learn more about National Penn's philosophy and services, visit nationalpenn.com or stop by a local National Penn office today!



The Pottstown Area Health & Wellness Foundation is a community non-profit organization whose mission is to enhance the health and wellness of area residents by

providing education, funding, and programs that motivate people to adopt healthy lifestyles.

The Foundation awards grants to area non-profit organizations which use their resources and services to develop and enhance programs that support our purpose of promoting health and wellness. Through the past ten years ending December 31, 2013, the Foundation has awarded more than \$23.7 million to support more than 600 grants through over 100 different non-profit organizations.

Grant awards are based on defined priorities that include a focus on long-term improvement in healthy behaviors through schools, parks and social networks. Emphasis is placed on programs based around physical health and emotional well-being, in addition to providing learning opportunities and strategic planning to strengthen non-profits. The Foundation has a history of funding collaborative efforts in the region.

Community Health & Dental Care and Creative Health Services are two of the Foundation's larger grantees which exemplify the meaning of the community working together to improve the overall health and wellness of area residents. Local public and private schools are key avenues of incorporating nutrition and physical activity into the lives of area students. Other examples of the Foundation's grant dollars at work include Bike Pottstown, River Front Park, Fenstermacher Fitness Campus in Boyertown, PEAK (Pottstown Early Action for Kindergarten Readiness), YWCA Tri-County Area, Pottstown Cluster of Religious Communities, Mosaic Community Land Trust, and Pottstown Area Seniors' Center.

In short, the Foundation's role is to help area residents improve their health and well-being every day. By doing so, the Foundation is creating a more dynamic and vibrant community in which to live.



SEI is a leading global provider of institutional and private client wealth management solutions, including asset management, investment processing, and investment operations. We help professional wealth managers, institutional investors and private investors create and manage wealth -- and enable their long-term success by providing solutions that are both comprehensive and innovative.

SEI is a public company and is listed on the NASDAQ exchange under the symbol SEIC. Our main office and corporate headquarters is in Oaks, PA. We also operate from offices in Canada, Hong Kong, Ireland, the Netherlands, South Africa, the United Arab Emirates and the United Kingdom.

For more information please visit www.seic.com.



Building Relationships for Better Business

At Susquehanna Bank, building enduring relationships with customers is the key to success. For more than a century, businesses and families have been relying on Susquehanna Bank to help them save, borrow and invest. Over the years, the bank's team has developed valuable experience that they put to work for customers each day.

Founded in 1901, the bank has grown to encompass more than 240 branches in Pennsylvania, New Jersey, Maryland and West Virginia. It is part of Susquehanna Bancshares, Inc., a holding company that also includes subsidiaries that offer other valuable financial services, such as commercial leasing, asset management, insurance, retirement planning and pension programs for businesses.

Susquehanna Bank combines the strengths of a community bank with those of a diverse financial services company. Thanks to our regional structure, we have local leaders with lending authority and teams who are committed to providing personalized service. Plus, we have the resources to provide funding ranging from small business loans to complex financing packages.

To discover more about how Susquehanna Bank can help you achieve your financial goals, please visit us online at www.susquehanna.net, stop by one of our local branches or contact William Major at 610-883-3673 or at William.Major@susquehanna.net

Susquehanna Bank – Doing what counts.™ Member FDIC



The Valley Forge Casino Resort features the only casino resort in the area, with over 100,000 square feet of prime meeting and exhibit space, 485 guest rooms in two hotel towers, spa, 7 restaurants and 5 bars, live table games and slots, heart

pounding nightlife and classic event space.

Casino: The Valley Forge Casino resort is the region's only full-amenity gaming resort with live table games and all the latest and greatest slot machines. Everything about our casino will immediately let you know you are some place special. The excitement, the sound, the décor, the vibe, and, of course, a vast selection of games.

Restaurant and Night Life: The resort offers several brand new and exciting restaurants, including: Pacific-Prime Deluxe Seafood and Steak Restaurant, Viviano's Creative Italian Cuisine, Asian Noodle, American Grill Casual, Italian Market, Valley Tavern Irish/English Pub, Nosh New York Style Deli, Deuces Wild Saloon, Cameo Bar, and Center Bar. There is a little something for everyone!

Banquets & Catering: With 39 meeting rooms which include four glittering ballrooms, the Valley Forge Casino Resort can accommodate functions of any size. We aim to provide the highest quality food, presentation catered by our award-winning chefs.

Valley Spa & Fitness Center: Our Valley Spa features our newly-renovated fitness center & treatment rooms. You can engage in a workout utilizing our array of cardio & strength training equipment. Looking to relax? Embark on a relaxing, holistic journey that will soothe your mind, body, and spirit.

Hotel Accommodations: The Valley Forge Casino resort offers 485 spacious guestrooms and suites that are lavishly appointed with plush décor and complimentary wireless internet access. All rooms feature multiple telephones, in-room pay movies, workstations, iron and ironing board, coffee makers, and hair dryers. Two complimentary bottles of water are refreshed daily.

*Stay tuned next month
for additional coverage
of the Annual Dinner*

What is Transportation Demand Management (TDM)?

Traffic congestion is something that we all experience, especially if we travel along the 422 corridor. According to the Texas Transportation Institute, congestion cost the average commuter about \$21 per hour in wasted time and fuel. Nationwide, congestion annually adds 5.5 billion hours of time commuting and wastes 2.9 billion gallons in fuel.

In the Philadelphia region from 1982 to 2011, the number of commuters on the road has increased from about 1.3 million to just fewer than 2.5 million. At the same time, the annual number of hours of delay per commuter has increased from 14 to 48.



Congestion is created when the capacity of the roadway system cannot handle the demand. Roughly 60 percent of congestion occurs during peak period rush hours between Monday and Friday. Other factors that influence congestion are bottlenecks, traffic incidents, bad weather, work zones, poor traffic signal timing, and special events.

What can we do to improve congestion? A logical solution might seem to be adding capacity to meet demand. Adding capacity in the form of highway expansion is extremely expensive and often does not solve the congestion problem. Transportation Demand Management (TDM) is a way to maximize the efficiency of the existing transportation system by utilizing the latest technologies and innovative strategies.

Some of the most effective TDM strategies include:

- Flextime, Compressed Work Week (CWW), and staggered shifts
- Improved cycling amenities and infrastructure
- Carsharing
- Park and ride facilities
- Pedestrian safety and accessibility improvements
- Shuttle services
- Carpooling and vanpooling
- Public transit improvements
- High Occupancy Vehicle (HOV) lanes
- Transit Oriented Development (TOD)
- Intelligent Transportation Systems (ITS)

If you or your organization would like to know more about TDM and ways to implement some of above strategies, contact Kyle Guie, Project Manager at GVF, at kguie@gvftma.com or 610-354-8899. Also visit www.gvftma.com.

Founded in 1990, GVF is a not-for-profit organization created to advocate and promote a viable transportation network for the region's economic vitality. To maximize awareness and develop sustainable support, we partner with public and private entities.

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



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. March's Business of the Month was chosen from attendees at the May Anniversary Luncheon.



Founded in Pottstown in 2005, Seidel Planning & Design, Ltd was established to fill the gap which exists in the real estate & development industry between site engineering, architectural building design, and analysis of zoning & development regulations for the real estate industry. Led by registered landscape architect & certified land use planner Brian Seidel, the firm provides a diverse scope of design and consulting services for a variety of real estate markets & industry professionals.



ships with not only their clients, but also the municipal staff and professionals reviewing their projects. This communication allows the firm to identify opportunities for tailoring projects to meet municipal zoning standards and identify where deviations from those standards may be appropriate. This interaction has helped Seidel Planning earn recognition as industry leaders and gain respect for the solutions they provide enabling the firm to tackle some of the most complex land use problems facing land development today.

Seidel Planning continues its high level of communication by consistently collaborating with development professionals, land use attorneys, architects, and engineers throughout the design process to maintain the highest level of design integrity and satisfaction that can be provided while maximizing efficiency and minimizing impacts of a design on any given site. To do so, the firm efficiently balances a client's resources and development goals with that of the local municipality, the community, and its responsibilities to the natural environment.

Design & consulting services are provided to the single and multi-family residential industry with the preparation of zoning analyses, development feasibility studies, and yield analyses. It is the result of these analyses which lead to successful development projects & livable neighborhood communities.

Seidel Planning also serves the telecommunications & renewable energy industries with site acquisition services, suitability & visual impact assessments, and zoning & construction permit expediting. The staff utilizes GIS technology and base mapping capabilities to facilitate plans for strategic growth & expansion for wireless network carriers & communications deployment.

Landscape architectural design services are also provided to variety of industries ranging from intimate residential landscape design to corporate office parks and urban green-roof projects. Ecologically responsible landscape designs from the firm implement industry accepted best management practices and stormwater management into attractive and marketable designs for all industries.

Regardless of the industry, the staff at Seidel Planning can frequently be seen representing their clients in the evenings at municipal meetings and hearings. Despite its local roots, the staff at Seidel Planning has provided expert land use planning testimony in hundreds of Municipalities throughout Pennsylvania, Delaware, New Jersey, Virginia, Maryland, and New York. Understanding communication is a key ingredient for the success of any project; the firm prides itself on building relation-



LEADERCAST— Beyond You Leaders

The Chamber hosted Leadercast on May 9 for the third year in a row at New Hanover United Methodist Church in Gilberstville. This year's event was sold out with 150 tickets sold! During Leadercast, nationally renowned leaders were broadcast live from Atlanta, Ga., and Capetown, Africa, to 746 host sites and the tri-county area was one of those simulcast locations.

This year's theme was Beyond You and featured the following speakers:

- **Andy Stanley**, leadership communicator and best-selling author
- **Dr. Henry Cloud**, clinical psychologist and leadership consultant
- **Archbishop Desmond Tutu**, Nobel Laureate and human rights activist
- **Laura Schroff**, former advertising sales executive and best-selling author
- **Laura Bush**, former First Lady of the United States (2001-2009)
- **Malcolm Gladwell**, award-winning journalist and best-selling author
- **Randall Wallace**, screenwriter, director, producer and songwriter
- **Bill McDermott**, CEO of SAP AG
- **Simon Sinek**, leadership expert and best-selling author

The leaders provided inspirational stories from their own lives and advice on how attendees could impact others in a positive way.

The Chamber live-tweeted during the event and encouraged attendees to share their thoughts on different forms of social media.



Attendees from John Middleton Company, the Presenting Sponsor.



Breakfast Sponsor O'Donnell, Weiss, & Mattei, P.C. Attendees.



Pottstown Memorial Medical Center, Co-Sponsor of Leadercast, brought a large group to Leadercast!

Attendees said they enjoyed hearing the speakers at Leadercast.

"Leadercast 2014 is an incredible day," said Laurie Betts, Pottstown Area Health & Wellness Foundation. "What a broad range of influencers and touching moments. I have never been exposed to anything like this. Extraordinary experience."

Al Funke said this was his second time attending the event. *"What a great experience!" he said. "It really makes you think about how you lead."*

Terese Brittingham, Keller Williams Realty, Immediate Past Chair of the Chamber Board, added, *"I really appreciate the Leadercast day. It gives me a day out of the office to reflect on leadership and giving. What a great experience to share with my agents and staff."*

Thank you to our Sponsors:



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

MAYER POLLOCK STEEL

Voted Best Scrap Metal Recycler in PA

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



*Recycling America's
Resource Since 1989*

*Servicing Industrial Accounts
is Our Specialty!*

Free Container Service Provided
Industrial Demolition

www.mayerpollock.com

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



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists

**We've Got
The 422
Region
Covered!**



Subsurface Investigations
Geotechnical Design & Analysis
Stormwater Infiltration Testing
Carbonate Site Assessments
Environmental Site Assessments and Remediation

Construction Inspection and Testing
Clean Fill Testing
Laboratory Soils Testing

www.earthengineering.com

*Corporate Headquarters: 610-277-0880
Lehigh Valley: 610-967-4540*

*Central PA: 717-697-5701
South Jersey: 856-768-1001*

QUALITY * COMMITMENT * PERFORMANCE

ELECTIONS AND DOWNTOWN MANAGEMENT



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

I have been in the Main Street Management field for almost 30 years, and I have always found that public service people, like main street managers, come under greater scrutiny during an election year. Many times, it is derived by inference. Some person running for office or supporting someone running for office normally has an agenda or platform, and if something relating to your program somehow... somehow... bears any resemblance to the platform or agenda, you end up in the cross hairs.

I remember one of my first meetings in Phoenixville, the council was selecting someone to fill a vacancy on council and one council member got up and told everyone the downtown was a disgrace and then he pointed at me and told me I was a disgrace. I had only been there like three weeks, and it appeared that immediately my stuff was shaky.

In almost all cases, the hubbub goes away right after the election, but the period from the primary to general election is normally a time when people conducting higher profile public programs. It takes away from the pure nature of what you are trying to accomplish, because you get embroiled with a personality running for office.

In Downingtown, some guy ran for Mayor based upon getting me fired. I was in the midst of a couple of big projects with Kardon Park and the Amtrak Train Yard Keystone Opportunity Zone, and

I saw that my chances of completing those projects diminished. By inference, those projects came under attack in a political campaign.

Normally the funding for a downtown revitalization program can change every day, and when there are people making an issue about the direction and leadership of the organization, and, in many cases, the funding contracts. Downtown Programs are a consensus building-based effort, and it is important to address all issues that are presented in the planning documents and initial outreach efforts. Political issues are too random to plan for, because in most cases they are peripherally connected.

I have always advised downtown managers to keep their head down during this time of the year. If you try not to take personal offense to some of the things said during the election time, and keep doing your work, it will turn out better.

(Continued on page 45)

Reliable info.



*The answers you seek are
not in this cupba.
Lucky & 1-888-8 PUEBLO*

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

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

FAMILY OWNED & OPERATED SINCE 1967



SAME DAY SERVICE
POTTSTOWN
610-326-2326

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

**Performance
Touring
All Season Radial Tires**

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

COMPLETE AUTO & LIGHT TRUCK REPAIR

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

Visit Us At www.hftire.com

BUSINESS PROFILE

BERKS DIGITAL INC.

Gary and Elaine Brown founded Berks Digital Inc. in 2005, with a focus on maturing digital printing technologies, which have changed the printing industry.

Starting in the basement of their Muhlenberg Township home, they quickly outgrew the home business. In 2008 they moved operations to their current location at 2620 Hampden Boulevard, Reading. In 2010 Berks Digital acquired a competing company that focused on the large-format market, and 2013 marked the eighth consecutive year of sales growth for the firm.

With continued investment in automation technologies they have been able to offer both large and small companies fast turn around times on high quality digitally printed materials at competitive prices.

Berks Digital offers small format printed materials that businesses use, such as brochures, flyers, postcards and much more. Large format printing includes banners, pop-up displays, fine art reproductions and store signage.

With a focus on quality and customer service, Berks Digital has both national and local customers that rely on their expertise to make their print buying pleasant and affordable.

Change comes to Berks Digital in 2014 with the addition of Donald J. Gemmiti, as the firm's CEO who brings more than 45 years of management and sales experience from the nonprofit sector, according to partners Gary and Elaine Brown. Gemmiti is excited to have recently added a new Xerox J75 digital color press and in the next coming months you will be able to order your printing needs online by going to www.berksdigital.com. Berks Digital is "Where Berks County Goes for Printing" for quality design, print, price and customer service.

Berks Digital, Inc. is located at 2620 Hampden Blvd., Reading, PA 19604; 610.929.1200; www.berksdigital.com. 📱

Where Berks County goes for printing...

**Introducing online design
and print, coming soon in 2014!**

Business Printing Solutions

small format

• Flyers • Brochures • Postcards

Large Format

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

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



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

Call Today! New customers receive **10% OFF** your first order, through
Dec 31, 2014. Please mention this ad at time of order to receive discount.

LIMOS • TROLLEYS • STRETCH LIMOUSINE • STRETCH HUMMER • VANS



*Your Limo
Is Waiting...*



*24-Hour Service • Airport Service
Corporate Accounts Available
All Vehicles Are Non-Smoking Fully Insured*



MERCEDES LIMO COACH • MINI COACHES • COACH BUSES • SCHOOL BUSES

610.689.4600 / 800.528.3569 • www.rhoadslimos.com

1816 Weavertown Road • Douglassville, PA 19518



**Lifetime Warranty • Energy Star
Family Owned & Operated**

OUR PROMISE
"We have the right window, at the
right price, professionally installed"

267.308.2500
www.keystonewindow.com

SPECIAL OFFER:
**\$379 White, Any Size, Energy Star,
 Vinyl Double Hung Window Installed***

Limited Time Offer. *Restrictions apply.



**KEYSTONE
WINDOW
OF PENNSYLVANIA**

WHY KEYSTONE?
100% SATISFACTION • 30-MINUTE ESTIMATES
 • NO MORE COLD, DRAFTY WINDOWS
 • SAVE \$\$\$ ON REDUCED ENERGY BILLS

Since 2005 • PA#030202



ACCREDITED
BUSINESS



GOOD
HOUSEKEEPING



Andersen
AW



Pella



Slocumb
WINDOWS AND DOORS, INC.

**Take Advantage
of MORE**

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

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

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

MORE VALUE for your Marketing Dollars

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



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

DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 43)

There are the personal reactions, as at times, a main street manager from out of town cannot relate to what is happening. I have seen where a wife of a business executive that had transferred to an area, took the main street job, and feeling insulted, she quit the position. I have watched as others looked for a new job. I have always kept my mouth shut in these situations, because it passes after the election.

When a Main Street Manager is hired from out of town, they seem to take a different view on what goes on with local politics. No one wants to be embroiled in an argument with one of the local politicians, but by the same token, one must maintain status as the prime mover for revitalization. This is where a good board of directors/committee comes into play, in an effort to buffer the politics out of the political arena.

A good revitalization committee will buffer incidents of political pot shots from people running for office. In a small town setting, many of the people know each other through common acquaintances, school or church. It is better to have someone close to them tell them to keep the revitalization out of the political arena. There

are times when the revitalization needs money, and that could put them on the front line of individuals with a more conservative fiscal bent. Normally those funding requests come at budget time and that catches the end of the election year.

One election year in Phoenixville, one of the candidates ran a digital countdown concerning when the council was going to renew me. It was all done anonymously and my board president hired an attorney to find out who was writing about me. Once we found out, he confronted the person and got an apology. These kinds of things are normal in small towns, but if it damages the revitalization, it has to be taken as a special circumstance that needs rectified.

In most cases, there is not intent to harm the revitalization, but just a desire to be elected. A person is ambitious and wants to succeed and grasps at whatever fits the program they created. A main street manager has to have thick skin, but sometimes people are so cold in their attacks that it creates a problem for even the most experienced of managers. ▀

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



Purina Mills, Inc.
®

**Pottstown
ROLLER
MILLS Inc.**

- THINK SPRING! ONION SETS, SEED POTATOES & VEGETABLE SEEDS HERE NOW
- LARGE SELECTION OF WILD BIRD FEED, BIRD FEEDERS & BIRD HOUSES
- WATER SOFTENER SALT
- LAWN PRODUCTS
- 40 LB BAGS & BULK PREMIUM ANTHRACITE COAL
- WOOD BRICK FUEL
- STONE & SAND
- LIMESTONE
- ALL TYPES OF MULCH BAG & BULK

625 Industrial Highway
Pottstown, PA 19464
(610) 323-8620

Easy.



Payroll processing and business solutions almost as easy as mac and cheese.

COMPLETE SUPPORT FOR YOUR SMALL BUSINESS

- Powerful payroll processing & support
- Pay-as-you-go workers compensation insurance
- Full control with online access and mobile apps
- Effective time and attendance solutions
- Complete Human Resources support

express DATA SYSTEMS, INC. EXPRESSDATA5Y5.COM | 610.495.7166

CLARK INDUSTRIAL SUPPLY INC.
301 West High Street • Pottstown, PA 19464
610.705.3333
www.clarkindustrialsupply.com

AEROQUIP 

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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

RETIREMENT CAN BE THE ULTIMATE VACATION... IF YOU PLAN AHEAD, DESIGNING AN INVESTMENT STRATEGY CAN HELP YOU REACH YOUR GOALS



INVESTING IN TODAY'S ECONOMY

By Paul E. Fair, Paul Fair Associates, LLC

When you decide to take a vacation or go on a trip, the first thing you do is research your destination and develop a plan in order to ensure a safe, enjoyable time. Makes sense, doesn't it?

If only people put as much time into planning their retirement as they do for their vacations!

Unfortunately, this isn't usually the case. It's a common saying that "most people spend more time planning their vacation than they do their retirement." That's a problem, because the average vacation only lasts a few weeks. Your retirement, on the other hand, can span years.

Retirement is probably the longest, most important "journey" you'll ever take, yet many people don't devote the time and attention necessary to actually map out where they want to go — and how they'll get there. "Saving money" is an admirable goal, but it doesn't really qualify as a "plan." So, how do you go about actually designing an investment strategy that both truly reflects your goals and effectively guides you to them?

Important Questions to Ask Yourself

Retirement is about finally having the opportunity to focus on living. It's no longer about getting ahead in life, but about experiencing life itself. For that reason, retirement should be fun. It should be enlightening. It should be rejuvenating. Above all, retirement should be... whatever it is you want it to be!

However, there are many people who never take the time to dream. They never create their bucket list. Just as importantly, they never stop to consider what they need, what important decisions they'll have to make in the future. Too often, we go through life thinking "I'll cross that bridge when I come to it." But some bridges are shakier than others, or come with tolls to pay before you cross.

(See "Investing in Today's Economy" on page 48)

GET THE JOB DONE RIGHT — WITHOUT ALL THE OVERHEAD!

We're there when you need us, where you need us, ONLY for as long as YOU need us.

OFFSITE ASSISTANTS
There when you need us

- Secretarial duties
- Answering service
- Database management
- Client prospecting
- Cold-calling, Follow-up
- Bookkeeping, Collections
- Reports, Analytics
- Newsletters
- Event planning
- Office morale boosters
- Social media management
- ...AND MUCH MORE!

We're fully equipped to serve you remotely but if you need us onsite we can be there as well.

For more information call toll-free 877-519-9593
610-255-7141 or visit offsiteassistants.com

FINISH STRONG

with a Villanova degree—for less
than you think.

- More than 15 bachelor degree and certificate programs
- Convenient scheduling and accelerated degree options
- Courses available at Montgomery County Community College in Pottstown
- Scholarship opportunities available
- More than 50 online summer courses



Part-Time Studies
Open House June 24

Register Now at:
parttime.villanova.edu

IN CARING HANDS, SURGICAL ROBOTS CAN DO SO MUCH MORE.

We know.

BECAUSE YOU DESERVE MORE.

Where you have your surgery matters. Because the **team** performing your surgery and supporting you afterwards makes a big difference. At Mercy Suburban, we marry minimally invasive surgical technology such as our daVinci robot, with skill, experience and compassion. Because excellent healthcare is more than just science. It's an art.



Mercy Suburban Hospital

A member of Mercy Health System

www.mercyhealth.org

1.877.GO MERCY (1.877.466.3729)

INVESTING IN TODAY'S ECONOMY

(Continued from page 46)

For instance, see if you have the answers to these questions:

At what age do you plan to retire from full-time work? Do you intend to continue working part-time, or perhaps volunteer on a regular basis? If you are married, what is your spouse's retirement schedule? When will you apply for Social Security benefits? (There are more options available for Social Security enrollment than you may realize, especially for married couples, so it's important to understand all of the ramifications before you make that decision.) In other words, when do you expect this journey to begin?

Are you going to need to make renovations to your home — or maybe downsize — so that you can remain independent? Do you anticipate the need for some type of assisted living facility? Maybe you plan on moving cross-country to be closer to your children and grandchildren. Perhaps cruising across the country in a motor home is appealing to you. Where are you going to live when you retire?

Do you dream of touring Europe in your golden years? Would you like to spend winters in a more temperate climate? Maybe you want to make sure you can buy a new car every two years. Are you planning on paying for a grandchild's college education? Is leaving an inheritance for your heirs a top priority? What do you expect to do with your money?

Identify Your Resources and Obligations

Once you've answered these questions and determined where it is you want to go in life, it's time to figure out what it will take to get there.

Start by identifying your existing resources. Do you expect to have contin-

uing income from full-time or part-time work? What will be the amount of your monthly Social Security benefit? Again, understanding the options and making smart decisions about the timing of your Social Security application plays a critical role. Will you be receiving a monthly pension? Do you have a 401K, IRA, annuity, or other form of retirement income? Are you planning to liquidate any substantial assets such as a home or other property? What are your sources of income and how much money will they produce?

Next, determine your needs and obligations. Will your house be paid off when you retire? How much will you have to pay in taxes or rent each year? Will you be debt-free or still have ongoing obligations that must be met? Have you calculated a reasonable estimate of your monthly living expenses such as food, clothing, utilities, phone/internet, transportation, maintenance, etc.? How much should you set aside for life and health insurance premiums and medical expenses? How much money must be budgeted for necessities?

Make a Plan

Once you've determined your retirement goals and identified your projected income and expenses, you can create a realistic plan for the future. An important part of the plan will be your investments.

Investments such as savings accounts and CDs are considered "safe," but interest rates are so low that they provide very little return. In fact, they may not even provide enough to help you stay ahead of inflation. In today's economy, most people need to consider other investment options in order to grow and maintain sufficient savings to last for 20 to 30 years of retirement.

(See "Investing in Today's Economy" on page 50)



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

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

Pottstown Dance Theatre
Quality Dance for All Ages

Reasons to Choose Us

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



ROTARIAN VIEWPOINTS

Why I am in Rotary?



By Len Geisler

Why I am in Rotary? For the Fun of It. Yes, being a Rotarian is fun and rewarding. If you are like me and want to give back to the community while working with other people that want the same things, the Pottstown Rotary is the organization for you. Our club is made up of business leaders in our community that like to do things for others in the community, get their hands dirty and strive to make the lives of others brighter. Yes we work hard, but we also have a good time and fellowship while we serve. Our club sponsors many events throughout the year to help community programs, and we also hold many events for our Rotary family and friends. Our club has the support of our district made up of 49 other clubs and thousands of other clubs around the world. Rotary is the largest service organization in the world and is in virtually every country. When you are a Rotarian, you are not only a member in your home club, but you will find a Rotary friend no matter where you are in the world. The best part of traveling is looking up the local Rotary Club, because you will always know you are welcome and treated well.

Why Rotary? – The People, the Service, the Rewards. Rotary has always been a part of my life. My father was a Pottstown Rotarian, so I knew what Rotary meant to us in our family. For the past 15 years I have been able to share firsthand the Rotary Moto, Service Above Self with my fellow Rotarians and people in our Community.

Why Rotary? – Rotarians care. I remember watching a movie called *Pay it Forward*, where the acts of kindness and support are spread forward from person to person. Rotarians do this every day, not only during meetings and events, but in their normal lives. This is what Rotarians do. If you have that desire to pay it forward or help out others in your community, I strongly urge you to visit our club for a meeting or two. Meet our members, see and hear what we do. You will have no obligation or cost. Our club meets Wednesday evenings at 6:30pm, at Brookside Country Club. Come on out and give it a try.

WHY ROTARY - FOR THE FUN AND LOVE OF IT.

ROTARY NOTES

Pottstown Rotary Spring B2B Networking Mixer

Plant the seeds to grow your business! Join us Wednesday, June 11th, from 5:00 PM – 7:00 PM on The Patio at Brookside Country Club, 850 N Adams Street Pottstown, PA 19464. Expand Your Business Network. Business Card Exchange. Enjoy Complimentary Hors d'oeuvres and Refreshments. Leave Energized and More Informed. Learn How YOU Can Make a Difference in YOUR Community. Meet you there!

Memorial Bricks Available at the Pottstown Rotary Pavilion

Activities at the rotary pavilion at Riverfront Park are supported by the sale of memorial bricks that are placed in the floor of the pavilion. This includes the festivities where the Rotary "person of the year award" is presented at the pavilion in the fall. The bricks are inscribed as a memorial or memento to family members or friends. Cost of the bricks is \$75, half of which serves as a donation. They can be purchased from Richard Whittaker, email: docrwihit@yahoo.com or phone: 610.780.1878. 📱



Business Advisor

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

The Pottstown Rotary Club Wants You!



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

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

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

- *Meaningful community service projects*
- *Fun social activities*
- *Important business connections*
- *Deep and lasting friendships*
- *Opportunity to learn about our community*

**Call Bill Wellen at
484.886.5396 to learn more!**



www.pottstownrotary.org

Don't Let Your Basement Hold You Hostage



DANGER!



610-666-5600 • 800-700-9171

We Are A Local Family Owned Business

In-House
Financing
Available

License
#PA042058

FREE
Basement
Consultation
SAVE UP TO
\$650
2009
Pricing!

Basement & Crawl Space Waterproofing • Stone & Block Foundation Repair • Exterior Drainage Services • Mold Removal

INVESTING IN TODAY'S ECONOMY

(Continued from page 48)

Most experts recommend that you spread your money among a range of investments so that your portfolio is "diversified." This helps reduce risk as the markets move up and down. But where to start? How do you decide what investments are appropriate for your specific circumstances? The array of choices can be daunting: individual stocks and bonds; stock and/or bond mutual funds; index mutual funds; professionally managed portfolios; IRA; Roth IRA; annuities; secondary market annuities; gold or silver; real estate; life insurance; long-term care insurance. Also, your plan must address not only how to save for retirement, but also how to maintain your money after retirement. Even as you're withdrawing money to pay your bills and obligations, you should be trying to grow your remaining money to at least keep up with inflation. Maintaining, investing, and diversifying your assets is a critical process that should continue throughout your life.

Get Help

Because managing money and planning your financial future can be so complex, a professional financial advisor can be a valuable partner in your journey. Think of a good advisor like a good travel agent — someone who knows all the tips and tricks, and can save you both time and money so you can concentrate on living life rather than worrying about how to pay for it.

Having an advisor with extensive experience and knowledge of a broad range of investment options is crucial to navigating

your way through the ever-changing investment landscape and staying on track with your goals.

Paul Fair, a National Social Security Advisor, understands the importance of sufficient retirement planning. For Social Security, he can generate a personalized report that presents a complete list of your options based on your specific status and the age at which you plan to apply for benefits so that you can potentially maximize your retirement income. If you're interested in a full financial overview, he can produce a clear and concise analysis of your current monetary situation. That information can also be used to present a number of "what if" scenarios to help you see how changes to your current or anticipated status can affect your lifestyle and retirement.

As a financial planner with over 24 years of experience, Paul is well-qualified to help you consider all of the investment variables and options while simultaneously developing a successful retirement strategy tailored to your personal circumstances and goals. Seeing the big picture and making good choices can make a profound difference in the quality of retirement for you, loved ones and your legacy.

Whatever you decide to do, remember: retirement can be the ultimate vacation...if you plan ahead! Start by calling Paul Fair today. 📞

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



Big Joe D40 Delivery Special
Compact Electric Pallet Trucks



THE
#1 TOOL FOR LAST MILE
& LIFT GATE DELIVERY

Lease for as little as \$4 a day!

PA Industrial Equipment
Call us today at (610) 369-9778
PAIndustrial.com



BUSINESS PROFILE

PA INDUSTRIAL EQUIPMENT, INC.

PA Industrial Equipment, a full service forklift and material handling equipment provider, is pleased to offer the full line of Big Joe Electric material handling equipment. In particular, we would like to take this opportunity to showcase the model D40 electric pallet jack. This 4,000 lb. capacity pallet jack is well suited to delivery applications due to its compact sealed chassis and low gross weight. It features maintenance free batteries, an onboard charger and multiple fork and load backrest configurations. In addition to the D40 electric pallet jack, PA Industrial Equipment also carries Big Joe stackers, straddle trucks and walkie reach trucks suitable for any warehouse application.

Don't forget to call PA Industrial Equipment for the repair of all makes and models of forklifts and material handling equipment. Our technicians respond quickly to your breakdowns and carry an extensive inventory of parts and components in their fully stocked service vans.

PA Industrial Equipment, Inc. also provides rental forklifts and scissor lifts. Rental contracts can be daily, weekly or monthly with delivery available to your site. Please call for rates and availability.

Please call us at 610.369.9778 to assist you with all of your material handling equipment needs. Whether you are purchasing new equipment, maintaining a forklift fleet or renting forklifts on an as needed basis, PA Industrial Equipment has you covered. 📞

Valley Forge Christian College Launches New Graduate Program: Organizational Leadership

Valley Forge Christian College (VFCC) is introducing a new Master of Arts in Organizational Leadership (MOL) degree in the fall of 2014. VFCC is a private college in Phoenixville, Pa. offering 67 undergraduate, seven graduate and nine associate programs in the Arts, Sciences and the Professions.

Headed by Dr. William Clarkson, Chair of the Business Department, this program is designed as a framework of organizational systems that help to not only improve but also to fully develop students as leaders with an emphasis in team building, organizational psychology, biblical values, business ethics, strategic thinking, negotiation and conflict resolution. Dr. Clarkson said that the new program will provide professionals "an opportunity to acquire a set of skills as servant leaders to impact the marketplace."

The MOL is a hybrid program that includes both online as well as one-week residential cohorts twice per year to best accommodate professional work schedules. Students will gain life-long skills, such as understanding the dynamics of global and multi-cultural environments, strategic planning, financial and risk management, problem-solving processes and effective use of technology. The program combines theory and practice to enhance business and interpersonal skills.

To learn more about the new master's degree visit vfcc.edu/orglead. 📞

MASTER OF **ORGANIZATIONAL LEADERSHIP** *New!*

TAKE YOUR CAREER TO THE NEXT LEVEL

For more information visit vfcc.edu/orgleadership

610.935.0450 • 800.432.8322
fb.com/vfcedu @vfcedu

VALLEY FORGE CHRISTIAN COLLEGE

The advertisement features a background image of five diverse professionals in business attire sitting around a conference table, engaged in a meeting. A laptop is open on the table, and the setting appears to be a modern office with large windows in the background.

Baird's Catering *The Best In On & Off Premise Catering*

Distinguished Taste, Presentation & Value

Plan Your Celebration

Hall Rental Available With Catering Service

Weddings Birthdays Reunions Fundraisers
Banquets Graduations Golf Outings Anniversaries
Corporate Events Picnics Club Meetings And More

Celebration Coupons

\$250 off
Weddings and
Banquets or 10%
off any other
catering booked by
June 30, 2014

For more information contact
WILLIAM BAIRD
610-781-3534

When Taste Matters!
Baird's Catering, LLC
For all your Culinary Occasions

Look for upcoming Free Business Tasting at the end of June

www.Bairdscatering.com

Care for elderly and disabled adults

- Health monitoring
- Assistance with medications
- Structural individual and group activities
- Professional caring staff
- Homie non-institutional environment
- Hot lunch and snacks (special diets)

FULL-TIME REGISTERED NURSE ON STAFF

Where better days blossom.

BON HOMIE LTD.
ADULT DAY CARE
www.bonhomieadc.com

\$57 FULL DAY **\$35 HALF DAY**
OPEN 7 am - 5:30 pm

470 N. Lewis Road
LIMERICK, PA 19468
610-792-8800

A Honey Dipper
SEPTIC SERVICE
J. Brehm, Inc.

WE PUMP WHAT YOU DUMP

Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com

BUSINESS PROFILE

Bon Homie, Ltd. Adult Day Center

In a previous article (see August of 2013), we introduced the history of how we got started and an insight into some of the overall programming that takes place at Bon Homie, Ltd. Adult Day Center. We started on Ridge Pike in 1992, moved twice and finally settled in our own facility at 470 North Lewis Road in 2001, where we would establish ourselves as one of the most highly regarded Adult Day Centers in the area. It was during this period where we developed our two unique programs, the *Sunflower Meadows Program* and the *Sandpiper Haven Program*, that are tailored to the two major classifications of clients we serve.

When we are asked to describe what an Adult Day (Care) Center is, we often relate it, fundamentally, to day care for kids, only for the older crowd. We have evolved into a setting with features that meets the many needs of the clients who attend; these include the activities, training, socialization, entertainment, as well as special care, nutritional and therapeutic aspects to give you an idea. Keep in mind that we serve all adults from the age of 18+ and beyond. Approximately one third of our clientele are under the age of fifty.

Aside from discussion groups, the ever-popular trivia sessions, our activities involve a wide range of themes from arts and crafts to bowling, basketball, music programs and clubs such as yearbook committee, horticulture, outreach and choir. A much-needed new addition is in the planning stages to accommodate the more physical activities and has been dubbed "The Gym" by the clients.

Training is an ongoing part of every activity at the center. One of our core goals is to maintain and enhance the cognitive ability of each and every client. We have introduced to our clients the idea that access to today's technology can be not only helpful to them, but also fun. We have added a touch screen laptop computer to better enable some of our clients to enjoy the same benefits of our other touch screen PC's by allowing them to use it without

the need of a cart or table. We also added new PC tablets to the mix at the center: two from the durable line of LeapPAD/LeapFrog training products, and three new Kindle Fire HD 8.9 tablets for them to use. One-on-one and small group PC sessions are now an ongoing daily event. One of our more tech savvy clients has decided to post a blog on the bonhomieadc.com web site. Subscribe to Rob's blog and get a firsthand view of Bon Homie.

Special Care is one of the primary reasons adult day centers exist. We care for elderly and disabled adults. In addition to the overall beneficial aspect of attending a center, it is the special care that sets it apart. We have two full time registered nurses on staff and a staff trained in the procedures and processes to administer care.

Socialization and entertainment has always had a large role to play in the repertoire of experiences at the center, many times complementing each other. The music program continues to grow with the expectation that this year's talent show will be bigger and better than ever; the arts and craft program is also growing with weekly visits from the art teacher to introduce new projects utilizing different art mediums. The Valentine's Day Dance was again a success as was the Easter Bonnet Parade and plans are well underway for the second annual Prom celebration, a special event involving the support of parents, caregivers, staff. This year's event will be held on a Saturday; not an insignificant undertaking, but worth the effort for the clients. A published hardcopy yearbook is also planned; again, a lot of work but well worth the effort.

Nutrition and meal planning is an essential part of the operations, since many clients we serve have specific diet and nutritional needs and restrictions. The overall dietician developed menu is updated on a regular bases and takes into account the overall appeal of each meal as well as its adaptability to specific diet needs. We serve approximately 50 clients a day

(See "Bon Homie, Ltd." on page 54)

Florence McLean Owner & Operator Our 61st Anniversary

Arrowhead Golf Club

A mature challenging public golf course with 27 meticulously maintained holes nestled in a serene wooded setting

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions • Catering
100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees Weekdays—\$20.00 Weekends—\$32.00
Riding Carts \$10.00 per person

Pro Shop • Snack Bar • Rental Clubs
5 minutes from Route 422 & 862N Intersection
For Tee Times Call (610) 582-4258

Limerick Generating Station

Powering the community for the future



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

Good for Our Power Supply

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

Good for Our Community

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

Good for Our Environment

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

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



Like us on Facebook
www.facebook.com/limerickgeneratingstation

©Exelon Corporation, 2010



EVERYTHING PRINTING & SHIPPING CENTER

828A Route 100 • Bechtelsville • Cornerstone Plaza

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

TRUCKING SERVICE
48 STATES
GUARANTEED
REASONABLE
COURTESY

Authorized
Shipping
Outlet

UPS

DHL

FedEx
Authorized Ship Center

(610) 367-7444 • EverythingPrint.us

THE ROLE OF THE PHYSICAL THERAPIST IN NATIONAL HEALTH CARE REFORM

With much uncertainty and concern regarding recent changes with healthcare delivery in this country, the physical therapy profession is leading the way in providing cost effective treatment. Physical therapists provide services that help restore function, improve mobility, relieve pain, and prevent or limit permanent physical disabilities in patients with injury or disease. They restore, maintain, and promote overall fitness and health.

Physical therapists are the leaders in the rehabilitation that allows individuals with chronic conditions to return to productive lives. Physical therapists also are key health care team members who address prevention initiatives, such as reducing falls, improving physical activity to mitigate chronic disease and secondary health conditions, and tailoring wellness programs for populations that have chronic conditions and/ or disabilities. According to the **American Physical Therapy Association**, research shows that physical therapists can provide a cost-effective alternative for many patients who currently undergo sur-

gery, take costly prescription drugs, or use a variety of medical devices to treat neuromusculoskeletal and cardiopulmonary problems.

Kinetic Physical Therapy is a leader in the healthcare industry by advocating direct access, no need for physician referral to be evaluated by one of our knowledgeable and compassionate therapists. Our philosophy is One Therapist, One Patient, One Goal which means your evaluating therapist stays without you throughout the course of your treatment. Our goal is to determine the root cause of your problem in order to achieve a long-term solution. Specialty programs at the Collegeville location include video analysis for runners as well as swimmers utilizing our state-of-the-art Endless Pool, vestibular and post-concussion rehabilitation, and adolescent sports medicine program. We are conveniently located at the Providence Town Center in Collegeville. Visit us at www.kineticptpa.com or contact us at 610.831.5205 for more information or to schedule an appointment. 📞

KINETIC PHYSICAL THERAPY & Human Performance Center

New Open at the Providence Town Center 241 Plaza Drive

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

Call today to schedule your appointment . . .
610.831.5205
www.kineticptpa.com

3D Mammograms.

Right Here.

3D mammography is a remarkable tool that may give you a better chance at early detection of breast cancer than traditional digital mammography.

We now provide 3D mammography in Phoenixville and Limerick with day, evening, and Saturday hours to fit your busy schedule. All 3D mammograms are read by board-certified University of Pennsylvania radiologists on-site and results are promptly sent to your doctor. And, unlike other facilities, we charge NO EXTRA HOSPITAL FEES for this state-of-the-art test. Do something important for your health.

Schedule your 3D mammogram today by calling 610-983-1100.



PhoenixvilleHospital.com



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



Bonnie Heath, CLTC
Associate

610.530.2112 Ext. 235

Toll free: 1.800.811.5400

email: bheath@jhnetwork.com

Offering John Hancock Insurance products. Keystone Financial Management is independent of John Hancock. 1624 Hausman Road, Allentown, PA 18104. 185-20130319-136752

keystonefinancialmanagement.com

BON HOMIE, LTD.

(Continued from page 52)

of which a full half require a special diet or some adjustment in the preparation (sugar content, lactose issues, chopped or puree requirement, etc.). Lunch is always a very busy time at the center, as are the morning and afternoon snack periods. Needless to say, preparation would not be possible without the service of a competent cook, ours is first rate; ask any client on any day. Typical menu items would include: Shepard's Pie, Tuna Noodle Casserole, Beef Goulash, Roast Beef w/Roasted Potatoes, and Baked Meatloaf w/ Mashed Potatoes.

The therapeutic aspects of attending an Adult Day (Care) Center are recognized and published in many articles and journals. All of our regular activities are designed to provide therapy, both physical and intellectual. We have a dedicated sensory room, which is unique in the area and provides the setting and equipment to instill a calming, relaxing feeling so clients are more receptive and comfortable to participate in the program. We have partnered with FOX Rehabilitation to provide occupational and physical therapies on the premises as of last year and it is working out very well.

There are also some outside organizations that help make our mission work:

Senior Companions - the Senior Companion Program is the pairing of seniors with frail elderly individuals who may have difficulty completing everyday tasks. Senior Companions offer one-on-one support by helping with mail, writing letters, playing cards and other games, offering respite care, talking and listening, all at no cost to the client. Community agencies and organizations throughout Montgomery County are partnering with the program to bring Senior Companions to the aid of their clients. Companions are placed in these volunteer stations, as well as individual client homes. Current volunteer stations include Adult Day Care Centers of which we are lucky enough to have two assigned to us.

Parents Group - The Parents group meets the first Tuesday of every month at 5:00pm at Bon Homie. They have been instrumental in providing referral sources for caregivers, handling transportation issues, organizing special activity programs and advising on issues regarding growth of our programs and expansion of the facility. We can't thank them enough.

As always, you can learn more about us by: Visiting our web site for more information at www.bonhomieadc.com; Like us on facebook at Bon Homie Adult Day Care; Follow us on twitter at [Ann@bonhomieadc](https://twitter.com/Ann@bonhomieadc). 📱

LOCAL LAWYERS MAKE CONTRIBUTION TO POTTSTOWN SCHOOL DISTRICT

Donation will help Pottstown High School replace their football lights

Wolf, Baldwin & Associates, P.C. has contributed \$2,500.00 to the Pottstown School District's campaign to replace the lights at Pottstown High School.

The firm responded to the challenge issued by Bill Krause to local businesses to match the donation made by the recent World War II Swing Dance.

"I was raised in Pottstown, my business has been here for 40 years," said Jack Wolf, founding partner of Wolf, Baldwin & Associates, P.C. "My kids were born and raised here. The people in this borough have been good to us, and we feel it is important to give back. Friday night football games are a tradition in Pottstown, and there are many spin-off fundraising efforts that happen at those games. They build community and camaraderie among students and residents. I encourage other local businesses who serve the Pottstown



area to support this very important effort for our kids and for our town."

Mr. Wolf and his son, Levi, who has practiced with the firm since 1996, presented the check at the Faculty vs. Students basketball game on Friday, May 9, 2014. The check was received by Pottstown School Board member Polly Weand, who is leading the fundraising efforts, Dr. Jeffrey Sparagana,

superintendent of Pottstown schools, several members of the Pottstown School Board, and the Pottstown Trojan mascot.

Wolf, Baldwin & Associates, P.C. has offices in Pottstown, Reading, and West Chester. The firm was founded in 1973 by Jack F. Wolf, Esquire. Bruce Baldwin joined the firm in 1987. The firm currently employs 19 people. ☐

Follow Us On Facebook
for Daily Specials!

Find us on Facebook

GOLDEN OAKS GOLF CLUB & RESTAURANT

Excellence Without Pretense

Rated 4 – Stars by Golf Digest

Daily Fee Golf
Affordable Memberships
Tournaments
Weddings/Banquets
Bed and Breakfast
Play and Stay Packages
Restaurant Open Daily
Great Venue For Corporate Events

EAT. DRINK. PLAY GOLF.

Now offering 2014 Memberships
starting as low as \$950

610-944-6000
goldenoaksgolfclub.com

Now part of the Raspberry Trail!

Known as a "miniature Smithsonian," the Reading Public Museum relies on Tompkins VIST Bank and Tompkins Insurance for support of their groundbreaking exhibits.

The museum gets many of their banking services from Tompkins VIST Bank. They also work with Tompkins Insurance for commercial insurance and employee benefits.

Banking and Insurance. For whatever business you're in.

"They are a fantastic community partner," says John Smith, Director of the museum.

"We're always looking for more ways to work with them."

TOMPKINS
VIST Bank Insurance
VISTbank.com | Tompkinsins.com

Tompkins Insurance is licensed to conduct insurance business in all 50 states. Insurance products are not FDIC insured, not Bank guaranteed and may lose value. ©2014 TFC



John Smith
DIRECTOR AND CEO - THE READING PUBLIC MUSEUM

NEW REGULATIONS FOR COMMERCIAL DRIVERS



**By Margaret Atwell, MD, FACP, Medical Director;
Reading Hospital Occupational Health Services**

The days of commercial drivers routinely receiving their medical certificate from their family doctor have come to an end. As of May 21, 2014, all commercial drivers must have their medical examination performed by a registered commercial driver medical examiner (CDME) listed on the Federal Motor Carrier Safety Administration (FMCSA) National Registry. So, unless your family doctor has gone through the training and exam and registered as a CDME, you will have to find a new provider who is qualified to complete your exam and sign your medical certificate.

Business owners must be aware of the new regulations as drivers seeking to renew their medical certificate after May 21 must have their exam done by a registered provider or their medical certificate will be invalid. Medical certificates signed by non-CDME practitioners are valid after May 21 only until the next renewal date.

The National Registry was created to lower crash risk and promote driver health. The medical exam looks at a range of conditions to determine a driver's medical fitness, including cardiovascular disease, respiratory and muscular functions, vision and hearing.

All providers at Reading Hospital Occupational Health Services are registered CDMEs and are prepared to work with a driver's personal physician to make first-time exams and subsequent re-certification exams quick and easy. To learn more or to request educational materials for your drivers, contact the Reading Hospital Occupational Health Services Director, Beth Roussel, at 484.628.8247 or beth.roussel@readinghealth.org.

422bizmag.com



Business Advisor

*Visit us online to view
valuable supplemental content
– its FREE!*



422bizmag.com

Stylish Images
photography

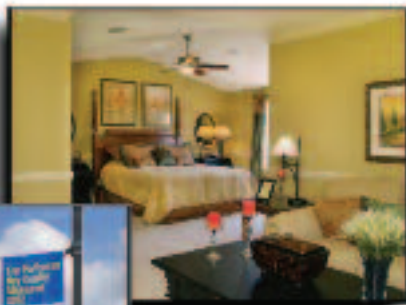
*It's Your job to take care of your customers.
It's Our job to make you look good for them.*

Business and Commercial Portraits
Commercial Interiors and Exteriors

visit us at:

stylishimages.com

Business Discounts available
for multiple sessions



610-792-9956

Critical Lessons Learned from Last Year's Target Data Breach



QUICK TECHNOLOGY TIPS

By Rick Megni, CMIT Solutions of Northern Chester County

In March, the United State Senate Committee on Commerce, Science, and Transportation issued an analysis of last year's massive data breach by Target, which affected upwards of 100 million customers, cut the company's Q4 2013 profits by 50 percent, and resulted in the ouster of both its CIO and CEO.

The main finding of the analysis shocked some technology insiders, though: the key source of the breach came when Target granted network access for electronic billing, contract submission, and project management to a third-party vendor: Fazio Mechanical Services, a medium-sized HVAC company based in Pennsylvania that, like many companies, suffered last year from an email-based malware attack.

This allowed cyber-attackers to access Target's internal network; install malware on a majority of the company's in-store point-of-sale (POS) systems; collect unencrypted credit and debit card information before it was transferred to a payment processing provider; compromise other servers and firewalls so the stolen data could be moved through them and dumped on external FTP sites; and then sell the critical data via online black market forums called "card shops."

Of course, the HVAC company in question wasn't entirely to blame. Target failed to respond to numerous automated warnings from its FireEye anti-intrusion software — and didn't allow it to automatically delete the malware as the software is designed to do.

How does this affect your business and its IT environment? In two ways:

1) Recognize the threat of malware. If Fazio Mechanical Services hadn't fallen prey to an email-based malware attack, the Target data breach may have never occurred. According to a threat report by security firm Check Point, in 2013, a new and unknown malware attack originated every 27 minutes. The leading email attachment file format used to infect computers was PDFs, which accounted for 35 percent of all infected file types. The bottom line? Do NOT click on any email attachment or embedded link unless you trust the sender or source and are expecting said attachment.

2) Give your systems the proactive security blanket they deserve. Here's a direct quote from a 2011 Lockheed Martin Computer Incident Response Team white paper cited by the US Senate analysis of Target's data breach: "Instead of installing static defense tools and waiting for the next attack, network defenders should continuously monitor their systems for evidence that attackers are trying to gain access to their systems."

Luckily, implementing this kind of prevention lies directly within your control. At CMIT Solutions, we specialize in proactive system monitoring and management, security best practices, top-flight data encryption, backup and disaster recovery, business continuity, email archiving, and a host of other services crucial to surviving (and thriving) in today's complicated IT world.

Want to avoid email-based malware, protect your data from system intrusion, and NOT be responsible for a large corporate client's widely publicized breach? Contact CMIT Solutions today so we can keep your business up and running, productive, and as secure as possible. 📧

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.



We put your marketing in motion

JWM Direct
Way Cool Email
Kinetic Web Solutions

Proper implementation of your marketing ideas are a key ingredient to success.



www.jwmbusiness.com
610-831-9030



Rick Megni
President

We worry about IT, so you don't have to.

Providing information technology (IT) services and solutions for small and mid-sized businesses at a fraction of the cost of an on-site IT support person.

Free Network Assessment!

Responsive IT Services

Proactive Flat Rate Support

Backups & Disaster Recovery

Cloud Computing Options

Visual Collaboration

Spam & Virus Protection

Email Archiving Solutions

Help Desk

Office: 484.944.0019

rmegni@cmitsolutions.com
www.cmitsolutions.com/nochestercty

MESSMER FINANCIAL 

Christine Messmer, M.S.F., CFP®
Registered Investment Advisor

www.christinemessmer.com
chris@messmerfinancial.com

610-489-7925

101 Oak Street
Collegeville, PA 19426

logical solutions for a technical world



web design
web hosting
graphic design
internet applications

192 West Ridge Pike
Limerick, PA 19468

610-831-9827 www.kineticweb.com



Ask About Our Move In Specials

FIND A PERSONAL CARE COMMUNITY THAT PROVIDES:



- A caring, compassionate staff
- Individualized quality care
- Single story design
- A convenient location
- Affordable accommodations
- Assistance with medication management, bathing, dressing and day to day activities
- Companionship and socialization
- Three home cooked meals per day
- Management of health care services
- Peace of mind for both resident and family
- Personally involved local owners

CALL HEARTHSTONE TO:

- Learn more about our personal living services
- Schedule a personal visit and complimentary lunch
- Find out about our move-in incentives
- Hear about our upcoming events
- Discover why others have ...

"Made Their Home Where The Hearth Is"

Please call or stop by for information.

HEARTHSTONE AMITY:

139 Old Swede Road (Rt. 662),
Douglassville, PA 19518



610-385-7600

HEARTHSTONE MAIDEN CREEK:

105 Dries Road,
Reading, PA 19605

610-926-7600

www.hearthstonehealthgroup.com

The Personal Care Home: 2014

By Anthony Camilli, Managing Partner;
Hearthstone Health Group

Due to recently changed legislation, there is some confusion as to exactly what a personal care home is and does and what services they perform. A Personal Care Home is defined as a premise in which food, shelter and personal assistance or supervision are provided for a period exceeding 24 hours, for four or more adults who are not the relatives of the operator, who do not require the services in or of a licensed long-term care facility, but do require assistance or supervision in activities of daily living or instrumental activities of daily living. Personal care homes are inspected and licensed by the Department of Public Welfare.

Knowing when our parents could benefit from a personal care home is not so easily defined. There is really not one single or special sign in determining this, but rather a closer look at things in general. Are they struggling with cleanliness and upkeep of their home or self? Are there safety issues such as steps or bathtubs that pose a serious risk for falling? Are they able to manage their medications, taking them as prescribed? Are they still engaging in daily living, or do they feel lonely and isolated due to a decrease in their ability to get around and interact with others? Any one or combination of these may be an indication that your parents could benefit from residing in a personal care community.

Finding the right community takes some time and preparation. Again, there is no easy answer here, but be sure they are not all created equal. The most deciding factor for most families is location. Is the home conveniently located for family and friends to visit? Does the community have quick access to medical facilities in the event of an emergency? Another consideration is the cost. Here is where you want to be sure to be comparing apples to apples. Be sure to know what your costs are going in. Be aware that the more room sizes that are offered, the more difficult it is to "compare apples to apples." What is included, how much will you pay for increased levels of care, how often will resident be assessed? Please know that the Personal Care Regulations stipulate (*) that a resident is entitled to at least one hour of personal care services. You are paying for at least one hour of services. If you are told that there is an additional or new leveling charge because a resident needs help getting dressed, or bathing, ask what other ADL's are you providing the other 45 minutes of the day that total at least one hour of services. * [2600.57(b) - Direct care staff persons shall be available to provide at least 1 hour per day of personal care services to each mobile resident.].

Is there a buy in fee? How often are the daily rates and/or ancillary charges increased and to what extent?

More than likely you will have researched these two areas of location and cost, and will now be ready to visit some communities. You will quickly see that each community is different in philosophy, personality, construction and design. What is the community's approach in providing for the needs of their residents? Is it a "one size fits all" approach or a true resident centered approach derived from regularly scheduled resident council meetings, food committee meetings, individualized care plans and a commitment to enhancing the lives of each resident? This balance between offering personal assistance yet maintaining the resident's dignity and independence should be of utmost importance within the community. This concept should be evident in all aspects of the community, including the structure and design of the building. Is the community designed in such a way as to provide peace of mind to the residents as well as their families?

Many people feel that the ideal community should provide one floor living eliminating steps or elevators. Ideally a community will be equipped with a 24-hour emergency response system, state of the art fire, safety, security and carbon monoxide systems and back up electrical generators to ensure that the community is prepared and the residents receive continued care in the event of an emergency.

Pay attention to details as you tour each community. Observe both residents and staff and how they interact with each other. Do the residents look clean and well cared for? Do they seem happy? Is the community free of unpleasant odors? Do they have an activity program with a list of activities posted? Do they provide transportation, what destinations are included, and at what cost? What is the overall atmosphere of the community? Ultimately the question becomes what are the particular care needs that you are looking to be fulfilled and how well can this community meet those needs? A quality community should exceed your expectations, not just simply address the needs.

In summation most quality operated personal care communities can offer most of what the newly created "Assisted living" communities offer and at usually a lower cost. You may read both Personal Care Regulations as well as Assisted Living Regulations on their websites. You may also review a communities inspection results from their past surveys on the web also. 📄

Anthony Camilli can be reached at: *Hearthstone Health Group, 139 Old Swede Road, Douglassville PA 19518; 610.385.7600; tony@hearthstonehealthgroup.com.*



LAWN & LANDSCAPING SERVICE

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

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

FOR ALL OF YOUR ART NEEDS!



WWW.NEWMANGALLERIES.COM
info@newmangalleries.com 215.563.1779

SIX RULES FOR THE MASTERY OF SOCIAL MEDIA FOR BUSINESSES

By Alyse Mitten, Interlace Communications



When teaching a class about Social Media Mastery, I find it interesting to see the level of knowledge and involvement when it comes to using social networks as a marketing and sales tool for business. It goes the gamut, from total lack of involvement, to over the top, in your face. To find a balance for social network involvement, is to understand the rules of Social Media Mastery.

RULE 1 – Understand the Big 6 [Facebook, LinkedIn, Twitter, Pinterest, YouTube, Google+]. There are similarities among all the networks, from having an account and communication among the community. Each network has its niche, and that is where you need to decide what network to choose. Facebook is involvement of business to consumer. LinkedIn on the other hand is business to business. Pinterest is a reverse of the business to consumer model where the consumer drives the interest. Do you know your audience? If so, choose the right network to master.

RULE 2 – Research. Diving into a social network without knowing all the dynamics is like diving into a pool of quick sand. You'll quickly be spending countless hours of unproductive postings to an audience who may or may not produce results.

RULE 3 – Complete your profile. A typical profile on any given network takes approximately one to two hours to complete. Plan for it. Social Media Optimization is beginning to have an impact with the search engines. Take advantage of your social networks to help be found in searches. It's just not your domain that will help you get to the top. With that said, a partial completion of your profile will not help at all.

RULE 4 – Engage. You've finished your profile. Who are you going to invite to your

social network domain? Think this through. Your 85-year-old grandmother is not going to help you on LinkedIn where the environment is all about business. Her days of contacts to help your business may be over. On the other hand, grandmother might be very involved with her grandkids who are into video games and you just happen to be reaching out to the gamers who want to beta test your latest and greatest video game. Don't miss the opportunity.

RULE 5 – What's the message you want to share and how often? You are striving to be top of mind for your clients not a pain in the neck. Make sure you mix up the messages to include helpful tips, business involvement, and every once in a while encouragement to buy. We'll talk about the 3-2-1 Rule another time.

RULE 6 – Measure your results. It's important to know the results of your efforts. Make a point to check this on a regular basis and make adjustments as needed. There's no reason for staying the course if the course is producing little to no results.

Use these six rules as a way to discipline yourself in mastering social media for business. We will look at more of the dynamics of the Mastery of Social Media for Business in future articles. Visit our Social Media Mastery survey to help choose the next subject to be discussed at <http://bit.ly/MasterySurvey>. 📄

We help you market your business online & in print

Website Design • Website Management
Social Network Management • Blogs
Press Releases • Network Advertising
Constant Contact

**AFFILIATE LINKING
ADVERTISING
SOCIAL
NETWORK
SEO**

gemaava.com
Gemaava.com is a leading business marketing and advertising company. We provide a wide range of services to help businesses grow their online presence and reach their target audience.

Jackie Mitten • jackie@gemaava.com
610-914-0005 • www.gemaava.com

**SUCCESS
BRANDING
OPTIMIZATION
TAG**

Facebook Twitter LinkedIn YouTube

THE PCTV NETWORK

**Your Hometown Station...
We're Home For You!**

NOW OFFERING:

- Streaming on Three Channels. 24/7
- Unbeatable Pricing for Commercial Productions and Airtime
- Webisode Productions
- Internet Placement
- Live Remote Broadcasts at The Location of Your Choice
- Local Sports Advertising Packages

Powered By: **TellisVision**

ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

REGIONAL CHAMBER ROUNDUP



PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660 • info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!

Creating opportunities for members to connect with business professionals, mentors, and potential customers is the Chamber's greatest strength. Our programs are always evolving to meet the needs of our members from the monthly meetings, educational seminars, legislative forums, social functions and business mixers. By taking the leadership role in developing programs that contribute to economic development, quality of life, education, and awareness the

Chamber helps members utilize their connections to improve business and create a thriving community for themselves and their employees to live, work, learn and play.

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

For more information, contact Renee Blomstrom, Director of Public Relations, 610.489.6660 or renee@PVchamber.net. OR, visit the Chamber website for membership application and benefits details: www.PVchamber.net.

RECENT EVENTS:

May 13, 2014 - PV Chamber Mixer at The Victory Bank

Over 65 PV Chamber members and guests attended a Business Card Exchange hosted by The Victory Bank on Tuesday, May 13th. Attendees enjoyed eloquent food stations catered by Yellow Spring Caterers, musical entertainment by pianist Jeremy Fanucci in the stunning lobby of The Victory Bank, 584 W. Lewis Road, Limerick.



Saul Rivkin (second from left), Victory Bank VP, Chief Retail Officer with guests at the May Mixer.

May 15, 2014 – Build Your Business Luncheon

The Affordable Care Act (ACA) can greatly complicate life for a small business owner. At the May BYB Luncheon, Bill Kreider, President of HR Future, LLC, discussed the impact of ACA to small, medium and large businesses, business eligibility for tax credits, and key provisions for the Affordable Care.



(left to right) Martin Gilligan, Martin & Associates; Renee Blomstrom, PV Chamber; (Keynote Speaker) Bill Kreider, HR Future, LLC and Amber Quay, Phoenix Tax Consultants.

UPCOMING EVENTS

June 11th - Business Owner Roundtable

The PV Chamber welcomes **business owners and key decision makers** to participate Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. This month's topic: **Dealing with Problem Employees** Limited to 18 attendees, PVCC members-only. The next Business Owner Roundtable will be held on July 17, 2014.

Spring Ford Country Club, Royersford

11:30 a.m. - 1 p.m. \$25 per attendee (includes choice of 1st course and entrée).

Visit PV chamber website for registration/details www.PVchamber.net or contact the Chamber office at 610-489-6660 or info@PVchamber.net.

June 19, 2014 - Mixer at Advanced Dentistry and LMS Solutions

Neighboring PV Chamber members Advanced Dentistry and LMS Solutions will team up to bring you an incredible June Mixer. Tour both offices, enjoy food, networking and chances to win prizes. The offices are conveniently located off of Arcola Road, across from the entrance to DOW.

Advanced Dentistry & LMS Solutions 399 Arcola Road, Collegeville

5:00 p.m. – 7:00 p.m. FREE for members;
\$10 Guests. Call 610-489-6660 or email info@PVchamber.net to register.

July 22 – Mid-Summer Health & Safety Expo at Anderson Farm Park

Phoenixville Hospital, Upper Providence Township and the PV Chamber have teamed up for a community and Chamber Health Expo at Anderson Park on Tuesday, July 22nd. Senior Health, Men's & Women's Health and Children's Health. Sessions will be held during the day from 1-3pm and after-hours from 6-8pm. All welcome - seniors, families, and professionals!

- Health Screenings • Healthy Food Demonstrations/Samples • Safety Tips • Exhibitor Showcase/Informational Break-Out Sessions • Raffles/Prizes/Giveaways

Anderson Farm Park, Upper Providence Township, 499 Hopwood Road (Corner of Hopwood Road and Route 113), Upper Providence

Sessions: 1:00p.m. – 3:00pm. and 6:00p.m. – 8:00p.m.

For more information and vendor pricing, contact Renee Blomstrom at the PV Chamber 610-489-6660 or email renee@PVchamber.net

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

Back by popular demand! PV Chamber's annual night out at the Reading Fightin' Phils. On Wednesday, August 6, 2014, the Perkiomen Valley will take over the ballpark to cheer for the R-Phils as they take on the Harrisburg Senators.



For a small investment of \$385, your company logo will be printed on 10,000 tickets distributed throughout the Valley, and sponsors receive 400 tickets to give to clients and friends. The tickets are a great "thank you" gift for vendors, clients, employees, friends and family. Enhance your sponsorship with optional VIP packages with food and beverage for your extra special clients! Food court opens at 5pm, seating at 6pm and game starts at 7:05p.m. Limited to only 24 sponsors. Hurry...this event is close to sell-out.

Sponsorship Cost- \$385/per 400 tickets

For additional information, contact the Perkiomen Valley Chamber of Commerce at 610-489-6660 or email info@PVchamber.net.

Event registration form available online: <http://perkiomenvallychamber.org/events/upcoming-events>

FEATURED EVENT

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.

- Hole-in-One Contest – Win a Ford Vehicle (2yr lease)
- Exhibitor Tables at the grove • Single, Double and Foursome golf registrations available

Volunteers needed.

Sponsorship packages starting as low as \$100. Get your business recognized – **donate a prize**



Keyser-Miller Ford is our title sponsor for the **PV Chamber's 29th Annual Golf Outing at Spring Ford Country Club.** This event is your opportunity to entertain clients and

guests during a full day of networking and golf at the area's premier **private** golf course! Golf packages include greens fees, cart, lunch, beer, refreshments and snacks at the grove all day, golfer goody-bag, dinner and awards ceremony. Excellent **sponsorship opportunities** available to meet all budgets, or you may create a **custom package** to align with your specific marketing needs. Recognition on E-blasts, Chamber Newsletter and at the event when you register your business with a golfer foursome, donate a raffle/door prize or contribute to the golfer goody-bags. Not a golfer? You can still join the fun by attending the networking social (dinner and awards ceremony) or volunteer some time at one of the prize holes!

Golf Page on PV Chamber website: <http://perkiomenvallychamber.org/events/golf-outing>

2014 Golf Sponsors, to date:

- Keyser Miller Ford** – Title Sponsor
 - Kelly Insurance** – Gold Sponsor
 - CzarStar/Kriebel Security** – Silver Sponsors
 - Maillie** – Silver Sponsor
 - Sign-A-Rama Royersford** – Sign Sponsor
 - Penn Liberty Bank** – Lunch Sponsor
 - The Trappe Tavern** – Beverage Sponsor
 - The Pizza Stop** – Beverage Sponsor
 - Phamous Phils BBQ & Grille** – Grove Sponsor
 - Kinetic Physical Therapy** – Goody Bag Sponsor
 - HR Futures, LLC** – Putting Contest
 - Kreider Health Solutions** – Dinner Sponsor
 - Rita's Water Ice** – Dessert Sponsor
 - Mandy Keep Photography** – Event Photographer
- Prizes awarded for 1st, 2nd and 3rd place four-somes, as well as to the winners of straightest drive, putting contest and women and men's longest drive contests. Hole-in-One contests and Double Your Money hole add to the fun of this scramble format golf tournament.

Interested golfers, sponsors and volunteers, contact the PV Chamber for information 610-489-6660 or visit online at www.PVchamber.net.

THE SPECIAL EVENT FOR BUSINESS

"This will be the event of the year... the party to surpass all before it... an experience like none other." For the uninitiated business event planner, the reality is that you'll probably get a headache trying to focus on what you really want, compared to what you can afford or are willing to spend.

There are so many things, themes, and choices to make, but take a deeper look and focus in on what you really want. One of the best things you can do to make your event special is be organized and have someone you can trust handling everything that has been put in place, stay that way, so you can enjoy the event. So many small business owners are stressed and too exhausted, to enjoy what should be a memorable event.

So how long have you been thinking about this special event for your business? Have a clue about the cost of a facility, catering, décor or a destination meeting? There are so many questions you should ask yourself and answer before you start planning anything and writing notes, so let's get started by building a firm foundation. For every idea, thought, or plan, please have a reality check. Even with the best laid plans... stuff happens!

How much stress am I willing to handle and what is my timeline? Be honest. If you take a few months or more to plan, at the beginning you feel that you can take on the world. Little time to plan is sure to create a higher stress level. Quick choices may cost more or may not be available. The larger the event, the more help from dependable people or services you need. A professional event planner will ask you all the questions and put everything in place. The only thing you should have to do is answer the questions, pay the bill, get dressed and show up on time. What to look for in a planner is something you can discuss with The Party ReduX Showcase in Pottstown.

What is my budget and how many guest? Professional services want commitment, contracts and payment in full prior to services. What you want and what you can afford may be two different things but it is a reality check. Get a realistic figure and stick to it. Before you can even get to what appetizers to serve, this can be the deal breaker! Your guest list is also linked to the budget

Whatever the special business event, being organized, paying attention to detail and not procrastinating will help to pull all the things and people together for an occasion worth remembering. 📅

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, May 28th – Chamber Night with the Fightin' Phils

Join the Chamber for a family night of fun and excitement as the Fightin' Phils take on the Trenton Thunder! Sponsors: SEI, Giardina Insurance & Financial Services, PECO, Phoenixville Hospital, Phoenixville Jaycees, Magic Memories, Kiddie Academy, Visible Mission, Centennial Lending Group, AFC Doctors Express and Phoenixville Tax Consultants LLC/Bala Financial Group. Time: 6:30pm. Location: First Energy Stadium, 1900 Centre Avenue/RT 61 South, Reading, PA 19605. Cost: Contact the Chamber office for Member pricing.

Thursday, June 5th – Let's Talk: Product, Price, Place and Promotion, presented by SCORE

With an understanding of what Marketing is and its goal, this presentation uses "pearls of wisdom" to highlight the important aspects of the components of marketing-product, price, place, promotion. It gives examples in increasing detail how to manipulate strategically these components to achieve the overall objectives of the business. It identifies key questions that must be addressed when developing the marketing section of the Business Plan for the organization. Time: 7:00pm to 9:00pm. Location: The Phoenixville Public Library. Cost: \$10 (cash and checks only, made payable at the door)

Tuesday, June 10th –June Monthly Membership Meeting

Featuring: Healthcare – An update on an every-changing world of healthcare, and how it affects your business and you! Sponsor(s): AVAILABLE. Time: 7:15am – 9:00am. Location: Franklin Commons, 400 Franklin Avenue, Phoenixville. Cost: \$18 for Members, \$20 for Members at the door, \$25 for Not Yet Members

Tuesday, June 17th – Young Professionals Networking Event

Join the Chamber and the Phoenixville Jaycees for this YPN Event at Fitzwater Station.

This event offers professionals between the ages of 21-40 an opportunity to network with like-minded individuals! Time: 6:00pm to 8:00pm. Location: Fitzwater Station, 264 Canal Street, Phoenixville.

Thursday, June 26th – Chamber 101: A Membership Orientation

This event offers new, existing and potential members a face-to-face opportunity to make connections with other Chamber members and staff and will provide an overview of the various tools available to market your organization. Time: 8:30am to 9:30am. Location: Phoenixville Chamber Office, 171 E. Bridge Street, Phoenixville.

RECENT EVENTS



PHOTO PROVIDED BY VALLEY FORGE CHRISTIAN COLLEGE

2014 Golf Classic

The Chamber would like to thank all of our sponsors and golfers in the 2014 Golf Classic held on April 29th at RiverCrest Golf Club & Preserve.



Night with the Fightin' Phils

The Chamber would like to thank the following sponsors for their support of the Chamber Night with the Fightin' Phils: AFC Doctors Express; Centennial Lending Group, LLC; Innovative Catering Concepts; Giardina Insurance & Financial Services; Kiddie Academy; Magic Memories Child Development Center; PECO; Phoenix Tax Consultants; Phoenixville Hospital; Phoenixville Jaycees; SEI; and Visible Mission.

Ribbon Cutting with Magic Memories Child Development Center: May 7th, 2014

Magic Memories celebrated their recent project completion with the Chamber. The project, totaling over 1 million dollars, will allow Magic Memories to serve nearly twice the amount of children it was previously. The Chamber congratulates Magic Memories and thanks them for their continued investment in Phoenixville!



A shot of the new construction



Neydary Zambrano, President of Magic Memories, cuts the Ribbon!



Staff celebrate with the children of Magic Memories

(l to r) Ali Lafferty, Director; Neydary Zambrano, President; and Jennifer Slavin, Senior Director

PHOTOS BY APPLEBY SCHOOL

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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

Building a Better Community Through Business



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

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

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

UPCOMING EVENTS

Girls Night Out- FREE

6/3/2014 5:00 PM — 7:00 PM

Penn Liberty Bank, 543 N Lewis Rd, Royersford, PA 19468

Penn Liberty Bank hosts the Spring-Ford Chamber WIN for a "Girls' Night Out" on Tuesday, June 3rd from 5-7 PM. Enjoy complimentary light hors d'oeuvres, refreshments, and meet various women-oriented and women-owned businesses in the Spring-Ford Community. The event is free to attend! Participating businesses include: Sweet Ashley's Chocolate, Three Peas In A Pod, Iced By Betsy, Hand and Stone, Mary Kay, and more! Register online: www.springfordchamber.com/events

Shark Think Tank – Members only

\$20 Members Only includes lunch.

6/18/2014 11:30 AM - 1:00 PM

Brookside Country Club, 850 N Adams St, Pottstown, PA

A monthly think tank designed for Presidents, CEOs, and Business Owners to discuss the challenges all businesses face and how to overcome them. Register online: www.springfordchamber.com/events

Evening the Odds with Moneyball: What Baseball Teaches Us About Hiring

\$20 Members \$25 Non-Members

6/26/2014 11:30 AM - 1:00 PM

Outback Steakhouse, 22 Anchor Pkwy, Royersford 19648

Presented by Andrew J. Atkins, M.S. Clinical Psychology On Behalf of the Corporate Psychological Resource Center (CPRC). The Oscar Nominated film Moneyball gave the world an inside look at the complex world of Baseball scouting and statistics, but the wisdom contained in the film extends beyond the field. Learn how the principles of Moneyball apply to the hiring dilemmas that business owners face every day.

Register online: www.springfordchamber.com/events

Dual Mixer: Ambler Savings & Kelly's Worldclass Automotive- FREE

7/29/2014 5:00 PM - 7:00 PM

Kelly's Worldclass Auto, 444 W Ridge Pike, Limerick, Pa 19468

Enjoy food from Baird's Catering, Rita's Water Ice, & Giveaways provided by Ambler Savings Bank. Beer, wine, & other beverages provided by Kelly's Worldclass Automotive. Register online: www.springfordchamber.com/events



Spring-Ford Chamber of Commerce's Speed Networking a Success

The Spring-Ford Chamber of Commerce hosted their first Speed Networking Event May 1st at the Spring Ford Country Club. The well-attended event had one chamber member for every non-member. All the professionals in attendance were sat along a banquet table and had couple minutes to speak to one another before the time was up and everyone was onto the next guest.

This event allowed members and non-members alike the change to pitch their business to numerous individuals in a condensed amount of time. Afterwards guests could elaborate on their initial pitches over beer, wine, and butlered hor d'oeuvres. The feedback from both sides was extremely positive. Non-members expressed that they greatly enjoyed this event and that they hoped the Spring-Ford Chamber of Commerce would host another one in the near future.

Many thank to Bryan Nester, of Bryan Nester Insurance, for not only spearheading this event but for hosting it with enthusiasm.

For more opportunities to network with the Spring-Ford Chamber of Commerce follow us on facebook or visit our website: www.springfordchamber.com



"The term **Science**, properly understood, refers only to the **laws of God** and to His government of the universe, inclusive of man. From this it follows that **business men** and cultured scholars have found that Christian Science **enhances** their **endurance** and mental powers, enlarges their **perception** of character, gives them **acuteness** and comprehensiveness and an **ability to exceed** their ordinary capacity."

— Science and Health with Key to the Scriptures



Available at the Christian Science Reading Room 109 1/2 E. High Street Pottstown, PA 19464 610-323-7388 christianscience.com

HEALING BOOK AVAILABLE AT CHRISTIAN SCIENCE READING ROOM

Science and Health with Key to the Scriptures by Mary Baker Eddy is available to borrow or purchase at the Christian Science Reading Room at 109 1/2 East High Street, next to Nationwide Insurance in Pottstown. The *Christian Science Monitor Weekly Magazine* is also for sale there, and sample C. S. *Monitors* are available free in a newspaper box outside. It is also available daily on CSMonitor.com.

If you like sharing ideas for personal and spiritual growth and the practical use of prayer in daily life, you will enjoy visiting the Christian Science Reading Room. There are Bibles (including Large Print) and reference books, children's books and music, Weekly Bible Lessons and Music C.D.'s. Some items are avail-

able in Spanish as several other languages. To explore the avenues available for spiritual growth and healing, also go to christianscience.com.

There is a weekly Testimony Meeting held in the Reading Room on the first Wednesday each month. All are welcome to attend at 7:30 – 8:30 p.m. There are readings from the KJV of the Bible and from Science and Health with Key to the Scriptures, testimonies and singing of hymns. The room is air-conditioned.

Hours of operation are Noon to 4 on Monday, Wednesday, and Thursday. Please call for update on hours or for an appointment on a different day. Reading Room 610.323.7388. Alternate number: 610.287.7781. 📞

422bizmag.com



Business Advisor

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

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

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

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

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

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

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

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

Turning 65?

Don't get caught in a haze when navigating the Medicare maze!

Specializing in Senior Insurance & Financial Solutions

- Medicare Supplement Insurance
- Medigap Insurance
- Part D Rx Coverage

Financial Retirement

- Fixed Income Annuities
- 100% Protection of Principle
- 5%, 6.5%, 8% Guaranteed Growth
- Avoids Probate
- Defer & Grow... Income for Life!

PRESERVE, PROTECT & GROW!

Visit us online!

www.MainStreetFinancialPartners.com

Elizabeth Snyder

**MAIN STREET**
FINANCIAL PARTNERS

800.862.7364

1012 E Philadelphia Ave, Gilbertsville, PA 19525

