

the Communicator



Maintaining a Positive Work Environment

The Schuylkill Chamber of Commerce February breakfast is at **The Inn of Orwigsburg** on February 8, 2012 beginning at 7:45 a.m. The breakfast is being presented by Dean Bertsch, **B to B Seminars**, and is sponsored by **Schuylkill Elder Abuse Prevention Alliance, Inc.**


Dean Bertsch has brought his positive messages of motivation and encouragement to a number of diverse audiences. The breakfast will focus on maintaining a positive work environment. Do you or your employees struggle with overcoming a negative attitude? Is it easier to respond to situations negatively, rather than positively? Is employee morale increasing or decreasing? Come hear some helpful hints on how to overcome negativity in the workplace and maintain a positive attitude.



Dean Bertsch

Dean's background is that of a teacher. His degree is in Business Education, specializing in Accounting. As a trainer, Dean specializes in helping today's business professionals use our language, both spoken and written, to enhance confidence and credibility. He has the unique ability to bring humor and excitement to what most consider dry topics. He has done training in more than 30 states as well as in Canada, including: White House Communications Agency; US Air Force; US Army; Defense Supply Center, Philadelphia; Department of Veterans Affairs; Social Security Administration; Kraft Foods; Yale University; Manatee County Government, FL; Harrah's Entertainment; Delaware Teacher Center; Hardee County Schools, FL; The Harry and Jeanette Weinberg Foundation, MD; New Jersey Schools Development Authority; Anric Enterprises, Toronto, ON; New Jersey Department of Personnel; Helms Mulliss & Wicker, NC; National Marine Fisheries Service, FL; Arbella Mutual Insurance Company, MA; Schering-Plough Corporation, NJ; and Oak Ridge Associated Universities, TN. Locally, Dean has made presentations to the staff of **Fessler USA**, **Marshall Rismiller & Associates** and **Williamson, Friedberg & Jones**

The breakfast is being sponsored by the **Schuylkill Elder Abuse Prevention Alliance, Inc.**, a 501(C)(3) non-profit corporation comprised of a group of individuals with an interest in protecting the seniors of Schuylkill County from crimes of elder abuse. SEAPA is active in promoting awareness of elder abuse, teaching the public and elder services providers about elder abuse and ensuring that crimes against the elderly are prosecuted to the fullest extent of the law. The Alliance works cooperatively with the Pennsylvania Department of Aging, Schuylkill County Office of Senior Services, and the **Schuylkill County District Attorney's Office**.

For more information, or to make your reservation, contact the Schuylkill Chamber at 570.622.1942/800.755.1942 or email your reservation to info@schuylkillchamber.com. Cost is \$15 for reservations made in advance, \$17 at the door or \$20 for future members. Advance reservations are requested. 

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Member News

World renowned Physical Therapist and Athletic Trainer Pete Draovitch was at **Schuylkill Rehabilitation Center** recently to provide an educational program on the latest techniques in sports medicine.

Pete is a native of Schuylkill County. During his illustrious career, he has treated numerous professional athletes to facilitate

their maximum physical capabilities. He was the personal physical therapist to the successful professional golfer Greg Norman for many years. Draovitch has also appeared on national sport venues such as ESPN, Golf Magazine, Sports Illustrated, 60 Minutes and NBC to discuss his knowledge in the field of physical performance in sports.

Schuylkill Rehabilitation Center sponsored Draovitch to complete a sports medicine educational program for twenty therapists and athletic trainers who work throughout the Schuylkill Health System. Draovitch spent over 15 hours with the staff teaching them advanced techniques and research on the shoulder, hip and knee rehabilitation principles which he has learned over his career.

"We recognize Pete's expertise in sports rehabilitation and are very pleased he was able to share some of his knowledge with our staff. This is part of Schuylkill Health's ongoing commitment to provide advanced education on the latest treatment in rehabilitation to serve the residents of Schuylkill County with the highest level of expertise available," said John E. Simodejka, President/Chief Executive Officer of Schuylkill Health.

In addition to his outstanding knowledge as a Physical Therapist and Athletic Trainer, Draovitch has benefited many other professionals in the sports medicine arena through his teaching at Universities such as University of Delaware, Miami and Pittsburgh and is an author of numerous professional research publications, book publications and continuing education lectures. ☺

Saint Catherine Medical Center (SCMC) in Fountain Springs announces the addition of James W. Kramer, JR., MD, FACS, general surgeon to their medical staff.

Dr. Kramer received a Bachelor of Science Degree in Chemistry from Allegheny College in Meadville, Pennsylvania and his Medical Degree from the Medical College of Virginia in Richmond, Virginia. He completed a residency in General Surgery at Guthrie Health – Robert Packer Hospital in Sayre, Pennsylvania.

Beginning on January 3, 2012, Dr. Kramer will see patients from pediatric to geriatric for surgical consultations and procedures.



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Communicator**

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**Contact Jim Miller ♦ jim@millerbros.com
570-385-1662**

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Dr. Kramer's office will be located at 93 Broad Street, Suite C, on the campus of Saint Catherine Medical Center. He is currently accepting new patients. For more information, please call (570) 933-3804. ☺

Erica Ramus, a Pottsville real estate broker and Realtor®, has been awarded the prestigious Certified Residential Specialist (CRS) Designation by the Council of Residential Specialists, the largest not-for-profit affiliate of the National Association of Realtors®.

Realtors who receive the CRS Designation have completed advanced courses and have demonstrated professional expertise in the field of residential real estate. Fewer than 31,000 Realtors® nationwide have earned the credential.

Home buyers and sellers can be assured that CRS Designees subscribe to the strict Realtors® code of ethics, have access to the latest technology and are specialists in helping clients maximize profits and minimize costs when buying or selling a home.

Erica Ramus owns the real estate brokerage firm Schuylkill Executives, LLC in Pottsville, dba **Realty Executives**. She is a member of the Schuylkill MLS, TREND MLS and the **Schuylkill County Board of Realtors**. She is a member of **Rotary Club of Pottsville** and a past President of the Schuylkill Chamber. ☺



ParenteBeard announced today that Jeffrey J. Vrabel has been named to the board of directors of the Pennsylvania Chamber of Business and Industry.

The Pennsylvania Chamber is the state's largest broad-based business advocacy organization. As a board member, Mr. Vrabel will work with other prominent industry leaders to promote Pennsylvania's business climate and enhance the organization's visibility on behalf of businesses.

Highly regarded for his work in promoting and recognizing entrepreneurship across Pennsylvania, Mr. Vrabel is a member of ParenteBeard's board of directors and is the leader of the firm's manufacturing, distribution and technology industry practice. He is considered one of Pennsylvania's active supporters of private equity/venture capital backed businesses. With more than 30 years of experience in public accounting, Mr. Vrabel works with private and public, middle market, entrepreneurial and high growth companies ranging in size from early stage development to multinational organizations.

In other news, more than 100 members of corporate boards, audit committees and senior management executives gathered on December 1 in King of Prussia, PA for the 2011 Audit Committee Forum, hosted by ParenteBeard LLC. The Forum's goal was to address some of the most critical risk factors facing audit committees today, including public policy and regulatory changes, information technology, a board's role in risk oversight and the management of political risk. The second annual event provided attendees with valuable thought leadership from a variety of vantage points, all designed to assist companies in developing a comprehensive approach to risk management.

As ParenteBeard Chief Risk Officer Phil Santarelli noted, "ParenteBeard is focused on providing progressive thinking and innovative ideas that can enhance the operation of an audit committee. In today's environment of heightened scrutiny, it is crucial that audit committees and their members receive the appropriate guidance necessary to be effective directors. Events like the Forum demonstrate our continued commitment to providing this support."

Segments of the Forum will be posted to www.ParenteBeard.com in the coming weeks.

ParenteBeard is also pleased to announced the creation of a German desk within the firm.

"The German desk was created in response to market demands for high quality international consulting services for German companies looking to expand in the U.S.," states ParenteBeard CEO Bob Ciaruffoli. "Our firm realizes that recent economic events in Europe are pushing more German companies to start or expand U.S. marketing and operations efforts. Our international expertise is here to assist these businesses, especially the ever-increasing Mittelstand companies."



Working closely with Baker Tilly Deutschland GmbH, ParenteBeard is staffing the desk with Kathrin Hacklander. Kathrin is a German national and qualified tax expert who previously worked in the Hamburg office of Baker Tilly Deutschland. As she develops business and connections with German companies, the ParenteBeard international tax group will provide support with inbound planning. The German desk will provide turnkey solutions for inbound operations including choice of entity planning, accounting services, payroll,

The **Monthly Member Memo**

emails on Friday, February 17.

Email your news to

memberservices@schuylkillchamber.com

no later than noon the day prior.

real estate (commercial and residential), human resources, tax consulting and expatriate tax compliance making the process seamless for the German firms.

“We are thrilled to welcome Kathrin to our team and excited for all that our newly created German desk will provide current and future clients,” states ParenteBeard Tax Practice Leader Joe O’Neill. ¶

Quandel Enterprises, Inc. was recently named the No. 1 General Contractor by the Central Penn Business Journal.

Quandel Enterprises, Inc. also has offices in Wormleysburg, Minersville, Scranton, Wyomissing and Wind Gap, PA; Columbus, Cincinnati and Zanesville, OH; Abingdon, MD and as well as Chicago, IL. The four generation company has been in business for 129 years. ¶

The First National Bank of Minersville is pleased to announce the addition of Dr. Jack A Aughenbaugh, DDS to its Board of Directors as well as to the Board of Directors of FNBM Financial Corporation, the Banks Holding Company. Bank President Thomas M. O’Brien said that Dr. Aughenbaugh will bring valuable insight and business knowledge to the Bank and Holding Company Boards.

Dr. Aughenbaugh is a 1973 graduate of Clearfield Area High School, also a graduate of **Pennsylvania State University** with a B.S. in biology and a 1981 graduate of Temple University with a Doctor of Dental Surgery degree. He has been practicing dentistry in the Hegins Valley since 1982. He is a member of the American Dental Association and Pennsylvania Dental Associates where he served as a state trustee. He is a past president of the Schuylkill County Dental Society and is currently serving as vice-president of the **Schuylkill Country Club**.

Dr Aughenbaugh is the husband of Dr. Ellen F. Boran. The couple have three sons and live in the Minersville area. ¶

RETTEW recently welcomed new hires Carl F. Dicker, Jr., PE; Matthew Fortney, PE; and Gary A. Huntington, PE.

Carl F. Dicker, Jr., PE - senior environmental engineer in RETTEW’s Lehigh Valley office, responsible for preparing engineering and feasibility reports and designing water supply and wastewater collection and pumping systems for private- and public-sector clients.



Matthew Fortney, PE - senior transportation engineer in RETTEW’s Pittsburgh office. He is responsible for coordinating and managing the transportation aspects of natural gas exploration and drilling projects for RETTEW’s natural gas clients.



Gary A. Huntington, PE - project manager in RETTEW’s Lancaster office responsible for managing the design and construction of water and wastewater projects for both private and public-sector clients.



In other news, RETTEW recently promoted John B. Stipe, III, CPSS, to director of geosciences.

As director of geosciences, Stipe is responsible for managing the daily operations of the geosciences group, which serves a wide range of clients, including those involved with natural gas exploration and production in Pennsylvania, West Virginia, New York and Ohio.



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Member News continued from page 5

We congratulate the following Schuylkill Chamber of Commerce members who are celebrating their membership anniversary this month!



25 Years

Wheelabrator Frackville Energy

20 Years

**Bob Allen & Associates
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Employers Association
Orwigsburg Area Business &
Professional Association
Schuylkill Abstract Company, Inc.
Schuylkill County Transportation
Authority
Schuylkill Keep It Pretty - SKIP
The ReDCo Group Behavioral Health
Services
The ReDCo Group Workforce
Investment Network
Wilkes Small Business Development
Center**



15 Years

Red Lion Cafe, Inc.

10 Years

**Assumption BVM School
Mahanoy City Borough**

5 Years

Vista Fuels LLC dba Fastfill Shell

1 Year

**DK Tree Service
Knight Environmental, LLC, dba
Hillside Sanitation
MJC Consultants
Orwigsburg Lions Club**



RETTEW recently donated more than \$16,000 and 6,000 pounds of canned goods to food banks in Pennsylvania and New York.

RETTEW partnered with the Central Pennsylvania Food Bank (CPFEB) for the food drive. Through CPFEB locations in Harrisburg and Williamsport and CPFEB-affiliated locations in Pittsburgh and Schuylkill Haven, food from RETTEW's companywide drive went to recipients in Harrisburg and surrounding areas, Pittsburgh, Schuylkill County and Williamsport.

In addition to the canned goods, RETTEW's food drive also garnered employee cash contributions totaling more than \$6,000. The RETTEW Charitable Foundation, a non-profit entity RETTEW recently created, kicked in an additional \$10,000. ☺



P n December 19, 2011 the names of the Winners of the **Pottsville Business Association** (PBA) Holiday Shopping Basket were drawn.

"Again we have had a great turnout for the promotion. We are so happy to see the number of people who shop for the Holidays in Pottsville. The Holiday Shopping Basket is just another way to encourage customers to come to our Pottsville Businesses," stated Deb Witmer, PBA President.

Participants of the promotion collected 5 signatures of PBA businesses on their card for entry into the prize drawing.

The winners of this year's promotion are: \$100 Gift Certificate - Kelly Gauker, Pottsville; \$50 Gift Certificate - Donna Ross, Pottsville; and \$25 Gift Certificate - Tammy Spevak, Pottsville. ☺

M&T Bank was pleased to present the following checks:

Kenneth E. Stolarick, Vice President, presented a check to Joan M. Wood, Housing Counselor/Manager, **Schuylkill Community Action**, for their





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upcoming Brighter Holiday Project. This project benefits low to moderate income families struggling this holiday season.

Kay Williams, Pottsville Branch Manager, presented an M&T Foundation check to Captain Tammy Hench, Captain of **The Salvation Army** Pottsville, for their Holiday Assistance Program.

Jeffrey E. O'Neill, Vice President, presented a check to; Judith A. Schweich, Executive Director; Judy McAndrew, Manager of Client Services; and Barbara Dunnigan, Office Manager, **Schuylkill Alliance for Health Care Access**. The agency provides low-cost quality healthcare to the uninsured and underserved residents of Schuylkill County. ☺



Games2U, Inc. - www.g2u.com - the world's leading provider of mobile entertainment, has been recognized by Entrepreneur Magazine as one of the top 500 Franchise systems in the U.S. 2012 will be the second year in a row that Games2U has been listed on Entrepreneur's Top 500 Franchise List.

Entrepreneur Magazine reviews financial strength and stability, growth rate and size of the system, the number of years a company has been in business, the length of time it has been franchising and other factors. Games2U co-founder Stu Pikoff is once again honored to be recognized by Entrepreneur Magazine. He states "We strive to grow our franchise organization, while keeping work all fun and games."

Games2U is the largest mobile entertainment company in North America with over 146 franchise territories operating across the United States, Puerto Rico and Canada. Each franchise mixes patented games, equipment and unique entertainment aspects together to create never-before-seen events. With activities such as Video Game Theaters, Human Hamster Balls, Laser Tag and more, Games2U provides a variety of events to both businesses and consumers including birthday parties, corporate team building, non-profit and charity events and employee and customer appreciation. ☺

The Pottsville Campus of **McCann School of Business and Technology** is pleased to announce that two students, Susan Swearhart and Melissa Eckert, successfully achieved programmatic certification on January 10, 2012 in their chosen field of study. The certifications were awarded by the National Healthcareer Association.

Susan Swearhart, who graduated on January 16, 2012 with a Diploma in

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The **Schuylkill United Way** is dedicated to providing funding, guidance and encouragement to their 15 partner agencies that provide a variety of programs and services to the residents of Schuylkill County for little to no charge. The 2012 "Celebrating 75 Years of Caring" Campaign raised \$1,063,000 for the 15 human service agencies who served over 88,500 residents of Schuylkill County last year. Stuff the Bus, an annual school supply drive and Day of Caring, a volunteer initiative throughout the community, are among some of the other programs that the Schuylkill United Way administers.

For more information on how to donate or volunteer, please feel free to visit the Schuylkill United Way online or email maloneexdir@schuylkillunitedway.org.

www.schuylkillunitedway.org

Members in the Spotlight



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Kimmels Church is committed to teaching and living according to the Word of God. Our worship services are a blend of both traditional and contemporary music. The teaching is centered around the Word of God as it applies to contemporary American life. We offer a variety of ministries designed to reach every age group and to give all worshipers the opportunity to grow in ones Christian walk.

Sunday Worship Service begins at 10:00 am; Sunday School for all ages: 9:00 am.

www.kimmelschurch.org

Marshall-Rismiller & Associates
 205 E. Laurel Blvd., Pottsville
 570-622-1887



Marshall-Rismiller & Associates is a physician practice featuring 3 locations in Schuylkill County - Pottsville, Pine Grove and Tower City. Our practice includes internal medicine and family practice physicians and two CRNPs. The practice has morning and evening hours as well as Saturday morning hours and home visits.

Our offices are equipped to diagnose and treat current problems and to prevent future issues. Because of our superior training as thorough diagnosticians and our interest in the philosophy of medicine, we encourage new patients to undergo a complete initial evaluation. Our doctors, technicians, nurses, receptionists and administration operate as a team.

www.marshallrismiller.com

The Seltzer Group



Orwigsburg Office 610 Route 61 South	Pottsville Office 894 Gordon Nagle Trail	Schuylkill Haven Office 950 East Main Street, Suite 201
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Medical Billing and Coding, is now an NHA Certified Billing and Coding Specialist. Susan resides in Shenandoah, PA.

Melissa Eckert, who graduated in September of 2011 with a Diploma in Phlebotomy, is now a NHA Certified Phlebotomy Technician.

According to Campus Director, Shannon Brennan, "program specific certifications are a means for students to prove their competency in their chosen field of employment, which aids in the job placement process."

In other news, Punk, classic rock, metal and pop music played throughout the night and helped raise \$,1600 at the Second Annual Battle for the Battle to benefit the **American Cancer Society**. Hosted by McCann School of Business & Technology Hazleton and Pottsville Campuses, along with **T102 Radio**, this teen event was held at the **Citizens Fire Company** in Mahanoy City. The event for high school students in grades 9-12, consisted of six bands participating in the Battle of the Bands, as well as a Last Man Dancing Contest. All proceeds from this event will be split between the Carbon-Tamaqua, Hazleton and Schuylkill Chapters of the American Cancer Society.

Bands performing included: A.D.D.; As Cities Fall; \$Fifty Dollar Day; RAIL; Subject One and Waking Up Dead.

A.D.D. was the overall winner of the Battle of the Bands, receiving a grand prize of a recording session worth \$500, plus will have the opportunity to perform at Penn's Peak during the live television broadcast of the American Cancer Society's Telethon in April. They were also selected as the Teen Choice Award winner.

All attendees received a chance to win an iPad2 with \$5 entry fee, with additional chances offered to students that raised additional funds. Joe Turner, Marian High School, was the winner of the iPad2, while Crystal Russel, Mahanoy Ara, was the Last Man Dancing winner.

In addition, over 100 Christmas Cards were filled out and will be sent to cancer patients at Hope Lodge in Hershey. "We wanted to help people battle cancer not only monetarily, but by also by letting them know that people are thinking about them during the holidays," remarks Lori Kane, Community Relations Specialist, McCann. "A well wish during the holiday will hopefully bring a smile to their face." ☺



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Member Shots



RETTEW recently ranked 12th among large companies on the list of Best Places to Work in PA. RETTEW received the honor at an awards dinner held at the Lancaster County Convention Center.

“We take pride in our employees and look for opportunities at every turn to reward them for their hard work and commitment to RETTEW,” said Mark Lauriello, PE, president, RETTEW.

Ranking is determined via a two-part survey process managed by Best Companies Group. A total of 100 companies received ranking on the list of Best Places to Work in PA. As a result of RETTEW’s doubling staff in the past year, 2011 marks the first year that the firm has entered the competition as a large company (more than 250 employees).



Schuylkill Chamber Executive Director Bob Carl and Member Services Director Rebecca Wagner are pictured with Sam Lesante, **SamSon Productions**, during the recent taping of The Sam Lesante Show that will feature the **Schuylkill Chamber of Commerce** programs and services.



The **Schuylkill County Visitors Bureau** honored the 2011 Tourism Award winners at their annual Holiday Party at **Madeline's** in Orwigsburg.

Back row from left to right: Kenny Fetherolf of Pioneer Evergreen Farms and Forget-Me-Not Florist, Tourism Employee of the Year; Michelle Turner, Tourism Volunteer of the Year; Robin Tracey of Locust Lake and Tuscarora State Parks, Tourism Government Partner of the Year; Jerry Enders of Jerry's Classic Cars & Collectibles Museum, Tourism Lifetime Achievement Award; "Porcupine" Pat McKinney, Schuylkill County Visitors Bureau Board of Directors Vice-President and Tourism Award Committee Chair.

Front row from left to right: Regina Gargano, Schuylkill County Visitors Bureau Executive Director; Mary Luscavage of **Downtown Shenandoah Inc.**, Tourism Organization of the Year.



Kenneth E. Stolarick, Vice President, **M&T Bank**, presented a M&T Foundation check to Courtney L. Fasnacht, Director of Workforce Development and Matt Shuey, Program

Coordinator for **Northeast PA Manufacturers and Employers Council, Inc.** for the “Yes Certificate Program”. Yes is a 120 hour, year round, 1 credit elective targeted at high school seniors. The course teaches students basic employability skills such as conflict resolution, goal setting, writing skills, interview training, resume writing and Career Exploration.



Committee Updates

The Government Affairs - The Committee met on January 5, 2012.

The committee reviewed the Pennsylvania Senate and House redistricting both by description and via map presentation. The State 29th Senatorial District and the 123rd, 124th and 125th Legislative Districts have all changed. Schuylkill County remains represented by our current legislators. The legislators seem to find the changes acceptable.

The Congressional Redistricting campaign orchestrated by the Schuylkill Chamber of Commerce and the Government Affairs Committee was a huge success. Through awareness via the media and a “Call to Action” e-mail, approximately 350 members and public citizens responded to the Constant Contact survey or through our Chamber website connection stating their desire to keep Schuylkill County whole in the 17th Congressional District.

The end result was that the State Legislature voted in December 2011 to keep Schuylkill County in its entirety in the 17th Congressional District which will continue to be represented by Congressman Tim Holden. The committee would like to thank all those members and the general public who responded to the “Call to Action”. There were many counties, including neighboring Berks County, who were not able to keep their counties “whole” and in fact experienced more Congressional representation division. Thanks to the Chamber and public response to the “Call to Action”, our State legislators had the support and ammunition they needed to push for a united Schuylkill County.

The 2012 Schuylkill Chamber Government Affairs Committee Strategic Agenda was discussed with priorities and program development reviewed. The Committee is looking to develop action steps for the priorities. Items discussed included the Marcellus Shale Impact Fee legislation and concerns regarding the ability of local communities to “control” the fee being levied. Related items to Marcellus Shale exploration included the outmigration of workforce jobs (including from Schuylkill County to surrounding counties), economic effects post natural gas exploration in communities and environmental impacts. The possibility of a subcommittee developing another public program with a different “panel of experts” was discussed. Two bills, one in the PA Senate and one in the PA House will be dealt with in the spring session with a compromise bill being passed highly likely.

Other areas discussed included transportation infrastructure funding, liquor privatization, education vouchers, the State Budget, unemployment compensation reform efforts, healthcare reform and property tax reform (including addressing “spot” assessments).

The creation of a workforce development survey focusing on matching employer needs and wants with employee skill sets and reviewing necessary compensation levels will be reviewed as a project for the committee.

Transportation Committee - The last Transportation Committee Meeting was held in November 2011. The Committee is scheduled to meet again on January 26, 2012.

The Committee has scheduled a Transportation Improvement Plan (T.I.P.) update and current status on the T.I.P. update via NEPA. Susan Smith, Schuylkill County Planning Director will provide an update on the T.I.P. at the January meeting.

In January, the Transportation Committee Chairman, Tom Yashinsky and Government Affairs Committee Chairman, Jeff Buchanan decided to support a letter by the U.S. Chamber of Commerce to members of the U.S. House and Senate urging them to “Make Transportation Job #1 in 2012” and pass federal highway, transit and safety legislation that, at a minimum, maintains investment levels before the current law expires on March 31, 2012. By addressing the long-delayed reauthorization of federal highway and public transportation programs, a major piece of unfinished business that can provide a meaningful boost to the U.S. economy and its workers can be achieved.

Member Services Committee - The Member Services Committee met on January 10, 2012.

A Chamber Calendar of Events for 2012 and subsequent years is in development. The committee reviewed the draft and would like all other committee activities and Chamber Affiliates events added so the calendar is comprehensive. The calendar will be released electronically and updated on the Chamber website. A final draft is scheduled to be reviewed at the next meeting.

The current “Member Recruitment Plan and Incentive Program” initiated by President Bill Wydra was discussed. The committee discussed the possibility of using an outside consultant. The Member Services Director has already

researched this and her recommendation will be provided to the Chamber Executive Committee by President Bill.

A suggestion to identify a list of 500 targeted “future members” to give Board Members and other interested Chamber members will be worked on by the Member Services Director and several committee members.

A proposal for an “Ugly Chair Contest” suggested by Office Service Company was presented to the committee for review. The committee felt the idea had merit and will further discuss the details with the company.

The Schuylkill Leadership/ Executive Leadership “Package” was discussed. This concept is to have an incentive for companies to send two representatives to both leadership classes and by doing this obtain a 10% discount on the tuition fee. The suggestion will be brought before the Budget Committee for the upcoming 2012-2013 Chamber year.

After continuing discussion regarding the current status of the Chamber website and the need for the content and design to be updated, the Member Services Committee suggested that the Executive Committee be approached about the creation of a new committee - such as a Technology/Communications Committee which would address ongoing website design and maintenance as social media continues to evolve. (The Executive Committee decided to have this function performed by an appointed Task Force of the President.)

Education Committee - The Education Committee did not meet in December and will next meet on Tuesday, January 31, 2012. ☺



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Agribusiness Committee - as scheduled

Awards Committee - as scheduled

Education Committee - last Tuesday of the month at noon

Events Committee - as scheduled

Government Affairs Committee -
1st Thursday of the month at noon

Member Services Committee - 2nd Tuesday of the month at 8:00 am

Transportation Committee - 4th Thursday of the month at 9:30 am

Name

Company

Direct Phone Number

@

E-mail

I am interested in volunteering with this committee.
Please add my name to the meeting notification list.

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Agribusiness | <input type="checkbox"/> Government Affairs |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Member Services |
| <input type="checkbox"/> Education | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Events | |

Chamber Sightings



CHECK OUT ADDITIONAL EVENT PHOTOS AND VIDEO ON FACEBOOK!



The Annual Economic Forecast at **The Pottsville Club** was sponsored by **Union Bank & Trust Company** and presented in layman's terms by Chip Hoke.



Josh Shamonsky, **Shakey's Gun Shop**; Joe Zucofski, **Games2U Schuylkill Valley**; and Mike Keeney, **Edwards Business Systems**, enjoy the festivities and the pleasure of each others company.



It was a packed house at the Business After 5 O'clock mixer co-sponsored by **Shelcusky Accounting & Tax Services** and **The Greystone Restaurant**.



Sandy Palokas, **Port Carbon Borough**; enjoys the festivities and the company of Judy Piel and Angela Leganza, **John B. Chawluk, MD, PC**.



Mixer co-hosts Deb and Dave Shelcusky, **Shelcusky Accounting & Tax Services**, meet new member Jared Bevevino, **Morgan Stanley Smith Barney** at the Business After 5 O'clock Mixer at **The Greystone Restaurant**.



Are Mary Beth Dougherty, Office of **Senator Dave Argall**; Barry Long, **OMI Technologies**; Tom Yashinsky, **ARRO Consulting**; and **Schuylkill County Commissioner** Gary Hess; talking politics or just enjoying the conversation?

Marci Kelly, **Wells Fargo Bank**; and Sylvia Nabholz, **Hillside SPCA**; enjoy the night.





March 21st, Short Sale Success
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March 28th, Devil in the Details
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Yuengling Becomes Largest U.S.-Owned Brewery

D.G. Yuengling and Son, which proudly bills itself as America's oldest brewery, has something new to brag about. The Pottsville company, whose sales surged last year when it entered Ohio, has become the largest American beer-maker by surpassing Boston Beer in 2011 sales. Yuengling is expected to retain the distinction for the foreseeable future. Its 2012 sales will likely increase since this will be its first full year in Ohio.

Dick Yuengling attributed the success in Ohio to a good network of distributors and retailers who helped establish the brand in supermarkets. Brewers are at the mercy of distributors and retailers for access to customers, he said, and Yuengling doesn't enter new markets unless it knows those middlemen are committed to its success. "The distributors got our brands in all of the grocery chains and the grocery chains gave us big displays," Yuengling said. "They gave us a chance and they gave consumers a choice."

Beer drinkers have reacted to global consolidation. Anheuser-Busch InBev remains the dominant U.S. sales leader, moving 98.8 million barrels in 2011. But its sales dropped 7.7 percent from 2008 to 2011, according to Beer Marketer's Insights. Sales of Yuengling, meanwhile, jumped nearly 40 percent over the same period.

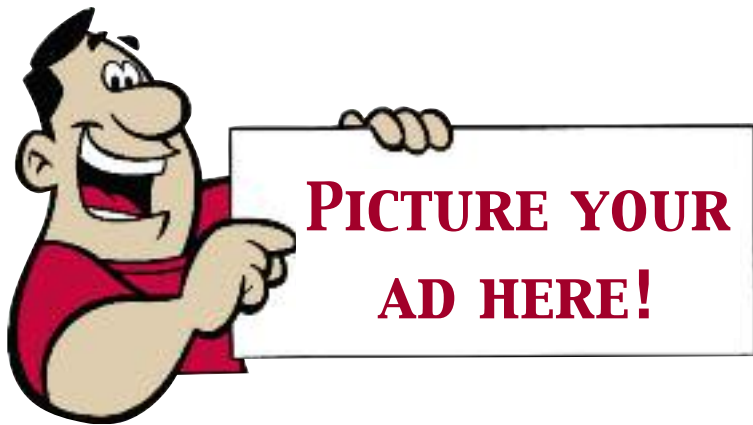
Yuengling could continue to expand its market. The company has been fielding interest from distributors in Louisiana and Texas and New England beer drinkers have been clamoring for the company to expand farther north. But the company has no immediate plans for that and for now is focused on meeting increased demand in its existing market, Yuengling said.

"Our game is longevity," Dick Yuengling said. "Being the biggest doesn't matter. We want to see how long we can survive. My daughters Jennifer and Wendy are in the business now and we want their kids to be able to run it some day. That's what's satisfying to us." ☞



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