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THE IMPORTANCE OF THE VALUE PROCESS

By Ward McMasters, P.E.

I once heard someone state that you wouldn't take three bids and then accept the bid that's 60% of the other two for your upcoming heart surgery. That's true. So why would you consider doing the same for the critical engineering services for the foundations of your new building. Just as important, why would you entrust the integrity of the construction inspection and testing for your development project to the lowest price inspection company you can find? It just doesn't make sense. Why not use someone for these services that gives value to the project in a real and measurable way. This is the value process.

Earth Engineering Incorporated (EEI) conducts a full range of geotechnical engineering and construction testing and inspection services throughout the region. Throughout every service we provide, the value of what we do for our clients comes from a deep-rooted belief that we can find solutions and assist in productivity.

We often say in the engineering field that geotechnical engineering is both an art and a science. Oftentimes though, the science portion gets shortchanged by not performing the most basic requisite of calculations and instead using presumptive values. Essentially, if the site investigation costs for your project are half of the cost compared to those from a firm with the good reputation, you may be well on your way to receiving a report that contains very conservative findings (bearing capacity and settlement estimates). The result is, you have gotten what you paid for. But wait, you haven't stopped paying yet, because your foundation system costs just doubled. This is what I call confusing the "art" with providing a prepackaged, off the shelf product. Instead, the "art" should be dutifully performing the science and then combining it with experience while integrating the costs into the process. This is the "Value Process."

Yes, the value process takes some time but the benefit to any project can be tremendous. To illustrate the point, we recently performed a subsurface investigation for a rather large multistory office building. When analyzed, the test boring results correlated to a certain seismic site classification to be used within the design of the steel structure. Usually this site classification is then just transmitted to the structural engineer and he designs the steel. Instead, we determined that the site classification calculations based on the boring data (science) and our understanding of the geologic site conditions (art) were close enough to warrant a more precise method of testing through geophysical testing methods. The geophysical testing results revealed that we were able to upgrade the seismic site classification to a less stringent value which accordingly saved the project tens of thousands of dollars in excess structural steel and seismic bracing. It is also important to note that these savings were several times that of our total investigation fee. This owner received the benefit of the value process but I give credit to the owner for having faith in the process. I am sure that the owner could have hired someone to throw a couple of borings in the ground and write a quick report for a lower fee. This owner didn't do that because he understood that you then can't expect the true Value Process to occur.

I think the Value Process extends to most other fields outside of construction and development. It is imperative to business development and longevity today that we impress upon our clients the importance of this process. Anyone involved in providing a quality product or service will surely benefit from establishing their own "value process" concepts. Then it comes down to living them every day.

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Cover Story: *Dirks Pest Management Specialist is a 2nd generation family business that provides commercial and residential pest control with a focus on safety and the environment.*



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DIRKS

PEST MANAGEMENT SPECIALIST

Nancy and Micheal Dirks



“When You Choose Dirks, You Choose Family!”

The ornamental sign perched on Nancy Dirks’ desk says it all — in bold, capital letters — **“WE ARE FAMILY”** The Dirks Pest Management Specialist “family” recently gathered in their new office at 411 North Lewis Road in Royersford to take photographs for this month’s *Route 422 Business Advisor* cover story. Positive energy filled the room, as good-natured banter and incessant laughter made it seem more like the set of a TV family sit-com than a photo shoot. It is quite apparent that members of the Dirks “family” thoroughly enjoy each other’s company, and they love working together, as a company, to alleviate and prevent a myriad of pest issues confronting their extended family of satisfied customers.

Micheal and Nancy Dirks both began their careers in public service professions. Micheal served as a West Norriton police officer and volunteer firefighter. Nancy was a schoolteacher. The satisfaction they derive from helping others is one of the key qualities they both have in common. “We’re very compassionate people,” Micheal Dirks explains.

Micheal was injured in the line of duty in 2000. In spite of a valiant effort during an intense period of rehabilitation, he was physically unable to return to active duty as a police officer. At that point, Micheal and Nancy decided it was time for a collective career change. “We had four children,” Nancy said. “We were trying to think of something we could do.” Naturally, they chose a profession that would allow them to help others — and Dirks Pest Management Specialist was born in 2002.

Terri Castrinoes, Office Manager



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY



Sean Hannon, Pest Control Technician

"People don't go into business to lose money, but people that keep losing money are quickly out of business. So even though we are in business, we really help people, and at a fair price" Micheal said. "When you choose somebody to handle your pest control, you have to choose someone that you know is trustworthy. Let's face it, we go into homes and businesses every day. We're old school, our customers can trust us 100%."

The Dirks made an early decision to grow their business by bringing in family members. Micheal's brother Edward Dirks became the company's first hire, as a pest control technician. Micheal and Nancy's son Sean Hannon was the next family member to join the team. "We are now a second generation family owned business," Micheal Dirks says proudly. "We're not going anywhere, we're here to stay!"

Today, the business has grown to include additional family members. Micheal and Nancy's daughter Lauren Hannon now works for the business as an Office Assistant, along with Terri Castrinoes as Office Manager. Cousins Jason Antonowicz and Mike Kubicki are also pest control technicians.

Everyone at Dirks Pest Management Specialist works and trains together as a family, and the company's "family" philosophy reflects the entire staff's commitment. "Because we operate as a family, everyone has a vested interest in the success of this company. We have never had to let go of an employee. That's a big part of what keeps our customers happy, they see the same smiling faces every time we come out," Nancy Dirks said.

Dirks Pest Management Specialist provides safe and effective commercial and residential pest control inspections, treatment and services.



Dirks integrated pest management program effectively reduces pest issues by focusing on the entire problem. Dirks uses both chemical and organic treatments to manage the infestation and provide monitoring to ensure long-term reductions. Dirks integrated pest management program is the best choice when choosing an environmentally friendly solution that goes beyond short-term fixes and instead provides long-term solutions that use fewer chemicals.

"We are stewards of the environment," Micheal Dirks explains. "We don't use any products that we can't trust. Everything that we use is made and manufactured in the United States by American companies, so we know exactly what's in them. We stand by them, and so does the manufacturer. Some companies are cutting costs by using white label generic pesticides, and there's just no way to know that there safe. If they're bad or misused, it can have terrible consequences. For us and our customers, the savings is not worth the risk." he said.

Dirks Pest Management Specialist is a member of the National Pest Management Association, Inc. and the Pennsylvania Pest Management Association. Dirks' experienced technicians have been licensed and certified by the Commonwealth of Pennsylvania, and all attend ongoing educational and technical seminars.

Last month, the company opened their new office and training facility in Royersford to better serve the region. "We offer additional training to our employees as well as service industry colleagues that we associate with locally," Micheal said. All of Dirks' pest control technicians undergo ongoing training and seminars throughout the year to keep their industry and treatment knowledge current.

(See "Cover Story" on page 8)

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COVER STORY

(Continued from page 7)

"We require everyone who works for us to be certified," Nancy said.

Dirks focus on educating and training so their customers receive state-of-the-art solutions to their pest issues. "We're aggressive about education, treatment techniques and above all, safe product usage," Micheal said. "We use the safest products and most up to date techniques to help prevent pest issues from happening or reoccurring."

Dirks offers mosquito control spraying for yards and lawns to reduce mosqui-

toes; allowing you to enjoy your property all summer long. "We can even come over to your house before special events and we treat the area to reduce the amount of mosquitos so you can sit outside and enjoy the yard," Micheal said.

Dirks is also a canine pest inspection leader and they offer an innovative alternative to labor-intensive traditional search and test methods.

One of the key elements to Dirks Pest Management Specialist growth and success as a company is a marketing program that starts with outstanding customer service, which leads to referrals. "We grew our business one referral at a time," Nancy said. "Our referrals are from satisfied customers who loved our service and are happy to talk about it. When somebody praises us and says what a great job we did, the first thing I do is say, we appreciate the kind words. Would you mind doing a review for us? People are more than happy to do that."

Dirks Pest Management Specialist was recently awarded "Best of Montco" recognition on the *Montco Happening List 2015*. "The fact that our customers took the time to go on a website and vote for us speaks volume!" Nancy said.

(See "Cover Story" on page 10)

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LEGAL PERSPECTIVES

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

Most lawyers have sat across the desk from a nervous client who is about to be sued for a large sum of money. It is not uncommon for a client in such dire straits to try to limit his exposure with a plan along the lines of "I'll just transfer my house to my brother," or "I'll just turnover all my paychecks to my son," or "I'll just take on some 'debt' to make myself judgment proof."

It is our obligation as attorneys to advise a client in this situation that his options are not quite so simple. Once known as a "fraudulent conveyance," and more recently of a "fraudulent transfer," if Pennsylvania adopts the recommendation of the Uniform Law Commission known as a "voidable transaction," the result is the same. Under Pennsylvania law, a transfer made or

obligation incurred is voidable by a creditor if the debtor made the transfer or incurred the obligation with actual or constructive intent to hinder, delay or defraud any creditor. The concept of "actual intent" to defraud is largely self-explanatory. The notion of "constructive intent" to defraud is less clear.

Generally speaking, a debtor is deemed to have constructive intent to defraud a present or future creditor, or is deemed to have intended to defraud a present or future creditor if that debtor makes a transfer without receiving a reasonably equivalent value in exchange, and the debtor either:

1. Was engaged or about to engage in a business or transaction for which the remaining assets of the debtor were unreasonably small in relation to the business or transaction; or
2. Intended to incur, or believed or reasonably should have believed that the debtor would incur, debts beyond the debtor's ability to pay as they became due.

(See "Legal Perspectives" on page 11)

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COVER STORY

(Continued from page 8)

"They called us up to let us know they we're voting for us. When customers call, nine times out of 10 they'll say "thank you" for taking the time to answer all my questions. I'm going to go with you because you have been so accommodating and so nice and so patient," she said, adding, "There is so much to educate them on. Not only with what they have to do to prepare for treatment, but also with things they should be aware of after we solve the problem to prevent a future recurrence."

"I'm surprised how many people come to us and say "that's exactly what I'm looking for," Nancy continued. "Family, I don't want to be just a number", and they're not. It's gotten to the point now where customers are so comfortable with us that they call all the time, because they can trust us, and ask us to recommend professionals in other trades."

"And I don't refer anybody who I don't use myself," Micheal added.

The Dirks Pest Management Specialist family is heavily invested in the communities they serve. "For example, every year we spray the fields for Upper Providence Little League," Micheal said. "We spray all of their fences, for bee control. We don't charge them for that. And we're strong in our community. We belong to the Spring Ford Chamber, Perkiomen Valley Chamber and the Phoenixville Regional Chamber. I shop locally because I want to see people in our community stay in business. If our community is doing well, we're doing well," he said.

Dirks Pest Management Specialist is a family helping other families in the community, by providing superior service with compassion and professionalism. When asked what makes Dirks different from others in the industry, Micheal responded, "We just want to set ourselves apart from everybody else. The truth of it is, we're caring, compassionate, hard-working people, who take pride in everything we do." ■

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LEGAL PERSPECTIVES

(Continued from page 9)

In addition, a transfer made or obligation incurred by a debtor is fraudulent as to a creditor whose claim arose before the transfer was made or the obligation incurred if (1) the debtor made the transfer or incurred the obligation without receiving a reasonably equivalent value in exchange, and (2) the debtor was insolvent at the time or became insolvent as a result of the transfer or obligation. In short, a creditor whose claim arose before the challenge to transfer or obligation was made or incurred need only prove that the debtor was insolvent and received no reasonably equivalent value in exchange for the transfer or obligation, and need not prove actual or constructive intent to defraud a creditor.

Once a fraudulent transfer is established, the questions become what can the creditor do about it, and what are the risks for the debtor and the transferee? Here it is worth remembering that a creditor's remedies are not self-executing. The creditor must chase down the fraudulent transaction, and this can be both difficult and expensive. For this reason, some debtors willfully move forward with fraudulent transfers on the theory that the

creditor will have more work cut out for him in getting paid than would otherwise be the case.

But if a creditor does choose to pursue the transfer, there are a number of potential remedies that are at least theoretically available under the terms of the *Uniform Fraudulent Transfer Act*. First, a court may void the transfer or obligation to the extent necessary to satisfy the creditor's claim. This could entail the retransfer of the transferred asset back into the debtor's name, or the cancellation of the debtor's legal obligation to a third-party. Second, the court may issue an attachment against the transferred asset, thereby permitting the court to take direct control of the asset, and potentially allowing for its sale as a resource to pay the debt owing to the creditor.

The court may also issue an injunction against further transfers by either the debtor or the transferee, or both. Thus, if the debtor has any assets remaining after the fraudulent transfer in controversy, the court could at least prevent the debtor from transferring those remaining assets.

(See "Legal Perspectives" on page 12)

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LEGAL PERSPECTIVES

(Continued from page 11)

The court may thereby also prevent the transferee from yet another conveyance of the asset or obligation. The court may also appoint a receiver to take charge of the transferred asset.

The astute reader will recall that we refer to these remedies as "at least theoretically available." The potential problem with all of these remedies is that these remedies implicate the rights of a third party to the original debt — someone who may or may not be a party to the underlying litigation. If, as is often the case, the creditor files suit against the debtor before the fraudulent transfer is made, then any proceedings against the fraudulently transferred asset or any proceedings to cancel the fraudulently incurred debt will implicate the due process rights of the transferee. Accordingly, the transferee must be brought within the jurisdiction of the court, either by way of a separate legal action or by way of joining or interpleading the transferee into the existing case.

Further, the extent of the creditor's rights will depend on whether the claims are matured or liquidated, or reduced to judgment.

That is, the creditor may be within his legal rights to ask a court to enjoin further fraudulent transfers or further fraudulent obligations, but if that creditor's claim is not already liquidated (i.e. reduced to a specific dollar amount) and reduced to judgment, then that creditor would not have a right to receive immediate payment from the transferred asset or the fraudulently incurred obligation.

Fraudulent transfers are an unfortunate reality that will remain in issue for creditors and lawyers alike so long as there are debtors who do not want to pay their obligations. And so long as fraudulent transfers remain a reality, the *Fraudulent Transfers Act* will prevent will present pitfalls for both debtors and creditors. Either a debtor or a creditor is well-advised to secure the assistance of counsel if a fraudulent transfer is contemplated or suspected. ☑

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

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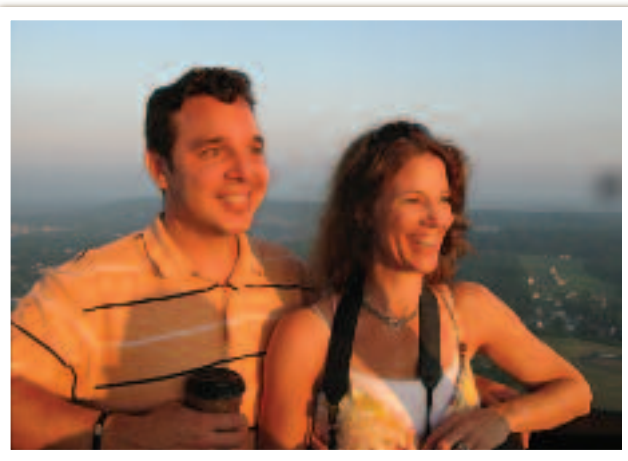
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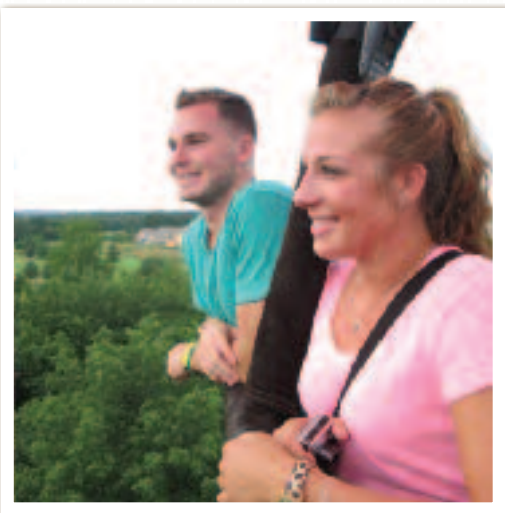
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There is a fully stocked Pro Shop at Arrowhead Golf Course. You can buy anything from the golf balls and golfing supplies you need in order to play a round to the clubs, bags, clothing, and accessories that you need to either begin the sport or upgrade your tools of the trade. You can also visit the online store and obtain online coupons at www.arrowheadgolf.net.

Arrowhead has a snack bar at the Pro Shop where you can get sandwiches and sodas at any time during the day. They also have a Snack Shop at the 10th hole where you can get sandwiches on the weekends or use vending machines during the week. There are restrooms at the Snack Shop as well.

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge. Arrowhead is happy to provide catering for your event, or you can provide the catering yourself.

You are invited to visit Arrowhead and find out why they are one of the leading public golf courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, or if you need advice about buying equipment or supplies, just send an email to vmk0828@aol.com, or call Arrowhead at 610.582.4258. And visit Arrowhead online at www.arrowheadgolf.net.

Golden Oaks Golf Club and Restaurant

Golden Oaks is between the town of Fleetwood and Oley along RT. 662 and half way between Allentown and Reading, just minutes from 222. Golden Oaks Golf Course is a 7,100-yard Championship Golf Course designed and built taking advantage of the natural rolling hills of Pennsylvania and incorporating some beautiful elevation changes. The course has three Men's Tees, a Lady's Tee and Senior Tee – allowing golfers of all levels of skill to enjoy their game. The greens at Golden Oaks are large with subtle undulations, challenging the best golfers. The Course is kept in Country Club conditions at all times and is truly one of the very best golf courses in the tri-state area. Golf Lessons are given by our Director of Golf - Jo Ann Heller who has over twenty-five years' experience in the golf industry. Golden Oaks has a driving range and learning center where you can perfect your game.

(See "Focus on Golf Clubs & Country Clubs" on page 16)



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10 TIPS FOR PRODUCTIVE MEETINGS



PRINCIPLES FOR LEADERSHIP

By Kayte Connelly, Best Principled Solutions LLC

Management in organizations often entrusts a delegation of like-minded department members or community volunteers to support specific tasks to achieve an end result. As such team or committee meetings surrounding this work should be meaningful, containing elements of problem-solving, decision making, and accountability through reporting. Towards that end, they should be purposeful and participatory.

Do you dread or look forward to team meetings? Do you ever find yourself saying, “what am I going to this meeting for? Nothing ever gets done.” Or it becomes a platform for one, strong-willed person to dominate and control what get’s on the agenda.

Let’s take a look at some of the common-place strategies and discern how or why this is may or may not be the case. On a scale

from one to twelve, rate your ability (Do you have the knowledge, skills and resources) to accomplish these tasks. 0 = none; 12, means you’ve got all you need and you need no more. Then, rate the challenge or the difficulty to accomplish the task. 0 = effortless; 12 = impossible

Task	Ability	Challenge
1. Chairing team meetings.		
2. Assigning tasks to team members.		
3. Understanding my responsibilities.		
4. Holding myself accountable as a team member.		
5. Arriving on time for a meeting.		
6. Finishing meetings in a stated time period.		
7. Voicing my opinion in a team or committee meeting.		
8. Participating with my own personal agenda.		
9. Contributing adequate information for decision-making.		
10. Listening to the stated conversation with intention.		

Scored low on ability and high on the challenge? You need more training for the stated expectations and how you can best perform. Score “in the middle?” You go to meetings to appear responsible but are not a productive contributing member. Score high on ability and low on challenge? You know what needs to be done but no one is giving you a chance to do anything. You are bored to tears and would rather be elsewhere but are probably attending because your boss told you to or you consider it business development. Perhaps, with a little direction you might do more.

(See “Principles for Leadership” on page 17)

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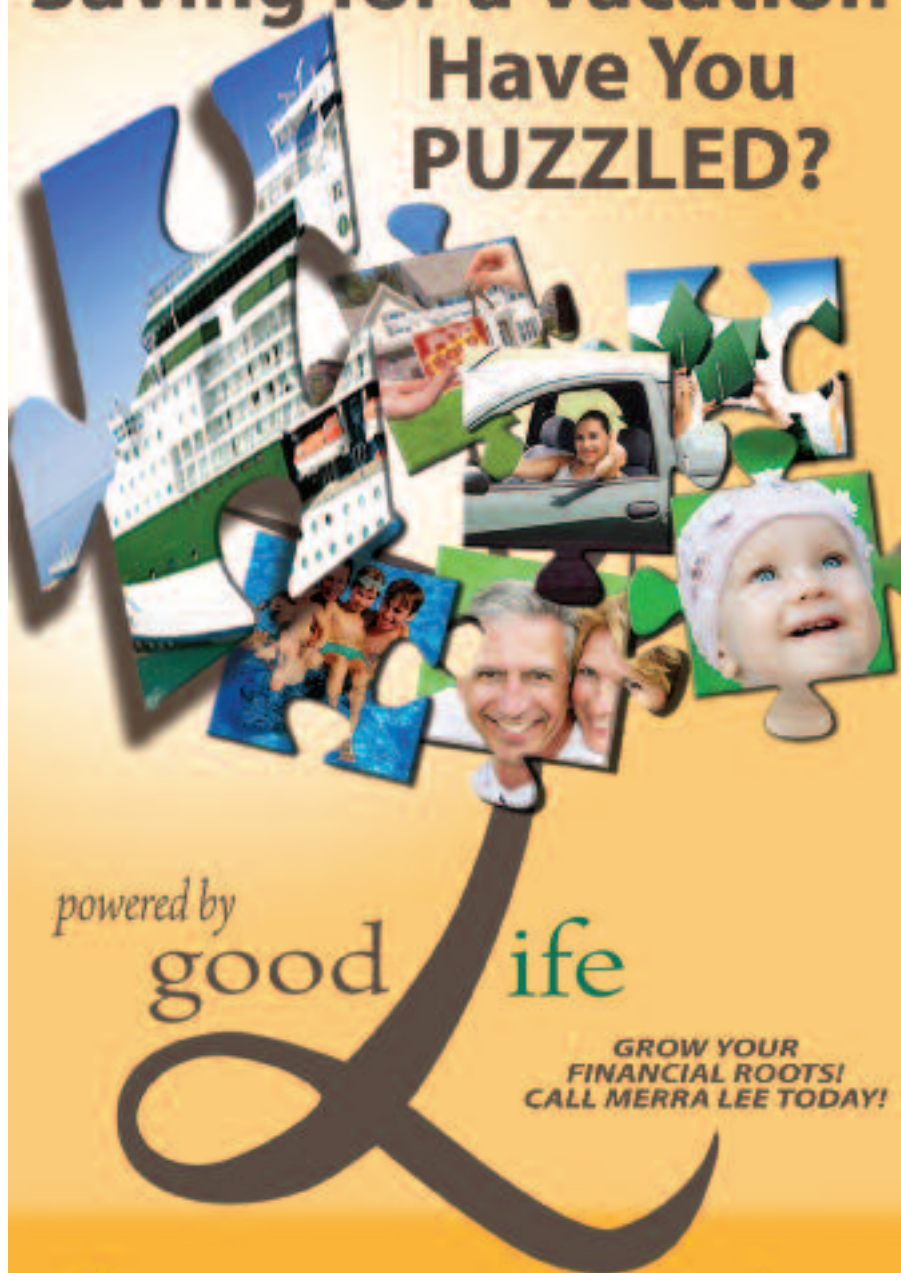
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FOCUS ON GOLF CLUBS & COUNTRY CLUBS

(Continued from page 14)

Golden Oaks Golf Club is a Semi – Private Club open to the public for both golf and dining 12 months of the year. The Restaurant at Golden Oaks is open for lunch and dinner 7 days a week and has one of the best Sunday Brunches. The Restaurant serves casual to fine dining is a favorite venue for weddings and banquets and has several options for private functions. Corporate dinners and events are also popular and can be combined with golf – which always adds an element of fun to any corporate event.

Golden Oaks has its 21st anniversary this golf season and one visit and you will see why our motto is EAT.DRINK.PLAY GOLF. For more information, please call 610.944.6000 and visit goldenoaksgolf-club.com.

Bellewood Country Club

Nestled in a central location within a beautiful historical setting, Bellewood Country Club is a serene private club with so much to offer local families and businesses that you might be surprised.

Bellewood has a rich history in the local community, originating as a colonial property in the 1700s. In the 1920s it became the estate of the Gruber Family, owners of the Spring City Knitting Company. The Grubers were horticultural enthusiasts and nurtured thousands of dogwood trees on the 171-acre property.

The Course

Hundreds of dogwoods and impressive flora still bloom today, lining what are now the fairways and greens of Bellewood's impressive Golf Course. Bellewood has operated as a private golf club since 1998, and to this day sustains a stunning reputation for its excellently manicured course. Golfers here enjoy the best of both worlds: A rolling links-style front nine highlighted by tall fescues, followed by its picturesque

wooded back nine. With no tee times, no assessments, and a quick pace of play, Bellewood is an attractive place for golfers who enjoy being part of an intimate club.

The Pools

Since opening a state of the art pool facility and launching the Barracudas Swim Team in 2013, the Swim Club has become so acclaimed that there is a waiting list for Pool membership every season. Bellewood boasts three heated pools, an interactive splash pad, a firepit bar and full restaurant...and that's not all.

The Clubhouse

We have something for the whole family: A varied series of golf tournaments, classes and lessons for all ages, competitive swimming, casual and upscale dining, dive-in movies, beer and wine tasting, and much more. Members receive Clubhouse Specials by email every week, and Chef Brian's specially crafted menus change seasonally. Bellewood partners with local craft breweries to host regular beer tap takeovers, and the headline seasonal events are truly captivating: Summer's Caribbean Night features an exquisite menu and two live musical acts at the Pools.

The Community

The people are what make the club's community so special, from social dining, to young professional families, and our frequent golfers. Bellewood is the perfect setting for families and friends to relax, entertain, and celebrate.

Non-members are welcome to host events, outings and special celebrations in our historic Clubhouse. And local businesses are specially invited to take advantage of our favorable corporate dining options. We encourage you to find out what Bellewood has to offer to you – log on to <http://www.bellewoodgolf.com> to learn more. We look forward to welcoming you. 🍷





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PRINCIPLES FOR LEADERSHIP

(Continued from page 15)

Let's reflect on each of these tasks.

1. Know what's expected. Chairing effective team or committee meetings only comes with a clear understanding of what the organization's goals are and how the team fits into the big picture. For nonprofits, a chairman's orientation should be provided, separate and apart from a committee orientation. It is the responsibility of the Chair to direct the conversation, to make assignments, to record or have recorded a set of action steps, and to hold members accountable for those assignments. Good Chairmen set the agendas after reviewing progress with the team or committee members and the staff liaison.

2. Assign tasks evenly and appropriately. Every team should have a separate orientation with specific timelines, budgetary constraints and ultimate goals. Staff members should empower team or committee members to do their jobs. Competent staff values the contributions of volunteers and benefits from personal and team or committee self-growth during the process.

3. Conduct a team or committee orientation. If a team or committee member misses said orientation, they should make

arrangements to make-up that important conversation with the Chairman. The Chair should know the caliber of each and every team or committee member and what they have to contribute to the goals.

4. Accept responsibility. Promise what you can deliver and deliver with that promise. If the time constraints are unrealistic, acknowledge that and either ask for more time or release yourself from that pledge. Don't obligate yourself if you can't be dependable.

5. Start on time. Celebrate those people who have "followed the rules." Yes, exceptions do happen. Allow yourself a few extra minutes for travel arrangements. Arriving late routinely is rude and inconsiderate.

6. Finish on time. With a well-planned agenda and directed conversation, conscientious volunteers will make decisions or defer them until more information is received.

7. Speak up purposefully. Would you prefer to be known as the person who talks a lot, or the person who is well respected for what they have to contribute?

(See "Principles for Leadership" on page 18)

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PRINCIPLES FOR LEADERSHIP

(Continued from page 17)

Ask enough questions so alternatives can be thoroughly discussed. Introduce best practices or investigate them if you want to learn more.

8. Leave your personal agenda at the door. Your role is to do the team or committee's work, not to foster your own business products and services.

9. Plan, consider, decide, plan. Making rash conclusions is often more detrimental than beneficial. In providing adequate time for Murphy's Law during initial planning sessions, all scenarios should have ample discussion before a consensus can be reached.

10. Listen, listen, listen. When you cross the threshold into a team or committee meeting, your time belongs to that organization for the good of its constituents. Contribute with that intention in mind. Remember, your privilege to be included comes with the larger responsibility to achieve the organization's goals.

Focus on these words: purposeful, participatory, accountable, dependable, empowering. Are these words that describe your team or committee meetings or are they aspiring dreams? If your team or committee meetings are out of control or you need more assistance in using your organizations' teams or committees effectively, contact kayte@bestprincipledsolutions.com.

Best Principled Solutions LLC has worked with leaders in the small to mid-size market through moderating change management, succession and transition planning and programs such as Pride-Based Leadership (vs. Shame-Based), Accountability Clubs (ongoing coaching programs to effect corporate culture change) and Explorations to Change. Kayte Connelly has been certified through the Institute for Productive Tension, the Institute for Professional Excellence in Coaching and the John Maxwell Program and continues to school. www.bestprincipledsolutions.com 484.769.2327

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(See "Focus on Retirement Communities" on page 21)

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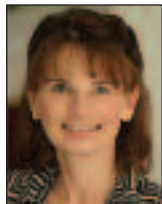
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MARKETING SOLUTIONS

By Maria Novak

Database Marketing Is For Everyone!

Whether you're a partner in a consulting firm, a contractor or electrician, or CEO of an international conglomerate, database marketing is crucial for your success.

Database marketing can be simple or sophisticated. The key is that instead of just having a mailing list of prospective customers or a single list of current customers, you can use a computerized system to evaluate and manage the information more precisely.

For example, you may want to send a reminder mailing to every customer twice a year; a monthly mailing or email newsletter to more active customers; and even place a phone call from time to time to your very best customers. Then maybe set up email reminders and news for prospective clients and general contacts.

Using a Mix of Marketing Vehicles

Historically, database marketing relied overwhelmingly on direct mail. Then increasingly telemarketing had been used. And now there are a slew of better alternatives to consider, including email, fax, social media and text.

Particularly for closing sales for higher-ticket goods or services, a combination of several different contact methods may

work best. For smaller businesses, email marketing and social media are always the most cost-efficient way to go.

Fancy and Expensive Doesn't Always Sell!

Again and again, I've learned in marketing campaigns that fancy and expensive doesn't always mean better results. Also, once you get into four-color printing the costs are high, so it is very expensive to mail high quality printed materials.

TEST! TEST! TEST!

In database marketing, changing even a small variable can wildly change your results. So trying different combinations and making sure that you are tracking ROI are key to these efforts. 📦

Maria L. Novak Dugan is president of Marketing Solutions & Business Development, a firm in West Chester, PA, offering creative marketing services and goal implementation for small & medium sized businesses. For more information, contact Maria at 610-405-0633 or MariaNovak001@yahoo.com or visit www.Maria-L-Novak.com

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(Continued from page 19)

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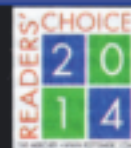
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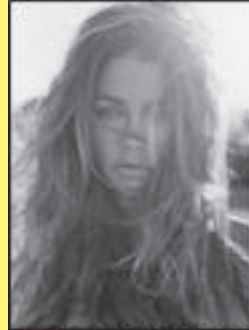


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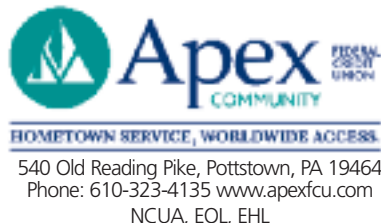
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By Merra Lee Moffitt, AWMA, CMFC, CFP®, AIF®, Senior Partner, Wealth Strategist, The Good Life Financial Group

Spring is in the air. Warm weather is approaching. Time to clean out any sluggish parts of your business so you can create growth and possibly more profits. Here are some items you should review and improve upon every year if you want to grow your profits and your life. I know you're busy, but if you want the life you dreamed, set up a system to build on these key areas every year. You'll be happy you cleaned up!

Cultivate Cash Flow. Every year, find another way to get paid faster, and pay out slower. Can you send out invoices a day early? Can you send reminders after 20 days? Can you get paid partially up front? Seriously ask yourself the question every year to come up with new ideas and retry old ones. Your bank account will grow.

You can't Manage what you don't Measure. Set up new benchmarks. Are you measuring quality? Satisfaction? Job profitability? Are you looking at the commonality of less profitable jobs or product lines? Are you measuring wasted time? What about proposal to sales ratio? Measure whether you are getting better or worse. Your benchmarks will improve.

See "Spring Clean Your Business" on page 31)

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SOLID ADVICE FOR BUYING YOUR NEXT HOME

Why Buyer Representation is SO Important

By Suzanne Kunda, Freestyle Real Estate

When preparing to purchase your next home, there are a number of steps to take and the process can be completely overwhelming for most. You are about to uproot and move all of your personal belongings and family members to a new place. Television programs make it look fun and exciting but they are mostly impractical when applying their theories to real world scenarios.

The most important step to take when beginning to consider a purchase is to contact a local REALTOR to discuss the process with you. When interviewing REALTORS, you are searching for someone who will be your Buyer Representative.

Buyer representation in a real estate purchase is extremely important. You want someone who is representing your side in the process, throughout the negotiation and the follow up to closing. The BEST part of buyer representation is that there is often NO cost to the buyer receiving the representation. Traditionally a seller is responsible for paying broker fees.

If you locate a home on the Internet and contact the listing agent, you are contacting the seller's representative. If you make an offer on that home, the agent can represent both parties, both buyer and seller, in the transaction as a 'dual agent'. Can you imagine how equal the negotiation would be in this case? It is unlikely that an agent can be in favor of both parties, as it is equal to asking an attorney to represent both sides in a courtroom. This applies to Open Houses, New Construction, Existing homes, etc. You want to have someone representing you before you are looking at homes.

Buyer Agents will review in advance your:

- Financing programs and work with your lender to determine the best type of financing programs and keep you within a comfortable purchase range.

- Timeframes of when you want to move ideally and when to start with the process.

- Searching for the homes that contain your wants and needs and finding the newest listings as they hit the market.

And once you have found your home, just a few items amongst others:

- Prepare, present and negotiate all offers and agreements on your behalf.

- Negotiate through the agreement including all inspections, contingencies, use and occupancy compliance, and appraisals.

- Verify that your mortgage and terms are accurate and within your contracted timeframes.

- Make sure that the agreement is followed through to reach closing.

It is always in your best interest to be proactive in the preparation of your home purchase. This will be one of the largest purchases and biggest decisions you will make, and could have a large impact on your future. Don't miss this important step as it could save you thousands of dollars and much aggravation in the end. And remember the best part — it's often FREE! 🏠

Suzanne Kunda is the Broker/Owner of Freestyle Real Estate with offices in Gilbertsville and Chester Springs. 610.845.1800; www.FreestyleRE.com

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SPRING CLEAN YOUR BUSINESS

(Continued from page 29)

Raise the Roof on Prices. Perhaps the most difficult; we fear we'll lose customers if we do. But are we really charging for all the extra services the customer ordered? Have we offered something new of value that can be added? Have we looked at our competition lately, have they already raised their core prices? It's easy to say "I Can't;" find at least one item where you can.

New markets, new markets. What customers are underserved in your business? Would it be profitable to do business with them? How would you reach them? What have you done to attract them? Businesses that are NOT growing and changing risk stagnating and dying. Don't risk it. The world is changing, even here on the Route 422 Corridor.

Keep 'em Satisfied. What new feature or service will tickle your customers and make them happy to do business with you? What will make them tell their friends about you? How are you keeping in touch with prior customers who use you infrequently?

Give yourself a raise. If you diligently set up improvement projects in the areas above, you will generate more cash to your bottom line each year. Pay yourself first. Are your employees happy when they don't get a raise? Of course not and neither are you. Put a little more away for you first. Which leads me to....

Save it for a Rainy day. Someday, you'll want to slow down. Go fishing, travel, visit your retired friends. The 'die-at-your-desk' retirement plan won't always be your first choice. Increase your automatic contributions to your emergency funds, retirement plans and wealth accumulation accounts.

Every year — don't wait for your financial advisor to remind you, start your own spring cleaning. Set up a regularly scheduled meeting that coincides with the start of your most profitable time-of-year. Boost your monthly contributions, even if just a little.

Okay, a shameless plug. I help busy business owners get results like these every day. We find the time; we get creative; we make profits happen. We keep them. Call me if you want more profits too. ■

Merra Lee Moffitt, Certified Financial Planner, is a Senior Partner at Good Life Financial Group, Wyomissing.

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Local Realtor Wants to Help Your Non-Profit Organization



Local real estate agent Teri Eide, of Better Homes & Gardens Community Real Estate, is offering an easy way to earn money for your

organization, just by talking to your friends and family. Teri is offering to donate \$500 to your non-profit organization as a way of saying "thank you" for a referral that leads to a completed real estate transaction. All you have to do is refer anyone you know who is thinking of selling or buying real estate, and Teri will write a check to your organization at settlement, and hand deliver it to your organization.

Please call Teri Eide for additional information at 610.933.1919 (office) or 610.812.6946 (cell). 📞

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YMCA
EXPANDS
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The Pottstown YMCA, a branch of the Philadelphia Freedom Valley YMCA, has just expanded the options to become engaged in Y activities, programs and facilities. Beginning immediately, the Y is partnering with Keystone First, Health Partners and Aetna Better Health insurance companies to provide free youth memberships and adult memberships with a minimum co-pay.

“The Y as an organization is always looking for new ways to engage and support members of the community,” said Dan Albert, Executive Director. “This is just one more way that we can do that.”

In addition to the above insurance types, the Y also offers the Silver Sneakers and the Silver and Fit program. These programs provide free memberships to the Y for seniors. If you would like to learn more about these insurance-based membership programs, the Y open doors policy and the financial assistance program please visit the website at www.philaymca.org or stop in and take a tour of the Y facility at 724 North Adams Street, Pottstown PA.

The Pottstown YMCA is a non-profit, 501 (C)3 tax-exempt organization with a focus on youth development, health and wellness, and social responsibility. 🏠

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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.

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PRESIDENT'S MESSAGE

DEVELOPING TRI-COUNTY AREA LEADERS



Leadership Tri-County is administered through the TriCounty Area Chamber of Commerce Foundation, Inc. Since 1993, the program has prepared more than **175** community members of the 14 different classes for leadership positions in the tri-county area.

Participants are equipped with the personal skills and understanding of the problems, opportunities and resources which exist within the communities of the tri-county area so they may be effective in assuming responsible and demanding roles in the solutions of a spectrum of challenges facing Southeastern Berks, Northern Chester, and Western Montgomery counties.

Each Leadership class is comprised of ten to fifteen individuals representing: business and industry, government, the arts, volunteer and social organizations, education, professional groups, labor, hospitals, and utilities.

Education:

- The class kicks off with a one and one-half day retreat in September followed by nine one-day sessions scheduled monthly.

Topics Covered Include:

- Arts and Culture * Business * Economic Development/Infrastructure * Education
- * Government * Health/Human Services * Justice
- * Leadership Development

Training:

- Thanks to our Education sponsor (since 2014), **Pottstown Area Health & Wellness Foundation**, Members of the Class are able to participate in **BoardCorps™: Bootcamp**, The Nonprofit Center at La Salle University's School of Business' signature immersion into the roles and responsibilities of nonprofit boards. This program is presented as a series of three 2-hour classes on best practices in board development.

Team Building / Community Service:

- During their participation, the class also works in groups to complete a project on behalf of a Chamber Member non-profit. During the **22** years of the program, over **50** projects have been completed on behalf of local non-profits. The Class of 2015 has completed **4** projects on behalf of: **Colebrookdale Railroad Preservation Trust; GVF; Pottstown Area Police Athletic League; Pottstown YMCA.**

- The class will be presenting their projects at the *June Membership Breakfast on Thursday, June 11 from 7 – 9 AM at Brookside Country Club* in Pottstown. We hope you can join us as we celebrate their accomplishments over the past 9 months. Also, don't forget to check out page 40 for this month's update on the Leadership Tri-County Class of 2015!

- In order to graduate from the program, individuals from the class must find placement on a local non-profit board. Over **100** local non-profits have benefited from receiving board-certified individuals to be placed on their board of directors!

Leadership TRI-COUNTY



Leadership Tri-County Class of 2014

The Leadership Tri-County program runs over a ten-month period from September through June. Join the Leadership Tri-County Class of 2016, beginning in September 2015!

The Class of 2016 will be the **15th** class held through the program. If you or someone you know would be interested in participating in the program, please contact me at 610.326.2900 for an application.

*Thank you to our sponsor
of the 2016 Class:
John Middleton Co.*

John Middleton Co. has sponsored the Leadership Tri-County program since the Class of 2012.

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President, eileen@tricityareachamber.com

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

Jennifer O'Donnell, Member Relations Director,
jennifer@tricityareachamber.com

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

Melissa Shainline, Administrative Assistant, melissa@tricityareachamber.com

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

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



Know a business that would benefit from joining the Chamber?

Contact Jennifer with your referrals today! Call 610.326.2900 or email jennifer@tricountyareachamber.com.

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors at their meeting on March 18, 2015.

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!**

Dancing Tree Creations Artisans Gallery and Studio
220 S. Reading Ave.
Boyertown, PA 19512
484.415.0014
dancingtreecreations.com

Artists / Artisans

Dancing Tree Creations Artisans Gallery and Studio – New Location – They provide one-of-a-kind, hand-crafted art and fine craft to be viewed, used or worn. Bringing an eclectic array of items for you, your home, office and garden from over 200 local and national Artisans, for when common just won't do!

Tompkins Insurance
258 E. High St.
Pottstown, PA 19464
610.327.1192
tompkinsfinancial.com
Insurance Companies
Financial Services – Banking, Insurance and Wealth Management.
Referred by: Steve Bamford, PAID, Inc.

MaxOut Strength Studio
70 Buckwalter Rd.
Royersford, PA 19468
610.948.5959
www.maxoutstudio.com
Health Clubs / Fitness Centers / Gyms
MaxOut Strength Studios uses science to produce never seen before strength training programming and results. MaxOut also offers their unique Leadership and Mentorship Program as well as Athletic Based Training for their 14-22 year old clientele. Please visit them at www.maxoutstudio.com.

Refer a business & when 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.

Interested in joining the Chamber? For more information on Membership and how the Chamber can benefit your business, please contact Jennifer O'Donnell by calling her at 610.326.2900 or emailing her at jennifer@tricountyareachamber.com.

BUSINESS BUILDER

The Chamber recently held a Business Builder on April 8 at Connections on High in Pottstown. April's business builder had full attendance with over 24 registered participants! Attendees learned about the Chamber's focus of "Building Communities, Creating Connections, and Supporting Commerce." Attendees had the opportunity to network and increase their contacts.

Business Builders are sponsored by:



THE NEXT BUSINESS BUILDER

- Tuesday, June 16 from 8:30 – 10 AM.
- Kulp Car Rentals, 1828 Swamp Pike, Gilbertsville, PA 19525

No Charge; Reservations Required. Limited to 20 Participants.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

37 YEARS

Verizon

29 YEARS

Catagnus Funeral Home & Cremation Center, Inc.
Fellowship Farm
Michael G. Marwick, D.D.S.

25 YEARS

Boyertown Area Youth Baseball, Ltd.
Reading Fightin Phils

20 YEARS

Thomas L. Zeigler, P.E., Inc.

14 YEARS

McCormick Chiropractic

10 YEARS

JWM Business Services

5 YEARS

Comcast
Wellness Council of Boyertown

1 YEAR

Advantage Insurance Group, LLC
iCreate Café
Office Technologies
Penn American Real Estate Company
Proximity Café
Reading Eagle Company
Reflections Hair Designs
Tri County Chrysler Dodge Jeep Ram

Member Renewals

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

422 Business Center
AAA East Central
A. D. Moyer Lumber & Hardware, Inc.
American Heritage Federal Credit Union
Berks Career and Technology Center

Berks County Abstract Company
Buttercup Beads
Car-Tel Communications

Community Health & Dental Care
Exelon Nuclear

Family Services of Montgomery County
Fraser Advanced Information Systems
Frederick Living

Fulton Bank
Gehringer Mechanical

Gilmore & Associates, Inc.

Graber
Letterin' Sign Co.
Greater Reading Economic Partnership

Keystone Window of Pennsylvania

L&J Cleaning Service, Inc.

M&T Bank
Main Line Financial Advisors, LLC

Milkman Lunch Co. & Cake Shoppe

Olivet Boys & Girls Club – Richard J. Ricketts Club

Reading Health Physician Network, Family Medicine
Ridge Support Technologies

The Salvation Army
Sanatoga Ridge Community, Inc.

Seidel Planning & Design, Ltd.

Smale's Printery
U.S. Renal Care
Pottstown Dialysis

United Data Cloud, Inc.

Scott A. Weller Carpentry & Cabinets, Inc., dba Solar by Weller

Wells Fargo Home Mortgage

Western Montgomery Career and Technology Center

Whitegate Contracting Company

Wrigley's Business Products and Services

Wyndcroft School
Richard A. Zuber Insurance Agency

Are you Celebrating 25, 50, 75 Years?
If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success.

Contact **Kitty Papp** at 610.326.2900 or kitty@tricountyareachamber.com.

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



CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE



TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING

Fri., May 1
Gates Open 6 PM
Game Time 7:05 PM

CHAMBER NIGHT AT THE READING FIGHTIN' PHILS
Come watch the Fightin' Phils' take on the Portland Sea Dogs
Sponsored by: **About All Floors; Berks County Abstract Company; Brandywine Institute of Orthopaedics; Chestnut Knoll; H & H Systems, Inc.; Kulp Car Rentals; Media Fusion Technologies; Orlando Law Offices, P.C.; Schultz Technology**
Rain Date – Monday, May 18 (Game Time 6:35 PM)

Fri., May 8
8 AM - 5 PM

LEADERCAST
New Hanover United Methodist Church, 2211 Swamp Pike, Gilbertsville, 19525
This Simulcast, broadcast live around the country from Atlanta, GA, will share the knowledge that an essential behavior for any leader is the act of bravery. A great lineup of speakers to include Andy Stanley, Navy SEAL Rorke Denver, Rudy Giuliani, and Malala Yousafzal to name a few, will focus on this year's theme **"The Brave Ones."**
\$90 per Member; \$110 per non-member
Presenting Sponsor: **John Middleton Co.**
Co-Sponsors: **Pottstown Memorial Medical Center; SEI**
Lunch Sponsor: **Schultz Technology**
Breakfast Sponsor: **Valley Forge Casino Resort**

Tues., May 12
11:30 AM – 1:30 PM

WOW LUNCHEON
Brookside Country Club, Prospect and Adams Sts., Pottstown, 19464
Annarose Ingarra-Milch, President of **ROI Training & Consulting, LLC** and author of the book **"Lunch with Lucille,"** will remind you that "you are your best asset – at any age." According to the book's website, "Although this story is fictional, it is based on Annarose's mother – a woman with style, wit, and a strong sense of purpose." She will pinpoint the **"four-diamonds"** and share the message that when practiced will lead to success in both your professional and personal life.
\$26 per Member (prepaid by 5/7); \$32 per Member (invoiced and after 5/7); \$35 per non-member
Sponsorship Opportunities Available

Tues., May 19
4 – 6 PM

BUSINESS CARD EXCHANGE
Sunnybrook Village, 400 Creekside Dr., Suite 401, Pottstown, 19464
Join fellow Chamber Members for an evening of networking and hors d'oeuvres.
Members Only; No Charge; Reservations Appreciated
Sponsored by: **Sunnybrook Village**

Thurs., May 21
5 – 9 PM

CELEBRATING SUCCESS AT THE 2015 ANNUAL DINNER
RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville, 19460
Two-time Stanley Cup Champion & Broad Street Bully **Bill Clement** will share his keys to success as an **"EveryDay Leader."** Regardless of our job titles, we are capable of influencing other people's attitudes, behaviors, habits, contributions and decisions...every day. As a result we are all in a position to manage outcomes.
\$95 per Member; \$110 per non-member; \$850 per Member table of 10
Platinum Sponsors: **Exelon; Pottstown Memorial Medical Center**
Gold Sponsors: **Maillie LLP; Media Fusion Technologies, Inc.; O'Donnell, Weiss & Mattei, P.C.**
Silver Sponsors: **Boyertown Oil and Propane Company; Hollenbach Construction, Inc.; John Middleton Co.; Martin Stone Quarries, Inc.; National Penn; Pottstown Area Health & Wellness Foundation; Schultz Technology; Sealstrip Corporation; The Body-Borneman Companies**



BALLOON POP: Help us Celebrate Success with a BANG! This year's Annual Dinner will feature a balloon pop during the closing reception. Attendees who have purchased a balloon, prior to the Dinner, for \$20 will have the opportunity to pop it and claim the prize listed inside. Contact **Kitty Papp** at the Chamber Office by **Wednesday, May 13** to purchase your balloon. You will not be able to purchase a balloon the night of the dinner.

CELEBRATE SUCCESS STORIES: To continue to "Celebrate Success" we will be sharing stories from our Members! Check out the Chamber's Social Media to see a new post every day up until the Annual Dinner on May 21! We will also be posting your success stories in an upcoming weekly Chamber email as we countdown to this special event.

Everyone has realized at least one business success over the last year. If you are interested in sharing your success story, please contact us at the Chamber Office so we can share it on your behalf!

JUNE SAVE THE DATES

Weds., June 3
11:30 AM – 1:30 PM

WOW LUNCHEON
Lords & Ladies Salons, 646 Fagleysville Rd., Perkiomenville, 18074
Join us for networking and lunch at Lords & Ladies Salon at their Perkiomenville location. Demonstrations and consultations will be given on hair and skin tips for the upcoming summer months. Register by **Friday, May 29**, to receive a \$25 Gift Card for the Salon. If you joined us last year, you know you will be pampered again!
Members Only; No Charge (thanks to the generosity of our host); Reservations Appreciated
Sponsored by: **Lords & Ladies Salons**

Thurs., June 11
7 – 9 AM

MEMBERSHIP BREAKFAST
Brookside Country Club, Prospect & Adams Sts., Pottstown, 19464
This breakfast will feature Leadership Tri-County Class of 2015's project presentations. Projects were completed on behalf of the Colebrookdale Railroad Preservation Trust, GVE, Pottstown Area Police Athletic League, and the Pottstown YMCA.
\$26 per Member (prepaid by 6/8); \$32 per Member (invoiced or after 6/8); \$50 per non-member
Sponsored by: **John Middleton Co.**
Additional Sponsorship Opportunities Available

Tues., June 16
8:30 – 10 AM

BUSINESS BUILDER
Kulp Car Rentals, 1828 Swamp Pike, Gilbertsville, 19525
This event is for prospective and new Members. Grow your network, contacts, and learn the best way to maximize your Chamber Membership. Bring business cards and any informational flyers from your company. RSVP at your earliest convenience. The event is limited to 20 participants.
No Charge; Reservation Required
Sponsored by: **Verizon**

Tues., June 23
4 – 6 PM

BUSINESS CARD EXCHANGE
Boyertown Museum of Historic Vehicles, 85 S. Walnut St., Boyertown, 19512
Boyertown Museum of Historic Vehicles is celebrating 50 years! Join fellow Chamber Members to celebrate with an evening of networking and hors d'oeuvres and a tour of their facility.
Members Only; No Charge; Reservations Appreciated
Sponsored by: **Boyertown Museum of Historic Vehicles**

SAVE THE DATE

Tues., Sept. 8

GOLF OUTING
Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464
Registration
Buffet Lunch
Shotgun Start
Social Hour & Buffet Dinner
More details to come.
Sponsorship Opportunities Available
Rain Date: Mon., Sept. 14

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



Register today; connect tomorrow. Visit tricityareachamber.com or call 610.326.2900.

WOW - WOMEN OF THE WORKFORCE

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



Thank you to March's WOW Sponsors:



THE NEXT WOW LUNCHEON:

- **Tuesday, May 12, 2015**
- **11:30 AM to 1:30 PM**
- **Brookside Country Club**
850 North Adams Street
Pottstown, PA 19464

Creating
Connections

Sponsorship Opportunities Available

\$26/Member (prepaid by 5/7); \$32/Member (after 5/7 or invoiced); \$35/Non-Member

Invite your mother to the WOW Luncheon for a post-Mother's Day celebration! The event will feature a presentation from **Annarose Ingarra-Milch**, President of ROI Training & Consulting, LLC, and author of the book, "Lunch with Lucille," which is all about knowing your value. The book reminds us that "you are your best asset - at any age." According to the book's website, "Although the story is fictional, Lucille is based on Annarose's mother-a woman with style, wit, and a strong sense of purpose." Annarose will pinpoint the "four diamonds" and share the message that when practiced will lead to success in both your professional and personal life.

Register online at tricountyareachamber.com or call 610.326.2900.

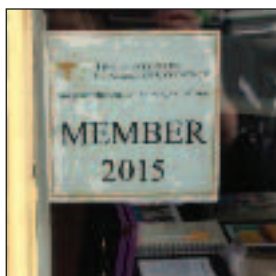
SHOW US YOURS!

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.



Coventry Corners,
Coventry Mall,
351 Schuylkill Rd., Suite B10,
Pottstown, PA 19465

ArtFusion 19464,
254 E. High St.,
Pottstown, PA 19464



T.G.I. Fridays,
Coventry Mall,
351 Schuylkill
Rd., Pottstown,
PA 19465



**Spring Hollow
Golf Course,**
3350 Schuylkill Rd.,
Spring City,
PA 19475



BUSINESS CARD EXCHANGE

March's Business Card Exchange took place before the Pottstown Home Show, hosted by NARI-BIE, opened to the public. The Chamber partnered with NARI-BIE to let Chamber Members preview the Home Show.

Thank you to our host: **BIE**

Members network at The Wyndcroft School

In April, the Chamber hosted a Business Card Exchange at The Wyndcroft School in Pottstown. Members enjoyed networking and refreshments and toured the school's new Performing Arts and Gym space.



From left to right: Dave Czarnecki, Czarstar / Kriebel Security; Bill Wellen, FASTSIGNS; Deborah Bertolet and Kendra Cook, Boyertown Museum of Historic Vehicles and Joan Antonelli and Ron Mickey of Coventry Planners enjoy networking at the April Business Card Exchange.

THE NEXT BUSINESS CARD EXCHANGE:

**Network
and build
your business
with fellow
Chamber
Members!**

- **Tuesday, May 19, 2015**
 - **4 to 6 PM**
 - **Sunnybrook Village**, 400 Creekside Drive, Suite 401, Pottstown, PA 19464
- Sponsored by: **Sunnybrook Village**
No Charge; Members Only; Reservations Appreciated

THANK YOU

**Thank you to April's
Email Sponsor:**



ORTHODONTISTS
MC SURDY & PAVLOW
The Smile Specialists

CHAMBER MEMBER UPDATES

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



**For information on
Membership, call Jennifer
O'Donnell, 610.326.2900, or
visit us on the web at
tricountyareachamber.com
to APPLY ONLINE.**



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



TriCounty Area Chamber of Commerce Members discuss healthy strategies for the office during the Chamber's Worksite Wellness Roundtable on March 17.

CHAMBER HOSTS WORKSITE WELLNESS ROUNDTABLE

On March 17, the Chamber hosted a Worksite Wellness Roundtable at the Chamber Office where Members could learn more about the TriCounty Area Worksite Wellness Initiative. Members who have graduated from the program shared their experiences and other Members attended to offer resources for the program.

The worksite wellness initiative team usually works with Chamber Members who have 50 or less employees and guides them through a six-month pilot program to establish a worksite wellness program in their companies. The team conducts health assessments and provides samples of healthy activities for your employees.

Sealstrip Corporation was the first Member to complete the TriCounty Worksite Wellness Initiative's six-month

pilot program about a year ago. During the Economic Development Luncheon last October, the Chamber recognized Pottstown Cluster of Religious Communities and Family Services of Montgomery County for also completing the six-month pilot program. The Victory Bank is participating in the program and the Chamber Staff will start their 6 months this May!

Members who were unable to attend the Roundtable and would like more information on the initiative, can contact the Chamber Office, 610.326.2900 or visit tricountyareachamber.com.

The TriCounty Worksite Wellness Initiative is a collaboration of the TriCounty Area Chamber of Commerce, Pottstown Area Health and Wellness Foundation, Pottstown Memorial Medical Center, and Independence Blue Cross.

SALES TAX EXPANSION

Last month Governor Tom Wolf gave his budget address proposing a raise in the sales tax from 6 percent to 6.6 percent. Not only will the sales tax increase, but it will also be expanding to other professional services. This expansion would include services such as child care, nursing homes, and legal services just to name a few. It has become a concern that with taxes being put on to these services that it would discourage people from using them all together, therefore bringing in less revenue than is expected. One could argue that the sales tax expansion would most harshly hurt the middle class, the same group of people who put Wolf in office, in hopes of receiving help from him.

This issue also greatly affects the southeastern part of the state. If the expansion is adopted it might encourage Pennsylvanians in this region to cross the border and indulge in tax free shopping in our neighboring state Delaware, and therefore hurting Pennsylvania businesses. The sales tax expansion is not getting much support from either side of the aisle, so it will be somewhat of a miracle if the budget is passed on time. In other states where professional services have been taxed the tax has been repelled very quickly due to its failure. While the Governor's intentions are good, this may not be the best way to help the already struggling middle class.

Alex Rahn, Senior Associate of Wanner Associates. To reach Alex, email arahn@wannerassoc.com; or call 717.236.2050.

Saving time and resources with the Chamber's Job Posting & Resume Service

Our resume service saves Chamber Members time and resources who need to fill a position. With the job openings service the Chamber saves Members and Non-members time who are looking to fill a job position.

RESUMES

Resumes the Chamber has received are announced at Membership Breakfasts and in the *Route 422 Business Advisor*.

- Members can review resumes at the Chamber Office.

This month's resume includes: **Marketing and Communications**

JOB OPENINGS

Chamber Members – it's easy to post your Job Openings!

- Login to Members Only and click the "Jobs" tab on the left side module.
- Click "Add New Job Posting," fill in description.
- Preview your posting by clicking "Preview" on the bottom of the page.
- Click the red "Save & Exit" button at the bottom to finalize your posting.

Chamber Members with Job Openings: **Diamond Credit Union; Longstreth Sporting Goods; Pottstown YMCA; YWCA Tri-County Area**

RIBBON CUTTING



Beacon of Life Chiropractic,

70 Buckwalter Rd., Suite 412, Royersford, PA 19468

NEWS RELEASES

FEATURED MEMBER BENEFIT OF THE MONTH

Members! You have the option of **sharing news releases on the Chamber's website under Member News**. This feature has been made easier and is **FREE** to use.

This is just another example of how your Chamber Membership can help you stand out! News releases posted on the website will also be featured on the Chamber's homepage and social media.

HOW TO SHARE NEWS RELEASES:

- After signing onto Members Only, click on the 'News Releases' tab on the left side module
- Click 'Add a News Release'
- Enter the title of your news release (headline). News releases appear on the website for one week.
- Enter your message, contact information, etc.
- For the type/ category click on the Member News box.
- Click 'Preview and Save.'



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

LEADERSHIP TRI-COUNTY CLASS OF 2015 LEARNS ABOUT THE BUSINESS COMMUNITY

Leadership Tri-County Class of 2015 spent a day visiting businesses in the tri-county area during the April session.

The class started their day at cigar manufacturer John Middleton, an Altria Company, in Limerick. The class enjoyed a continental breakfast before receiving a tour and overview of the plant from Duffy Wagner, Director, Cigar Manufacturing.

Gateway Ticketing Systems in Gilbertsville was the next stop for the day. Gateway provides ticketing systems and software for amusement parks, museums and other attractions for more than 40 countries. Trish Szurgot, Marketing Manager, spoke to class members about the company and gave them a tour of the facility.

Lunch was provided by Sealstrip Corporation at their next stop. Sealstrip manufactures easy open packaging and resealable packaging systems. Heather Chandler, Sealstrip Corporation President, provided an overview and tour of the facility.

The class returned to Pottstown for a tour at VideoRay. They learned about the company's underwater remotely operated vehicles during an overview from John Vestri, Operations and Finance Leader (COO & CFO).

At the end of the day, members of several civic organizations presented to the class at the Chamber Office including Bill Wellen, Membership Development Chair and V.P. Elect, Rotary Club of Pottstown; Frank Henry, Treasurer, Tri-County Ambucs and Butsy McElroy, North Atlantic Region Governor, Soroptimist of Pottstown.

The Leadership Tri-County Class of 2015 left the session knowing the variety of businesses in the tri-county area.

**Sponsor of the
Leadership Tri-County Class of 2015:**

John Middleton
an Altria Company

MEET THE LEADERSHIP TRI-COUNTY CLASS OF 2015



Nancy Poinsett, Human Resources Representative of the Borough of Pottstown, has worked in the tri-county area over 20 years. Nancy completes charity and volunteer work with the United Way, Adopt-A-Highway, Planet Aid, and the Salvation Army. She is also a member of the Greater Pottstown Area Society for Human Resource Management. Her hobbies and special interests include traveling with NHRA drag racing team, boating, music, and jewelry making.

Nancy is a graduate of Phoenixville Area High School, Krissler Business Institute, and Villanova University. Her personal business philosophy is that *success is finding out what doesn't work*. She also has many business role models.

Currently, Nancy participates in the Chamber by attending the Membership Breakfasts and through the Leadership Tri-County Program. She feels that the program is important because she is able to improve her ability, skills, and knowledge to be a better person for her employer and the community.



1: The class at Gateway Ticketing Systems in Gilbertsville along with Leadership Tri-County Director Kitty Papp



2: The class received an overview and tour of Sealstrip Corporation from Heather Chandler, Sealstrip Corporation President (5th from right.)



3: John Vestri, VideoRay Operations and Finance Leader (COO & CFO), gives a tour of VideoRay in Pottstown.



4: Bill Wellen talked to the group about the Pottstown Rotary Club.

Mission: To sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on nonprofit boards.

Leadership TRI-COUNTY

GET PREPARED FOR NONPROFIT BOARD LEADERSHIP IN JUST 10 MONTHS

Now accepting applications for the Class of 2016!



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

CELEBRATE SUCCESS

2015 Annual Dinner

TRICOUNTY AREA CHAMBER OF COMMERCE

BILL CLEMENT

2 TIME STANLEY CUP CHAMPION
& BROAD STREET BULLY



Regardless of our job titles we are all capable of influencing other people's attitudes, behaviors, habits, contributions and decisions...every day. As a result, we are all in a position to manage outcomes. In his engaging keynote, Bill Clement will share his keys to success as an **EveryDay Leader**.

WHEN:

Thursday, May 21, 2015
5:00 to 9:00 PM

WHERE:

RiverCrest Golf Club & Preserve
102 Golf Club Dr., Phoenixville, PA 19380

COST:

\$95 per Member, \$150 per non-member, \$850 per table of 10
Sponsorship Opportunities Available

CELEBRATING SUCCESS AT THE 2015 ANNUAL DINNER: COMING MAY 21ST

THANK YOU TO OUR SILVER SPONSORS



Hollenbach Construction, Inc. is an award winning professional design-build, construction management and general contracting organization headquartered in Boyertown, PA. The company was founded on April 1, 1968 by William "Bill" Hollenbach and has grown from a modest construction division into a recognized regional leader in commercial construction projects in the senior living, health care, office, retail, industrial and other vertical markets. Tim Little, President and Stephanie Hollenbach, Secretary/Treasurer are the current owners of the company.

The use of construction management and design build services has enabled the Hollenbach organization to provide our clients a "partnering" relationship built on trust, teamwork, commitment and enhanced communication. Our "partnering" philosophy is a practical approach to strive for continuous excellence through a win/win relationship. Partnering establishes working relationships between owner, contractor and designer, facilitating the successful completion of a project in a cost efficient manner. Our success with construction management and design build services has produced satisfied customers and many repeat clients.

One of Hollenbach's "signature projects" completed in August, 2014 is Gateway Ticketing Systems' new global headquarters building that is located along County Line Road in Colebrookdale Township. The project is a great example of the successful use of a collaborative effort with a design-build project delivery system. Hollenbach Construction led the Design-Build team which consisted of Hollenbach Construction, Muhlenberg Greene Architects and Ludgate Engineering.

Our mission is to develop and deliver strategic client-focused solutions to meet facility needs and to go "ONE STEP BEYOND" for our clients! Please contact Glenn Ebersole, P.E., Strategic Vice President, Business Development/Marketing by email at gebersole@hollenbach.com or by calling 610-367-4200 to discuss how Hollenbach Construction can assist you in meeting your commercial construction needs.

John Middleton, an Altria Company, is Proud to Call Pennsylvania Home



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 Chamber Foundation'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 515 people in Pennsylvania with the vast majority in the tri-county area. The average tenure of Middleton employees is 11 years. About 390 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 2014, the Altria Companies Employee

Community Fund, which includes Middleton employees, donated \$220,000 to organizations based in greater Philadelphia.

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

In addition, approximately 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 2014.

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.



Martin Stone Quarries, Inc.
Old Route 100, P.O. Box 297
Bechtelsville, PA 19505

Phone: 610.367.2011 / www.martinstone.com

Martin Stone Quarries, Inc. is dedicated to the production of high quality stone products for both commercial and non-commercial use. Martin Stone Quarries products come from two distinct Bechtelsville locations. Each location manufactures stone products with different color characteristics. Producing over 1.5 million tons of products each year, the well trained staff and state-of-the-art equipment insure production that is sufficient to meet the demands of an upward market created by the ever growing population in the Tri-County area.

Founded in 1953 by Dorothy and Henry Martin, Martin Stone Quarries, Inc. is currently operated by third generation family members. Company owners have always been dedicated to their community. Currently they divide their focus between corporate affairs and the future of their community. They are active at both state and federal levels, working toward commitment of funds to repair our highway and bridge infrastructure. They are long time sponsors of local community programs such as Bears baseball and Shop-with-a-Cop and commit their time and money to the local groups including the YMCA and local ambulance groups. The owners of Martin Stone Quarries, Inc. are proud to support their community and are looking forward to a bright future for the community and for the next generation of family owners.

(Continued on page 42)

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CELEBRATING SUCCESS AT THE 2015 ANNUAL DINNER: COMING MAY 21ST

THANK YOU TO OUR SILVER SPONSORS

(Continued from page 41)



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National Penn Bancshares, Inc., with approximately \$9.8 billion in assets, is a bank holding company headquartered in Allentown, Pennsylvania. National Penn Bank operates 127 branch offices throughout Pennsylvania, New Jersey and Maryland.

Staying competitive in every economic climate is the biggest challenge for companies of all sizes. National Penn gives you choices that help you go beyond those challenges, to help you succeed in an environment that's always on, open for business and ready for the next transaction. That's because National Penn's products, technology and business services meet or exceed those of much larger financial institutions.

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National Penn's small business advisors can help you more effectively manage your cash flow, improve your operational efficiency and maximize your money. To learn more, visit www.nationalpenn.com, stop by any branch office or call us at 1.800.822.3321.



**A healthier lifestyle
begins with inspiration
and opportunities.**

At the Pottstown Area Health & Wellness Foundation, we provide opportunities for our community to enthusiastically embrace a healthier lifestyle.

The Pottstown Area Health & Wellness Foundation is a non-profit, community organization created with the mission to enhance the health and wellness of area residents, providing education, funding and programs that motivate people to adopt healthy lifestyles. The Foundation serves the residents of Pottstown Borough and those within a 10-mile radius.

By helping area residents enthusiastically embrace a healthier lifestyle, we are creating a more dynamic and more vibrant community in which to live.

Visit www.pottstownfoundation.org for more information about the Foundation. Discover Pottstown area's online community at www.missionhealthyliving.org to learn and share great information on how to lead a healthier life. You can also follow Mission Healthy Living on Facebook, Twitter, and Pinterest.



**Schultz Technology
Refreshes and Simplifies
Brand Identity**

Welcome to the new Schultz Technology! For the past 12 years, Schultz Technology, operating as Schultz Technology Solutions, has served as a one-stop shop for both residential and commercial information technology needs. CEO Baran Schultz and his superlative staff are tremendously grateful for the clients and increasing opportunities that have helped the company grow. They are also fortunate to be able to call their clients friends.

The company is evolving, and as such, has refreshed and simplified their brand identity to "Schultz

Technology." This new look signifies a renewed commitment to the business and to exceeding clients' expectations. The company's primary goal remains to add value to current offerings by providing new, innovative options including training and consulting.

Schultz Technology continues to provide expertise in: Computer Network Design and Support; Email Hosting; Phone Systems (IP, Digital, Analog); CCTV, IP Security Cameras; Access Control; Fire Systems; Security Systems; Voice and Data Cabling; Home Theaters; Smart House Technology; and Offsite Data Storage.

Baran Schultz explains that much of the inspiration for the new brand comes from his company's service-minded mission and commitment to client relationships. That idea was also the inspiration for the company's new tagline, "I.T.'s Best Friend." As a trusted and reliable source for all of your technology needs, the staff at Schultz Technology often think of themselves as an extension of your internal team.

"These exciting changes would not be possible without our clients," Baran Schultz said. "Thank you, on behalf of everyone at Schultz Technology, for your continued support and endorsement. We look forward to continuing all you have come to expect from Schultz Technology and more."

Beyond being able to handle just about anything related to technology, and never saying "no," Baran Schultz attributes the growth of his business to setting the highest standards of customer service as a priority for himself and his skilled staff. "There are other companies out there who do the things we do, but what sets us apart is our attention to customer service. We always answer our phones. If it's after hours, someone will return your call within 10-15 minutes. We pride ourselves on making sure that our customers will get a call back and quick response and resolution," he said.

For additional information about Schultz Technology, please contact Baran Schultz at baran@schultztechnology.com or 877.435.6204, and visit www.schultztechnology.com.



With over 40 years of engineering innovative solutions, Sealstrip Corporation provides flexible packagers with

the resealable and easy open packaging solutions that are essential to compete in today's consumer market. The company designs and manufactures applicators that retrofit to customers' existing wrapping machinery. Sealstrip also manufactures the pressure-sensitive tapes used to form the easy open and resealable features on flexible packages. Although Sealstrip distributes worldwide, products are designed and made in the USA.

Customer loyalty and longterm relationships are nurtured by Sealstrip's dedicated team members, whether it's through quality customer service, attentive service technicians, or committed engineers. Sealstrip keeps the human element in focus in the manufacturing industry.

As a certified Women's Business Enterprise, Sealstrip Corporation is owned and managed predominantly by women. The company has recurrently been one of Pennsylvania's Best Place to Work and holds strong values of family, teamwork, integrity, individual development, innovation and excellence. The community-oriented Sealstrip Corporation maintains a sense of enterprise and healthy business ambition while remaining connected to its roots.

Please visit us at Sealstrip.com!

MEET THE AMBASSADOR



RYAN FRAZIER, MARKET MANAGER FOR CITADEL FEDERAL CREDIT UNION

Ryan Frazier has worked in the tri-county area for four years. His special interests include fishing, skiing, and baseball.

Ryan holds a Bachelor of Arts Degree in Economics from the University of North Texas.

Ryan's areas of involvement within the TriCounty Area Chamber of Commerce include being a Chamber Ambassador, and he also serves as a Board Member for the YMCA. He believes it is important to volunteer for the TriCounty Area Chamber of Commerce because it builds the community and helps to create jobs.

TRICOUNTY TALKS

Meet our Chamber Networkers!



GLENN EBERSOLE, STRATEGIC VICE PRESIDENT, BUSINESS DEVELOPMENT / MARKETING, OF HOLLENBACH CONSTRUCTION, INC.

SPECIAL INTERESTS / HOBBIES: Visual & performing arts, golf, reading, and serving on various boards of non-profit organizations.

GLENN'S PERSONAL NETWORKING TIP: "Always have something of value to share with new people you meet and always be respectful in your follow-up with new contacts."

Q: Why did you join the TriCounty Area Chamber of Commerce?

A: To support the local business community, to participate with other businesses to promote business opportunities and growth, and for advocacy and networking.

Q: Do you remember your first Chamber event? What was it like?

A: Yes, it was a Business Card Exchange / Mixer held at the Boyertown Museum of Historic Vehicles. It was very interesting with the antique vehicles on display and I was made to feel very welcome.

Q: How does the Chamber make doing business easier for you?

A: The Chamber provides businesses with an advocate and unified voice of support for a business-friendly environment.

Q: What would you say to someone who is looking to join the TriCounty Area Chamber of Commerce?

A: What are you waiting for? Just say "YES!" Help us make a difference in the tri-county area.

Visit tricountyareachamber.com to see Glenn's video testimonial.
Click on the banner displayed on the homepage. Other video testimonials are available under Chamber News, Chamber Rewind, TV & Video.

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. 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.

Internships are unpaid, but we will work with the student's school evaluations if they are receiving course credit. 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 Dautrich and email their resume to eileen@tricountyareachamber.com.

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

A BRIEF HIATUS



By Heather Tyrrell

For a couple of months, I will be taking a brief hiatus from my Marketing with the Chamber article. Instead of focusing on marketing and communications, I will be at home on maternity leave. I will be having my second child this month and will be home taking care of him along with my 2-year-old son, Logan.

During my maternity leave, feel free to reach out to our Chamber staff members to talk about the many ways you can market your company or organization.

There are great benefits to marketing with the Chamber. Just to remind you, with most of our sponsorships:

- Your company is included in articles for the *Route 422 Business Advisor*
- Your company's name is included in Chamber emails

- Your company is mentioned in pre- and post- news releases
- Your company is mentioned in our social media posts

Sponsorships range from \$75 with Coffee and Email Sponsorships and go up to \$5,000 with *exclusive* event sponsorships. The Chamber offers sponsorships to fit every budget. Contact Kitty Papp at 610.326.2900 or kitty@tricountyareachamber.com to set up a meeting to discuss the many sponsorship opportunities available for your company.

Don't miss out on these easy ways to market your company!

I look forward to telling you about marketing opportunities when I return from leave. In the meantime, please check out the list of sponsorship opportunities to the right that you may want to take advantage of.

PICKERING DAM BRIDGE CLOSURE IMPACTS ROUTE 422

PennDOT is rehabilitating the Pickering Dam Bridge on Route 23. Construction began on Monday, April 20th and will have serious impacts on travel. Route 23 is a heavily traveled road during rush hour. The bridge carries approximately 19,165 vehicles per day. Route 23 (Valley Forge Road) will be closed and detoured between Moorehall Drive and McAvoy Lane. Traffic is being detoured to US 422. See map below for detour route.



Heading East: From Route 23 East turn left on Bridge Street in Phoenixville. Continue on Bridge Street which turns into Route 29. Turn right onto Egypt Road and follow Egypt Road to the Oaks interchange at Route 422. Continue on 422 South.

Heading West: Follow US 422 North to the Oaks interchange. Take Egypt Road West toward Phoenixville. At Route 29 turn left and continue onto Bridge Street. Follow Bridge Street to Route 23.



Note: Trucks are to use the Royersford Interchange at US 422.

Construction is expected to be completed by late 2015.

Please consider alternative transportation options during construction. Visit www.wearetdm.com to find information on public transit, biking, carpooling and working from home.

Also, follow PennDOT on Twitter at [www.twitter.com/511PAAPhilly](https://twitter.com/511PAAPhilly).

For construction related questions contact:
Charles Metzger: Community Relations Coordinator, PA Department of Transportation Engineering District 6
Phone: 610-205-6801 Fax: 610-205-6905
cmetzger@pa.gov | www.state.pa.us

For questions related to travel options and transportation demand management contact:

Kyle Guie: Greater Valley Forge TMA Planning Director
Phone: 610-354-8899 kguie@gvftma.com



Want to get word out about your business? Sponsoring with the Chamber may be the right opportunity for you! Please check out a sample of some of our available sponsorships for 2015-2016. There are many more sponsorship opportunities available! **Don't hesitate to contact Kitty Papp, our Special Events Director, to schedule an appointment to discuss sponsorship opportunities for your business.**

Ongoing Event Sponsorships

- Business Card Exchange - \$300 per Business Card Exchange
 - Benefits: Members visit your company, your company name used in all event promotions
- Membership Breakfast - \$300 per sponsorship, per breakfast *3 sponsorship opportunities available per breakfast
 - Held 5 times a year
 - Benefits – 3 minutes to speak, 2 tickets to event, ability to place giveaways on tables, display table at the event, and company name and logo used in all event promotions
- Women of the Workforce - \$150 per sponsorship, per event *2 sponsorships available per event
 - Held 5 times a year
 - Benefits – 3 minutes to speak, 1 ticket to event, ability to place giveaways on tables, display table at the event, and company name and logo used in all event promotions

Marketing Opportunities

- Coffee Sponsor - \$75 per month *limited to one sponsor a month
 - Benefits: Your promotional materials are placed on the coffee stations and in the lobby for one month. Chamber staff will announce your company as the Coffee Station Sponsor at all meetings/events that take place in the Chamber's boardroom.
- Email Sponsor - \$75 per month (2 emails); \$100 per month (4 emails) *limited to one sponsor a month
 - Benefits: Included in 2 (or 4) separate emails in one month with company logo, 75-word teaser, and a link to your website located in the top half of the email.
- Newsmagazine Insert - \$175 per month *limited to 4 sponsors per month
 - Benefits: Your flyers are distributed to over 750 Chamber Members in the newsmagazine at a cost that is lower than doing your own direct mail piece via first class mail.

Website Sponsorship Opportunities

When someone is searching for you on the online Business Directory, are they finding enough information? Check out the sponsorship packages the Chamber offers that can help your company stand out on the online directory.

- **Basic Package:** Free - Company Name; Address; Phone/Fax Number; Email link; *Basic Package comes with your Chamber Membership*
- **Bronze:** \$50 per year – All of the above plus: Website/Facebook/LinkedIn link
- **Silver:** \$75 per year – All of the above plus: 200 Character Business Description; Map link
- **Gold:** \$125 per year – All of the above plus: Logo/Image; 5 Bulleted highlights; 1,600 character business description
- **Platinum:** \$200 per year – All of the above plus: Banner that appears on your category listing; featured placement, highlighted box

Golf Outing Sponsorship Preview

The Chamber's Golf Outing is currently scheduled for Tuesday, September 8, 2015 at Brookside Country Club. The outing will feature the same contests, prizes, and networking in a relaxed setting. There are a variety of sponsorships available for the golf outing and your sponsorship will be promoted in many ways. *Rain Date Monday, September 14.*

- Presenting Sponsor** - \$3,000 *exclusive*
- Putt for Cash Sponsor** - \$2,000 *exclusive*
- Dinner Sponsor** - \$1,500 *exclusive*
- Golf Cart Sponsor** - \$1,000 *exclusive*
- Goodie Bag Sponsor** - \$1,000 *exclusive*
- Lunch Sponsor** - \$1,000 *exclusive*
- Trophy Sponsor** - \$850 *exclusive*
- On Course Snack & Beverage Sponsor** - \$750
- Hole Sponsor** - \$150 *limited to 36; not exclusive*

Check out a few of the many benefits of sponsoring the Golf Outing

The Presenting, Putt for Cash, and Dinner Sponsorships all include:

- A banner with the business' name
 - Promotion on the event flyer
 - Complimentary dinner tickets
 - Logo on the program
 - Logo in the *Route 422 Business Advisor*
 - Acknowledgement at the September Membership Breakfast
- Remaining Sponsorships include:*
- Company name used in all event promotions
 - Listing in the program
 - Listing in the *Route 422 Business Advisor*
 - Acknowledgement at the September Membership Breakfast

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

TRANSPORTATION MEMBERSHIP BREAKFAST

Chamber Members received a transportation update on Route 422 and learned about ways to reduce traffic congestion during the April Membership Breakfast held at Spring Hollow Golf Course.

The Chamber welcomed Matt Edmond, Principal Transportation Planner, Montgomery County Planning Commission and Rob Henry, Executive Director, GVF, a Transportation Management Association, who provided a presentation on "The Road Untraveled."

Edmond provided an update on Route 422 construction projects for Pottstown and Valley Forge. The projects have been delayed for many years and total \$550 million of investment.

He detailed three major projects for Pottstown:

- One of the projects is replacing a bridge that is the eastern crossing of the Schuylkill River and reconstruction of the Armand Hammer interchange. The \$73 million project will take six years to complete and will feature an extension of the Schuylkill River Trail that will cross the bridge. "It is going to take a while to do because these bridges are big and handle a lot of cars every day," he said. "Route 422 in the Pottstown area gets 50,000 cars a day." The Pottstown bypass is the oldest part of Route 422, he said.
- The western bridge of the Schuylkill River in Stowe is also being replaced starting this year. The \$36 million project is projected to be completed in 2018.
- Another \$36 million project that is scheduled to begin in 2015 is the new Stowe interchange that features realignment of the road to eliminate the various s-curves that are in place now and creating a diamond shaped interchange. It is expected to be finished in 2016.

"When the (roads) are under construction, traffic can be a nightmare, but just remember that eventually these things will get fixed and there will be a lot of improvement," Edmond said. "There is some pain, but there's a lot coming down the pike."

Edmond also spoke about several projects in store for the Valley Forge area:

- The \$17 million Trooper Road Exchange project at Route 363 will allow traffic to travel east to King of Prussia and west to Phoenixville and Pottstown. The project is expected to be completed by the end of 2015.
- Sullivan's Bridge, a trail bridge, will be replaced and a connection of the Schuylkill River Trail to Valley Forge National Park. The \$9.2 million project is scheduled to be completed in 2016.
- The Route 422 bridge in Valley Forge will also be replaced with two new four-lane bridges and will reconfigure the Route 23 ramps. The \$150 million project will solve the ramps backing up with traffic to Route 422. This part of Route 422 sees about 110,000 cars a day which is just as much as the Ben Franklin Bridge or Walt Whitman Bridge.

Henry said although the projects are good news for Route 422, there is even more improvement needed. In the United States, there is a Transportation Trust Fund "that is set to go broke next month," he said.

GVF works with local and federal officials on transportation policy. GVF has partnerships including the Route 422 Coalition. The organization also manages shuttles for companies and one for Montgomery County Community College which transports students between the Pottstown and Blue Bell campuses.

Route 422 is so heavily congested so GVF worked with the Department of Transportation, Temple University and CFA Consultants on a "TDM Implementation" study to come up with solutions to traffic congestion.

The short-term solutions are to continue the partnerships with officials to manage traffic congestion, encourage car pooling and companies to allow their employees to work from home. Another strategy was to encourage people to use the trail system to reduce congestion. The medium-term strategies are to expand the sub-regional initiatives in Phoenixville and Pottstown and improve public transportation. Long-term strategies are to establish statewide transportation planning and regional land use planning.

Thanks to the April Membership Breakfast sponsors:

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The following new Members were recognized at the Membership Breakfast: from left, Tracy McKay, Artemis Design, Inc.; Ron Church, French Creek Financial LLC; Jose Acosta, Midcore Solutions; Bob Basca, Nelson's Creamery LLC and Walt Rossetti, Pixel OutDoor



The following new Members were recognized at the Membership Breakfast: Kurt Given, ARCpoint Labs of Limerick; Paula Barrett and Stephanie Kane, Reinsel Kuntz Leshner LLP and Amelia Hager and Catharine Lewandowski, Spring Hollow Golf Course.



From left, TCACC President Eileen Dautrich; Peter Barbey, Reading Eagle Company; Joseph Koury, O'Donnell, Weiss, and Mattei, P.C.; Rob Henry, GVF and Matt Edmond, Montgomery County Planning Commission

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On October 20, 2014, the Nuclear Regulatory Commission (NRC) granted Exelon Generation the license extension for Limerick Generating Station. The 20-year extension means that the plant will continue to provide safe, clean and reliable energy to the Tri-County area through 2049. Why is this good news? Because Limerick is *Good for our Power Supply, Good for our Community, and Good for our Environment*.

PROVIDING SAFE AND RELIABLE POWER

Limerick plants are a reliable, steady source of electricity for the regional power grid. And, unlike fossil fuel plants, Limerick produces no greenhouse gases. Limerick also has programs in place to help pay for approximately \$580 million per year, which helps in significant consumer savings.

SUPPORTING OUR COMMUNITY

Limerick provides more than 1,000 well-paying jobs and contributes approximately \$600,000 to community organizations each year. Many of our employees live and work in the Tri-County area. Limerick also provides \$10 million annually in local economic contributions to Pennsylvania, including \$75 million in wages and benefits, \$30 million in purchases of goods and services from other Pennsylvania businesses and \$2.9 million in property tax payments.

PROTECTING OUR ENVIRONMENT

Limerick generates enough carbon-free electricity to power more than two million homes. According to the Environmental Protection Agency (EPA), Limerick would avoid more than 100,000 tons of carbon dioxide emissions each year. Limerick also has programs in place to help pay for approximately \$580 million per year, which helps in significant consumer savings.

THANK YOU, neighbors, friends and family for your support during the license renewal application period. We will continue to work hard every day, providing clean, safe, reliable electricity until 2049.

Exelon Generation

Healing Book Available at Christian Science Reading Room — A Bookstore for Thinkers!

Science and Health with Key to the Scriptures by Mary Baker Eddy is available to borrow or purchase at the Christian Science Reading Room, located at 109½ 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 and 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 pm. There are readings from the KJV of the Bible and from *Science and Health with Key to the Scriptures* by Mary Baker Eddy. There are testimonies and singing of hymns.

Hours of operation are Noon to 4:00 pm 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. 📖

"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*

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TALENT ACQUISITION – MEASURABLY BETTER HIRES



HUMAN CAPITAL MANAGEMENT

By William Kreider, CEO of HR FUTURE GROUP

The small/mid-size business community has a unique opportunity to enhance all aspects of our workforce, the quality of our products and services and ultimately the success of organizations.

How? Listen to a few of the most successful business leaders, with very different personalities, yet very similar approaches to the hiring process. While these worldwide leaders continue to provide universal advice in business, organizations seem to ignore their statements — and I am not sure why.

The first, although not my ideal example of a sensitive, caring, philosophical thinker (I saw the movie), is Mark Zuckerberg, chairman and CEO of Facebook with a net worth of \$36.5 billion. Note that I didn't say he wasn't really, really smart. Zuckerberg used his business genius, when he said, during the Mobile World Congress in Barcelona, "I will only hire someone to work directly for me if I would work for that person." It could be that maybe in corporate America executives ignore such advice due to threat to the ego. Moreover, for those who have lived and worked in the corporate America environment, that "ego problem" is not very unusual. Nevertheless, I don't believe that the fear of ego is much of a problem in our business circles. I do believe, if we focused our hiring process mindset to encompass the thought Zuckerberg practices just one time going forward, we could make a big difference with people and business outcomes.

Another leader with a more grounded and global sense of his responsibilities as one of the richest men on the planet is the founder of Microsoft, Bill Gates. The answer, if you're interested, is about \$80 billion dollars of net worth. In 2013, he wrote an op-ed for the *Wall Street Journal*, called "My Plan to Fix the World's Biggest Problems." His advice transcends all business processes and could improve the quality of hires and retention.

Gates' solution is simple: Define the problem, develop measurable solutions, and use metrics to track improvements. He says that while times have changed for most business functions, it seems that some HR and recruiting departments are stuck in a time warp. HR continues to post boring sounding jobs, hoping to find exceptional people willing to do the less-than-exceptional job appearing on an Internet job board. Presentation is still more important than performance. Techies still overvalue experience and technical skills. We preclude people who have great ability, but without the so-called "proper" background or requisite years of experience to be considered. In our mandate to hire as cheaply as possible, we downplay the needs of those being hired.

(See "Positive Leadership" on page 48)

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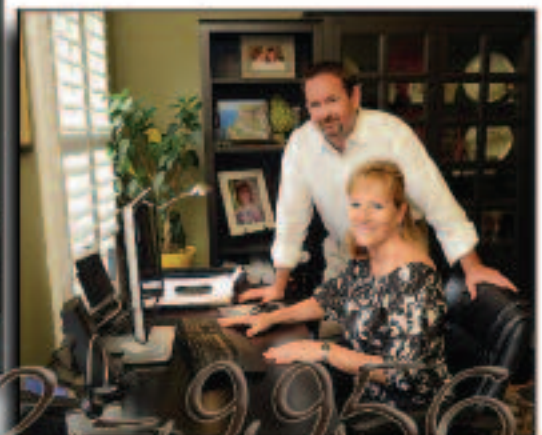
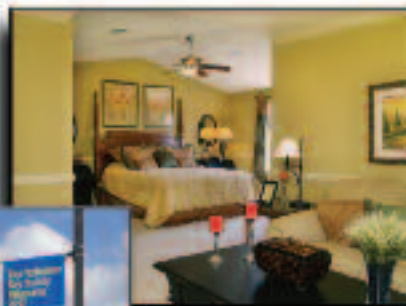
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POSITIVE LEADERSHIP

(Continued from page 46)

It is disconcerting that some HR departments still rely on hiring practices that are 50 years old, and still believe that a 62 percent interviewing accuracy rate (retention for at least 2 years with excellent evaluations, according to Research Gate) is acceptable. HR and recruiting have the opportunity to earn valuable process improvement should organizations begin to measure and manage the following:

1. Instead of experience-based job descriptions, define the position in terms of six to eight measurable performance objectives.
2. Measure the hiring manager's ability to attract, develop, and retain top people. If talent is your top priority, this should be every hiring manager's number one performance objective.
3. Do not interview more than four people for any job. If you need to see more than four people, something is wrong. Figure out what that is — the job description, upfront screening, or inaccurate assessment process — before moving forward.

4. Define quality of hire before the candidate is hired. Be sure to define success as B+ level performance for each of the performance objectives listed in the performance-based job description (point 1).

Perhaps the reason HR and recruiting lack a "measure and improve everything" attitude is because their performance never depends on it, according to Jennifer Beck, consultant and CEO.

As Gates suggests, this might be a good place to start. By analyzing and understanding your data and the various ways it should be measured, you can translate the data into actionable outcomes, yielding stronger business results. ■

William Kreider is the founder and CEO of HR Future Group, a firm that offers a full service suite of human capital management services for small businesses. From Transformational HR Outsourcing, Compensation, Leadership Coaching, Talent Acquisition and other HCM consulting services to Cloud-based Payroll, HRIS, Time & Attendance, and Benefit Administration, HR Future can assist your business. Mr. Kreider has significant executive experience in all areas within the HR profession in a variety of industries. For more information, please email him at bill@hrfuturegroup.com or call 610.584.2467.

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FOR SALE- (ZC2210) 453 N. EVANS STREET, POTTSBORO-BRICK 2 UNIT SINGLE HOME. EACH UNIT HAS LR, DR, KITCHEN, 2BR & FULL BATH. \$560 MONTHLY RENT, COLLECTED ON EACH UNIT. CALL FOR SHOWINGS. **REDUCED \$87,000**

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FOR SALE- (ZC2221) 113 REHRERSBURG RD., REHRERSBURG-UNIQUE PROPERTY w/ 1 RESIDENTIAL UNIT & 2 LARGE COMMERCIAL FACILITIES CONVENIENTLY LOCATED BETWEEN I-78 & 422. SELLER FINANCING AVAILABLE FOR UP TO 15 YEARS. **\$1,100,000**

FOR SALE- (ZC2222) 148 STAUFFER ROAD, BECHTELSVILLE-(MILLER EQUIPMENT CO.) BOYERTOWN AREA 9,148SF. (3) BEDROOM HOUSE w/ PUBLIC SEWER. VARIOUS POSSIBILITIES. CALL FOR DETAILS. **REDUCED TO \$254,000**

FOR SALE- (ZC2224) 554 E. HIGH STREET, POTTSBORO-1ST FLOOR OFFICE (FORMERLY A DENTAL OFFICE), 2BR APARTMENT ON 2ND FLOOR (\$650/MONTH). 2BR APARTMENT ON 3RD FLOOR (\$600/MONTH). SMALL YARD IN BACK, ONSTREET PARKING. OWNER PAYS WATER, SEWER, TRASH & OIL HEAT. PROPERTY IS LOCATED IN HISTORIC DISTRICT. **\$139,900**

FOR SALE- (ZC2225) 47 PENN RD., Limerick- THIS AWESOME LEVEL RURAL PROPERTY CONSISTS OF 2 PARCELS. Front parcel, Land use code (1101 Res-1 Fam), CONTAINS A COZY 1440SF 3 BEDROOM 2 BATH HOME WHICH IS CURRENTLY RENTED. THERE ARE SEVERAL OUTBUILDINGS. A NEW WELL WAS INSTALLED RECENTLY BY THE OWNERS. AFTER CHECKING WITH LIMERICK TOWNSHIP, ZONING ALLOWS FOR 5 HORSES ON 6 ACRES. The other lot is undeveloped land. Tax Id's are 37-00-03434-001, 2.21 Acres and 37-00-03436-109, 3.86 Acres, totaling 6.07 acres. BOTH ARE SOLD TOGETHER. BOTH PARCELS ARE ZONED OFFICE LIGHT INDUSTRIAL OFFICE (OLI) - see docs for permitted use. SOME PERMITTED USES AS OF RIGHT INCLUDE MANUFACTURING AND DISTRIBUTION OF MATERIALS, OFFICES, CORP. HEADQUARTERS, ADMINISTRATIVE CENTERS, INDUSTRIAL RESEARCH AND ENGINEERING CENTERS AND DAYCARE CENTERS. CONDITIONAL USES INCLUDE FINANCIAL INSTITUTIONS, RETAIL STORES, RESTAURANTS, MEDICAL AND DENTAL OFFICES, HOTELS AND LARGE SCALE RECREATIONAL FACILITIES. ALSO INCLUDED IS A RENTED 3BR 2 BATH HOME ON THE PROPERTY. VALUE IS IN THE LAND. ONLY 4 MINUTES AWAY FROM PHILADELPHIA PREMIUM OUTLET MALL IN LIMERICK TOWNSHIP, PA, AND 1 MINUTE AWAY FROM Rt. 422. **\$275,000**

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(ZC1012) 1200 East High Street, Office Building, Pottstown-Suites from 200-1,200SF. \$13/SF includes all utilities.

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

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PMMC. Handicapped accessible, elevator, ample parking and various size suites from 200-1,300SF. Competitive rates and flexible terms. All utilities are included. NO COMMON AREA MAINTENANCE charges. Call for more details!

(ZC1080) Lamon Street, West Pottsgrove-2,500SF +/- and 4,000SF former machine shop space with loading dock and second story storage area. \$5.00/SF + gas heat and electric.

(ZC1098) 261 High Street, Pottstown-2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, electric and 1/2 water invoice.

(ZC1144) 32 Wells Rd, Suite #3, Parkerford-Parkerford-Office/retail space situated along busy Route 724. 585SF former financial services office with offstreet parking. Available immediately. Signage on Route 724. Call for details.

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

(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 MN

(ZC1154) 127 E. Philadelphia Avenue, Boyertown- Boro of Boyertown 2,000SF on E. Philadelphia Avenue. Open area + 4 private offices and powder room. Handicap accessible. Ample parking. **REDUCED TO \$1,500/Month.**

(ZC1155) 143 North Walnut Street, Boro of Boyertown-324SF, (2) rooms and powder room. \$325/Month + Utilities. Additional space available.

(ZC1156) 12 South Reading Avenue, Boyertown-800 (+/-) SF of office/retail space. Basement with half bath and storage. Parking in rear. \$800/Month plus electric and hot water.

(ZC1159) 20 Sunnybrook Road, Pottstown- Brand new space situated in Lower Pottsgrove just off High Street. The 3700SF suite is self contained and can be completed to fit your exact needs. Office/Medical space with large private parking area and signage available. Call for details.

(ZC1160) 2103 E. High Street, Pottstown- Lower Pottsgrove first floor office situated on East High Street. 2450SF totally refurbished inside and outside by new owner. Ample parking, convenient to 422 exchange and medical center. Call for details.

(ZC1161) 120 N. Charlotte Street, Pottstown- Various possibilities. Zoned Traditional Town Neighborhood. Rear area up to 5,000SF can be used as Office/Direct Retail/Direct Service combination or separate possibilities. Front of building has 1,000SF office space which can be split. For all permits or zoning, it is the responsibility of the Lessee.



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ROTARIAN PERSPECTIVES

Why I Joined Rotary



**By Doris Wertman,
Visiting Angles**

When we first opened our business in Pottstown, we really didn't know anyone, and we certainly were not familiar with the area. We reached out to Pottstown Rotary Club for guidance, knowing that the group would be a great source of seasoned professionals. What a wonderful surprise to discover that Rotary is so much more!

How exciting to belong to an organization that reaches out to be a part of so many wonderful causes, locally as well as nationally and internationally.

I have been fortunate enough to view videos of the millions of innocent children whose lives have been altered in extraordinary ways by brilliant and selfless doctors who have given of their time and their talent to perform cleft palate

surgeries — Not to mention that the Rotary Foundation provides millions of dollars for scholarships and humanitarian projects worldwide.



Locally we all have the opportunity to roll up our sleeves to get involved and see what a difference we can all make in our own backyard with projects such as beautifying the landscapes, or raising funds via "The Duck Race" or "Big Ticket" for local charities and nonprofit organizations.

As we work together, side by side, for a common cause, many bonds of lifelong friendships are formed. I am so proud to be a member of the Pottstown Rotary, and so appreciative, to not only be a part of such a vital organization, but also for the opportunity to meet so many wonderful fellow Rotarians.

As I get to know them, as individuals, I find that they are living examples of the Rotary motto "Service above Self." 🍷

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- Opportunity to learn about our community

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TRANSIT ORIENTED DEVELOPMENT IS A PLUS FOR A COMMUNITY



DOWNTOWN MARKETING AND DEVELOPMENT By Barry Cassidy

America of the 1870s saw a lot of towns suddenly appear along the rail lines as the population moved westward. Chicago and Los Angeles grew into large cities and rail hubs from small towns, because people wanted to be near transportation. Smaller towns like Sayre, Pennsylvania started as a company-controlled entity as the railroad located headquarters there.

Today there is not much new rail construction, but there is a move to locate more apartments and homes close to the rail lines. In Philadelphia, we are lucky enough to have the Main Line (east/west) running right through major population areas with off-shoot regional rail lines (north/south) providing transit opportunities for most of the area.

The idea is to make it possible for people to get by without owning an auto, or having an auto as secondary option for getting to and from employment centers. Transit Oriented Development (TOD) has become a buzzword as apartment complexes are being built near train stations to concentrate the population close to the lines.

I am currently working on a TOD in my town, Castle Shannon, in Pittsburgh. Castle Shannon is lucky enough to have six transit stations in the borough, none of which have handicapped accessibility to the station from the street. My job in Castle Shannon is to package the grants to enable the stations to be connected and walk-able. Including streetscape improvements, the project will come in at around four million dollars.

In many cases, the path to a TOD is a long one, because the object is to create density and many times that conflicts with existing zoning. In some cases, the land near the railroad has problems like con-

tamination or steep slopes. It is not easy when all of the variables are taken into account. There are times when people come out of the woodwork to protest projects like a TOD.

Is a TOD a radical idea? No, I do not think so, but it represents a break from current zoning, and many times people get nervous when that is the case. People in higher income areas worry that there will be a decline in income criteria and lower income people will congregate near the rail line. Other times, residents are concerned about the design or location of a TOD, because of traffic considerations.

TOD usually goes along with rail station improvements, bike racks, trails and other improvements to make the station more accessible to alternative means of access. In my current project, we are looking to do basic improvements like crosswalks. Currently there are a couple of crosswalks to nowhere that are not the result of stimulus funding, but are original and were made possible through neglect.

We are doing the improvements because there will be 152 new apartments located in the downtown, and we want them to be able to move to the commercial areas unimpeded in order to shop.

(Continued on page 52)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 51)

This is like the holy grail for a community that is aging, and has had the populations locked around the same amount for a number of years. Communities that are flexible in their zoning are willing to make the project a couple of years long, instead of a couple of decades long, are normally the beneficiary of a TOD development.

A change in the demographic not only means more customers in the town, but also could cause political shifts in the council as new people could vote as a block. The change in the demographic is an issue that can cause social conflict, because of their racial makeup or their income ratios depending upon the community. Normally these communities never see the project get past the planning stages because of residents protesting the development.

In a way, it is a double-edged sword, because people want the new tax ratables and new shoppers in the downtown, but many times they are opposed to change — The change in the type of development allowing for massive changes in the units per acre, the change in the demographic

living there, all cause pause in smaller communities with a narrower focus.

It is the communities that are open both to change in density and demographics that are the winners in a TOD scenario. The convenience of living in apartments next to a rail station will provide a demand for the apartments. The newer generation of apartment dwellers tries to free themselves from reliance on the automobile. My daughter lives in Palo Alto, CA and has yet to get her driver's license, as she uses the train to get where she is going. I remember when she lived at home in Downingtown; she took two trains and a bus to get to high school at Notre Dame Academy. She did not see a need for a car then or now.

There are a lot of plusses for someone like me who revitalizes downtowns for a living... more people, more shoppers means more people downtown and more foot traffic to use as a draw for commercial rentals. 🗑️

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

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POTTSTOWN DANCE THEATRE CELEBRATES 50+ YEARS WITH "A TIME TO DANCE"

The Pottstown Dance Theatre Repertory Ensemble, as part of the 50 Year Celebration of Dance in the Tri-County Area, performs "A Time to Dance" at The Kaleidoscope Performing Arts Center (Ursinus College) on May 2 at 7:30 pm as well as May 3 at 3:00 pm. The performance includes works set by artistic director and international dance artist, Michelle Jones Wurtz, as well as works set by former principal Kirov dancers Andrei Ustinov and Elena Martinson. Long time instructor and performer, Diane Alex-Brody, will also set two, new original works.

Performing in this venue is not new for these dancers, as they performed "Contemporary Beauty" there in the spring of 2013; but this performance will also include the work of guest choreographer Alassane Wat of Paris, France. He has worked with a "Who's Who" of performers throughout Europe including dancers from Moulin Rouge, Warsaw Ballet, and "So You Think You Can Dance". International pianist, Jeff Nations, will also play original live music as part of the final piece.

The Pottstown Dance Theatre was founded in 1964 by Phyllis Dersh Rudzitis, and in 2001, Ms. Wurtz became the new director. Under her direction, students have performed at the International Dance Festival in Poland (where Ms. Wurtz met Mr. Wat), in London during the 2012 Olympic Games, and at the Lincoln Center in NYC. In 2006, international ballet masters Andrei Ustinov and Elena Martinson joined the faculty and in 2014, Jeff Nations graced the stage with his musical talents for "The Nutcracker: A



Christmas Extravaganza". Mr. Nations will now perform "The Body of Your Dreams" by contemporary Dutch composer Jacob ter Veldhuis, originally commissioned by Deutschlandfunk. Jacob's work has been used for dance spectacles in the Netherlands and this comedic piece was uniquely designed for piano and boombox. This type of work is rarely seen in the US!

Tickets for adults are \$18 if purchased in advance (\$21 at the box office) and \$14 for students/seniors if purchased in advance (\$17 at the box office) and are available at the Pottstown Dance Theatre or online at www.pottstowndance.com. For more information visit the website or call the Dance Theatre at 610.323.2569. 📞

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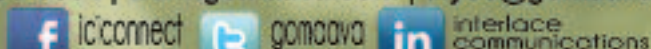
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UNDERSTANDING THE WHAT'S AND WHY'S OF ADVERTISING

Have you ever seen an advertisement and thought that something similar might well benefit your small business? Well, it just could. Or, it could backfire and be a complete waste of money.

That's because advertising is but one element of a business's overall marketing strategy. True, it has many facets—print, billboard, online, broadcast, direct mail, etc.—but each element and the message it conveys has been carefully developed with a specific purpose in mind. In other words, image is not always everything.

Veteran advertising executive and SCORE mentor Tom Patty says a sound small business advertising strategy is built on three fundamentals:

Know what you are trying to accomplish. There are several distinct stages to a customer's decision process, also called the "Purchase Funnel." You need to decide what part of that process you want to influence, and the best way to do it.

Select a medium. Know who you want to reach, and where they get their information.

Know what your message is. That message has to tie into what your target audience values. Is it responsiveness, quality, convenience, or something else?

Make sure you can measure it. You need something that you can "see," such as more calls, greater use of coupons, traffic in store, etc.

Patty adds that entrepreneurs should not waste time and energy on things that don't matter—stationary typeface, color of business card. Instead, they should focus their message on what truly sets their business apart.

"Orient your message to how your product/service solves someone else's need," he says. "Effective messages are also simple and fun, but the focus should still be the benefit to the customer."

As for finding the most effective medium for your ads, Patty advises against looking to online as a "magic bullet." It's best to start small, perhaps with a few keywords on Google AdWords. And don't overlook "conventional" channels such as print, broadcast, or direct mail. If that's where your potential customers are, your well-developed ads should be there too.

To learn more about advertising your small business, contact SCORE "Mentors to America's Small Business." SCORE is a non-profit organization of more than 12,000 volunteers who provide free, confidential business mentoring and training workshops to small business owners. Visit your local SCORE chapter by going online at www.pottstown.score.org.

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BUSINESS PROFILE

H & F Tire Service

With spring and summer around the corner, it's probably time to get those vacation travel plans ready. H & F Tire Service can help make sure your vehicle and its tires are ready, too. A car tire has to carry more than 50 times its own weight and steer the vehicle in a straight path regardless of road and weather conditions. It also must absorb bumps on uneven road surfaces and provide a stable ride for you and your passengers. Tires transmit the engine's power to accelerate and the braking force to stop. How well your tires perform these functions depends in part on the quality of the tires and how well they are maintained.

Let H & F Tire Service check your tires' inflation, alignment and determine if any need replaced. In the long run, cheap tires won't save you money. They don't last as long as higher quality tires and may result in a rougher ride and inferior handling. Your goal in tire shopping should be to find the highest quality tire that meets your specific need and budget. H & F Tire Service carries 13 brands including Bridgestone, Firestone, Goodyear, Michelin, B.F. Goodrich. Let our tire professionals help you maintain your tires and choose the right tire for your vehicle. Check us out at any of our four locations: Pottstown, Lancaster Ephrata, and Reading or on the web at www.hftire.com. 📱

BUSINESS PROFILE

Sanatoga Animal Hospital LLC

With quality care, a friendly staff, and a loving doctor, Sanatoga Animal Hospital is the place for your pet. Located at the corner of Park Road and High Street, just off of Rt. 422, the staff works hard in order to assure the safety of one's pet. The hospital has been accredited by the American Animal Hospital Association (AAHA) for nearly 25 years. AAHA accreditation ensures that a hospital meets high standards in dentistry, diagnostic imagery, laboratory testing, surgery, pain management, pharmacy, and patient care. Only 12 percent of veterinary practices in the United States of America and Canada voluntarily allow on-site inspection by AAHA to establish and maintain these standards. Dr. Jitendra Sharma, DVM and the team at Sanatoga Animal Hospital provides loving care and compassion.

They have state of the art equipment. The services offered include dental care, diagnostics, surgery, radiology, and general preventive patient care. A comprehensive approach is emphasized in treating patients. Routine surgeries such as spay and neuter or tumor removal are performed with laser technology. Laser surgery is less painful for the patient and allows a faster recovery. Peri- and post-operation pain management is achieved through pharmaceutical as well as therapeutic laser treatment.

Sanatoga Animal Hospital has been voted The Best Animal Hospital in *Mercury's Readers Choice* for 2013 and 2014. SAH is open Monday through Saturday. For more information and coupon please visit www.sanatogavet.com 📱

BUSINESS PROFILE

Hetrick Gardens, Serving the Tri-County Area with Landscape Services and Mulch Delivery

Are you looking to tune-up your landscape this spring? If so, Hetrick Gardens offers the supplies and services to do just that. Installation services for residential and commercial properties include design, planting, mulching, bed and plant maintenance, along with Spring and Fall clean-up. Creative stonework, hardscape patios, walkways, and walls are also a specialty.

For those who enjoy gardening them-

selves, Hetrick Gardens has a full inventory of trees, shrubs, perennials, and annual plants. A great selection of bulk mulches, topsoil, compost, gravels, and landscape stone are available for pick-up and delivery.

M. Hetrick Enterprises, LLC operates Hetrick Gardens at 2620 Swamp Pike, Pottstown (between Limerick and Gilbertsville.) Stop by during business hours, call 610.367.9699 and ask for Matt, or visit www.HetrickGardens.com. 📱



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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, the Chamber helps members improve business and create a thriving community for themselves and their employees in which to live, work, learn and play. We can help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe.

For more information, contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit the Chamber website: www.PVchamber.net.

UPCOMING EVENTS

June 24, 2015 - New Member Orientation

sponsored by



Wednesday, June 24th,
8:30a.m. – 9:30a.m. at the
PVCC office, 351 E. Main
Street, Collegeville.

All welcome to attend! New members, prospects and current members are invited to an informational session to learn how to maximize your Chamber membership! Pre-registration is required. More details, contact Renee Blomstrom at 610-489-7822 or email renee@PVchamber.net. Register online www.PVchamber.net

May 5, 2015 - Build Your Business Luncheon

Cinco de Mayo at Margarita's Restaurant!

Join us for ½ hour of networking, presentation and 30-second commercials.

The web, social media, and the shift to mobile devices is transforming the way we live, work, shop, and do business. Consumers have integrated the web into their everyday lives and activities. Businesses need to do the same. Join us for Cinco De Mayo at Margarita's Restaurant for "Trends in Email Marketing and Social Media" presented by Donna Botti, Delos Inc.

Margarita's Mexican Restaurant, Providence Town Center, 305 Water Loop Lane, Collegeville

11:30 a.m. – 1:00 p.m.

\$25 for Chamber members (save \$5 if registered by May 1st); \$30 Non-Chamber members

Registration and Details www.PVChamber.net ;
Inquiries call 610-489-6660 or email info@PVchamber.net.

May 6, 2015 - PV Chamber Mixer at The Victory Bank

Welcome to the Victory Bank...custom built to be different! Join us for an elegant business card exchange at the stunning Victory Bank. Musical entertainment by pianist Jeremy Fanucci, delicious treats provided by Yellow Springs Catering. There's always a large gathering at The Victory Bank Mixers...bring plenty of business cards to hand out and one for the raffle drawing!

The Victory Bank, 548 N. Lewis Road, Limerick
5:00-7:00p.m.

Members: FREE; Nonmembers \$10

June 8, 2015 – PV Chamber 30th Annual Golf Outing



This 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 and refreshments all day, snacks at the grove, golfer goody-bag, dinner and awards ceremony. Great sponsorship opportunities are available to meet every budget, or you may customize a sponsorship 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!

Sponsorship packages starting as low as \$100

Single, Double and Foursome golf registrations available

Not a golfer? Join us for the networking dinner and awards ceremony at 4:30pm

Volunteering at the event is a fun way to network with golfers

Call the Chamber to add your name to the list of sponsors:



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Phamous Phils BBQ – Grove Sponsor

Motivational Marketing – Goody Back Sponsor

Sign-a-Rama Royersford – Sign Sponsor

Trappe Tavern – Beverage Sponsor

The Pizza Stop – Beverage Sponsor

Spring Ford Country Club, 48 Country Club Road,
Royersford

11:00am Shotgun Start followed by dinner reception/awards ceremony

Golf and Sponsorship Details and Registration on www.PVchamber.net or contact Renee Blomstrom to discuss a custom package!

The Chamber is seeking donations for Golfer Goody Bags, Raffle Prizes and Golf Prizes!

MARK YOUR CALENDARS FOR UPCOMING BUSINESS CARD EXCHANGES:

Tuesday, June 16th

Two-Chamber Mixer (Spring Ford and Perkiomen Valley) at **XPO Business Solutions**, 313 W. Ridge Pike, Limerick

Thursday, June 25th

5:00 – 7:00pm

Mixer at **Keenan, Ciccitto and Associates**, 376 E. Main Street, Collegeville

Join us for a summer mixer on the lawn at the beautiful Victorian Estate of Keenan, Ciccitto and Associates.

Wednesday, July 22nd

Mixer at **Berman Museum - Ursinus College**.

The Berman Museum of Art at Ursinus College is regarded as one of the nation's finest small college art museums. Director Charlie Stainback welcomes the PV Chamber to view the exhibits, network with members and enjoy culinary treats presented by Ursinus College Catering.

Registration and Details www.pvchamber.net



August 12, 2015 – PVCC Night at the Fightin' Reading Phils

On Wednesday, August 12, 2015 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. Sponsors are invited to throw out a "first-pitch" before the game! Each sponsor receives 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. Game Day Promotion: First 2000 kids under 14 and under will receive a Fightin's stainless water bottle. Limited to only 24 sponsors.

Sponsorship Cost– \$385/per 400 tickets

First Energy Stadium, 1900 Centre Avenue, Reading, 19612

For additional information, contact the Perkiomen Valley Chamber of Commerce at 610-489-6660 or email info@PVchamber.net. Event registration form available online: www.perkiomenvalleychamber.org/events/upcoming-events

POST EVENT:

PV Chamber's Annual Meeting

Nearly 90 members and community leaders attended the PV Chamber's Annual Meeting held at RiverCrest on March 26, 2015. Sponsored by Phoenixville Hospital and HR Future Group.



Welcome 2015-2016 PV Chamber Board of Directors! *seated from left:* Jessica Lester, PVSD; Carla Rinde, Ursinus College; Cheryl Kreider, Kreider Health Solutions; Cathy McKeever, Bond, Pezzano & Etze, PC; Laura Schlegel, Print Copy Design Solutions; Renee Blomstrom, PVCC Executive Director; *standing from left:* Brian Dubas, Pine Run Construction; Tom Keenan Esq., Keenan, Ciccitto & Associates; Patrick Kelly, Kelly Insurance Group; David Akers (Chairman of the Board), LMS Solutions, Inc; Kip Bilo, Kriebel/CzarStar Security; Matt Baker, Maillie LLP; Justin Land, Dow Chemical; Mike Kelly, Phoenixville Hospital.

Not in photo: Ali Schaeffer-Lybacki, First Niagara Bank; David Binder, Pfizer.



2015 Chairman's Award presented to Bruce Zanar, Motivational Marketing for his 10 years of Board service to the Perkiomen Valley Chamber of Commerce, serving as Chairman of the Board 2011 – 2013. (*l to r*): Patrick Kelly (outgoing Chairman), Bruce Zanar and David Akers (newly elected Chairman).



Anna Mae Galbraith received the 2015 Marvin J. Lewis Community Service Award, a lifetime achievement award!



May 13, 2015 – PV WIN Bike Ride and Walk Fresh Air, Fresh Perspective!

Ladies...join friends and business associates for a bike ride or walk on the Perkiomen Trail.

We will begin with an hour bike ride or stroll and then meet back at the starting point at 5:30pm for an additional hour of networking and refreshments. Attendees can bring their own bikes, walk, or make arrangements with Bikesport to borrow a bike for the evening. Pre-registered attendees will receive a pink drawstring goody bag presented by Phoenixville Hospital! *Raindate: May 20th*

Time: 4:30pm – 6:30pm

Location: Perkiomen Trail, 3rd Avenue Entrance, Collegeville Borough. (*Between DaVinci's Pub and Roger Tolley Family Dentistry*).

Cost: \$10. Registration and details call 610-489-6660 or visit <http://www.PVchamber.net>

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 CHAMBER EVENTS

Business Card Exchange with Great Valley Nature Center - May 7

Join Great Valley Nature Center and the Chamber as we host a business card exchange and networking opportunity. Tours of the Bird of Prey Cages as well as photo ops with the birds will be offered! Bring a friend and enjoy a night of networking. Time: 5:00pm - 7:00pm. Location: Great Valley Nature Center, 4251 State Road, Devault, PA

May Membership Meeting - May 12

Join the Chamber for breakfast on Tuesday, May 12, sponsored by Health Care Access! Please visit our website's Community Calendar to register and to view more details of the event. Time: 7:15am - 9:00am. Location: Robert Ryan Catering/The Columbia Station, 4 E. Bridge Street, Phoenixville Cost: \$18 for pre-registered members; \$20 at the door; \$25 for non-members.

Young Professionals Networking Event - May 19

The Phoenixville Chamber and the Jaycees have worked together to form a Young Professional Networking Group in the Phoenixville Area. This event series has been formed for business minded people aged 21 to 40 to gather in a relaxed atmosphere to network with like-minded individuals. Join us to mix and mingle with other young professionals. Refreshments will be provided with a cash bar! Be sure to bring plenty of business cards! Time: 6:00pm - 8:00pm. Location: Bistro on Bridge, 210 Bridge Street, Phoenixville, PA

Membership Appreciation Event - May 20

Join us as we bring our We <3 Our Members campaign to a close with a membership appreciation picnic! Come for food, fun, and to help us award our promotion's winners. Please note that this event is for members only. Time: 4:00pm - 6:00pm. Location: Phoenixville Regional Chamber of Commerce, 171 East Bridge Street, Phoenixville, PA

Ribbon Cutting with Applied Video Technology - May 21

Mark your calendars, save the date, and join us as we Celebrate the Grand Opening of AVT! The Chamber of Commerce would like to congratulate the leaders for this wonderful accomplishment! Time: 4:00pm-6:00pm Location: Applied Video Technology, 2218 Kimberton Road, Kimberton, PA

COMMUNITY EVENTS

First Friday

Gather your friends and family, and join us every First Friday each month at 6-10pm. You'll find live music, theatrical performances, local artists, and fun surprises! Walk around and explore some of our arts venues, small shops, unique boutiques, and outstanding restaurants. First Fridays are a great time to experience the beauty of the Borough and all that the Downtown Area has to offer. May 1 is the first First Friday event this year, and we hope to see you there! For more information, please visit www.phxfirstfriday.com.

Food Festival

The Phoenixville Food Truck Festival is back on May 2, 2015! Come to Bridge Street in Historic Downtown Phoenixville between 12 and 6pm to sample food from 20 different food trucks, browse from a variety of vendors, and enjoy live music. Following the Food Truck Festival is Restaurant week. For more information, please visit www.phoenixvillefoodfestival.com

A Whole Lot of LuLu Vintage Flea Market

Step back in time and enjoy a vintage flea market presented by Lulu Boutique & Gifterie! Peruse 60+ vendors, enjoy live music and entertainment, and swing dance the day away! The flea market is held Saturday, May 9.

Dogwood Festival

For over 70 years the Phoenixville Jaycees have hosted the Annual Dogwood Festival. The yearly festival is comprised of three parts; The Dogwood Pageant, Dogwood Carnival and the much anticipated Dogwood Parade which traditionally falls on Armed Forces day. The annual festival celebrates the strength of the Phoenixville community and the brave men and women who have served our country. The Dogwood Festival will be held May 11 - 16, with a parade on May 16.

Find it in Phoenixville

After months of hard work, the Chamber happily unveiled its video series Find it in Phoenixville at its 2015 Annual Awards Dinner on March 18. The Chamber showed its two-minute introductory video to the crowd, which features shots from businesses around Phoenixville and a voiceover outlining the mission of the series.

The ongoing project seeks to highlight the businesses that make Phoenixville unique. Written and produced by the Chamber staff and directed by Digital Media Intern and University of Valley Forge student Derrick Harvey, the Chamber is proud to feature Phoenixville's wonderful businesses.

CHAMBER CELEBRATES COMMUNITY MEMBERS AND BUSINESSES AT ANNUAL AWARDS DINNER

The Phoenixville Chamber of Commerce hosted its Annual Awards Dinner on March 18, 2015 to recognize members of our community who dedicate countless hours to volunteer projects and community improvements. The sold out event, held at Phoenixville Country Club, included a cocktail hour, dinner, a State of the Chamber address, and an awards presentation for the eight recipients. Special thanks to Welsh Subaru of Limerick, the Awards Sponsor for the event, whose sponsorship allowed the Chamber to present a \$500.00 check to Communities in Motion to

support its work in the community. The Chamber is thankful to those who improve our community, and these awards recipients do just that. The Award Winners of the night included: Merit Award: Michelle Ferretti, Julian McCracken, Peter Urscheler; Business Development: Applied Video Technology, Inc., The Great American Pub & Hotel, LuLu Boutique & Gifterie; Community Betterment: Communities in Motion; Outstanding Citizen of the Year: Dr. Don Meyer. Thank you to our sponsors and guests for creating a true celebration of spirit!



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Ask SCORE

"SUCCESS THINKING"— It's All About Attitude

As a small business owner, you're not just "the boss." You're also the leader, the person employees, vendors, customers, and prospects look to for guidance, support, and confidence. And being a leader is easier than you think. It begins with a positive, "can-do" attitude that your business delivers what it promises, and can achieve any goal.

This is called "success thinking," and it's found across all successful enterprises because the entrepreneurs made it contagious among their teams. They emphasize long-term potential over short-term thinking. They learn to innovate rather than hesitate, and shun the status quo as they seek to spark new interest and enthusiasm inside the business.

When you focus on the collective success of your business as a whole—not an individual person, project or product—you can accelerate success by identifying a few profitable activities and making them happen ever more flawlessly and quickly.

One way to spread success thinking is by encouraging communication across your team. Generally, those around you need more information in order to feel successful. Let them know where you think the business needs to go, the problems it faces and what keeps you up at night. Ask their advice about what you are doing right, what hurts and what needs fixing. That way, everyone has a bigger stake in your success. What's more they become more inspired to find new, better ways of doing things as well.

Positive thinking breeds confidence, which should always be encouraged. But don't become blinded by it. Writing in American Express's OPEN Forum, entrepreneurial consultant and author Mike Michalowicz says small businesses often set goals, then fail to adjust them when the dynamics of the environment change because they see their thinking as infallible.

"Being positive isn't a bad thing, it is simply being overdone," Michalowicz notes. "Being negative isn't bad either; its value is just being ignored. So start getting a little more negative in business. It will positively help you."

To learn more success-minded ideas for your small business, contact SCORE "Mentors to America's Small Business." SCORE is a nonprofit organization of more than 12,000 volunteers who provide free, confidential business mentoring and training workshops to small business owners. To find the SCORE chapter nearest you or to chat with a mentor online, visit www.score.org.

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

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



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!

Summer is Coming!

Things tend to quiet down around the Spring-Ford Chamber in the summer, but that doesn't mean we don't have great events! We'll be spotlighting some of our new members with mixers and grand opening celebrations and we'll have several great luncheons to attend, as well!

Wrapping up the summer right before school starts will be Limerick Community Day. More information will be coming on that great family event. Limerick Community Day is hosted jointly by Limerick Township Parks and Recreation and the Spring-Ford Chamber of Commerce, and features a Business Expo with local businesses and non-profit organizations, appearances by the Spring-Ford High School marching band, dance performances, and many other family-friendly activities. Keep up to date on the Chamber's events by visiting our website at springfordchamber.com.

May Legislators' Breakfast

Would you like a chance to hear how things going on in Harrisburg will affect your business? How about information on the state budget and what it means for your business and property taxes? Join us on May 14th from 7:30am – 9:00am at the Spring Valley YMCA for our annual Legislators' Breakfast. We have extended invitations to Representatives Thomas Quigley, Marcy Toepel, Mike Vereb, Tim Hennessey and Becky Corbin, and Senator John Rafferty. We will have a chance for our panel to talk about topics and to answer questions from the audience.

Breakfast will be catered by William Baird Catering. Tickets are \$25 for members and \$35 for non-members before May 12; \$30 for members and \$35 for non-members after that. Walk-ins are welcome, but register early to take advantage of the member discount! Visit www.springfordchamber.com/events to sign up.

2015 Fashion Show – Huge Success!

Our 2015 Fashion Show had over 120 attendees this year and we raised money for the Julia's Grace Foundation, and collected clothing for Dress for Success. We are thrilled with the response to our Fashion Show and are grateful to be able to help our community with these events. For more information on our charity partners, visit juliagracefoundation.org and allentown.dressforsuccess.org.

SAVE THE DATE FOR THESE UPCOMING EVENTS

May 5 – Cinco de Mayo Mixer from 5:00 – 7:00 pm, hosted by Bonaventure Realty. Join us at the Bonaventure office for a Mexico-themed mixer!

May 14 – May Chamber Breakfast from 7:30 am – 9:00 am. The Chamber has invited local legislators, including Representatives Tom Quigley, Marcy Toepel, Mike Vereb, Becky Corbin, and Tim Hennessey and Senator John Rafferty, to come talk to chamber members and guests about the state of the legislature and how it will affect small businesses. This event will be at the Spring Valley YMCA.

May 21 – Monthly networking mixer from 5:00 – 7:00 pm, hosted by Beacon of Life Chiropractic. If you didn't get a chance to attend last month's Grand Opening at Beacon of Life, please join us in May to see the office and meet the doctors, Dan and Megan McClimon.

June 4 – Grand Opening mixer from 5:00 – 7:00 pm, hosted by 9Round 30 Minute Kickboxing Fitness. Meet owner John Martino and visit this brand-new area business.

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Whether you live in the country or in a tree-lined city street, there are hundreds of animals near your house who would all like to come inside. Humans have perfected the art of building safe, dry, warm shelter and we aren't the only ones who want to move in. Finding a wild animal of any kind in your house can be frightening, but can they be dangerous? The answer is yes, and they can also damage your home—which is why you need to call a wildlife trapping service quickly.

Not convinced? Here are four reasons you need wildlife professionally removed, in a hurry:



1. Cornered animals get aggressive – Many homeowners think they can deal with an invasive animal themselves, and don't need to call a wildlife trapping expert. However, animals can be unpredictable and aggressive when confronted by a homeowner. You may move in a way that you think is helpful, such as shooing the animal toward the door with a broom, but the animal may feel threatened. Some animals, especially raccoons, possums and rats, can turn on you and attack without warning. Even birds may turn to aggressive behavior when they feel cornered. Professionals have protective equipment and know how to trap animals without provoking them.



2. Animals can seriously damage homes – Any home invader, from the smallest to the biggest, is doing damage to your home. With squirrels, that means chewing through wiring or leaving holes in the soffit that will leak water. Raccoons may rip up screen windows. Birds can cause fires by building nests in light fixtures, and bats pile up toxic fecal matter in your attic. Having wildlife in your home means the cost of cleaning and repair is steadily rising while your home value is at risk of falling.



3. The longer you wait, the more animals you have – What makes an animal decide to come inside and make a nest? You can probably guess: they have babies on the way. It's important to call a wildlife trapper at the first sign of animals in the house, before one or two adults end up putting a whole litter of babies in the home, too.

4. Many animals carry diseases – Many wild animals carry diseases including rabies and parasites. This can put your pets or even you and your family at risk if bitten.

If you find animals in your house, don't hesitate. Call a Patriot Pest Solutions and have them humanely and effectively trapped and removed right away. 🗑️



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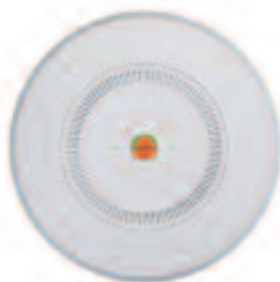
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