



Bucks Prospectus

Are you interested in the Political Climate in Pennsylvania and Bucks County and how the outcome will effect Economic Development?

The Officers and Directors of the Bucks County Economic Development Corporation request the pleasure of your company at its

**52nd Annual Reorganization Meeting and Dinner
Wednesday, April 28, 2010 at Spring Mill Manor**

**Dr. G. Terry Madonna
Keynote Speaker**

To reserve your spot please contact Kelly, e-mail kellyd@bcedc.com or phone 215.348.9031. The cost is \$50 per person for Buffet Dinner and a Cash bar will be available. BCEDC accepts credit cards or checks (check payable to BCEDC). Please send checks to BCEDC, 2.E. Court Street, Doylestown, PA 18901 or call with credit card information. All reservations and payments need to be received by April 16, 2010.



Dr. G. Terry Madonna is a nationally recognized political pollster and Director of the Center for Politics and Public Affairs at Franklin and Marshall College, columnist, and political scientist. He directs the national and state Franklin and Marshall College Poll. Dr. Madonna will analyze the political climate in Pennsylvania, the governor, US senate and congressional elections, and the upcoming state budget debate. Questions are welcomed; Dr. Madonna is seldom without answers and opinions.

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2010 Bucks County Industrial Directory is now available in book or CD format. Go to www.bcedc.com/publications/directory.asp.



Noteworthy News

Building for the Future

Vertical Screen Breaks Ground on New "Green" Corporate Headquarters Building

On February 19, 2010, Vertical Screen, Inc. broke ground on a new headquarters building designed to be Bucks County's first new construction project to achieve LEED Platinum certification, the highest achievable level in the U.S. Green Building Council's (USGBC) sustainability rating system. The building will be erected on the corners of Veterans Drive and Johnsville Boulevard at the former Naval Air Warfare Center, Warminster, PA. The land site is in a Keystone Opportunity Zone.

Citigroup is financing Vertical Screen's project. Vertical Screen also received \$2.25 million from Pennsylvania's Department of Community and Economic Development's Pennsylvania Industrial Development Authority and \$1 million from Bucks County Economic Development Corporation.



Vertical Screen is a family of applicant screening companies founded in 1989 that includes Business Information Group (BIG), which focuses on financial services firms; Certiphi Screening, which serves the healthcare community; and Truescreen, which serves the general business sector. The company is currently in Southampton, Bucks County, PA. The new headquarters project will retain more than 150 existing jobs and create more than 100 new jobs over the next several years.

For more information: <http://www.verticalscreen.com/HQ/index.htm>



Pennsylvania State Sen. Stewart Greenleaf, U.S. Rep. Patrick Murphy, Vertical Screen CEO Tony D'Orazio, Amy D'Orazio, Vertical Screen President Stefan Keller, Robert F. Cormack and Jim Pawlikowski from the Bucks County Economic Development Corporation and Governor's Action Team Director Michael E. Rossman.

From The Desk of Bucks County International Trade Council

BCITC commences its 2010 Seminar Schedule on April 22nd with "Focus on Latin America and the Carribean" with Co-Hosts: US Commercial Service, Bucks County Community College and the Lower Bucks Chamber of Commerce. The location will be at the BCCC Bristol, PA campus. Please also note that our Annual Meeting will be on June 17th, hosted by Environmental Tectonics Corporation, Southampton, PA. Details will be sent out through the five Chambers of Commerce represented on our Board of Directors and the U. S. Department of Commerce.

BCITC, founded in 1993, is the export assistance agency for Bucks County employers.

Companies interested in joining BCITC and benefitting from our export assistance programs are invited to contact us. Two levels of membership are available for any companies interested in participating in our seminars and events. After April, seminars on Export Assistance will be held in June, September and November.

On behalf of Anna M. Shantz and myself as Co-Chairs of BCITC, we thank our BCITC Membership and our County Commissioners for their support! Best regards. / Peter P. Liebert, IV - SIOR.

For Membership Information, please contact Anna at 215-348-0378 or me at 610-940-0120

Please visit us at www.international-trade.org.

BCEDC • 2 East Court Street, Doylestown, PA 18901 • 215-348-9031 • www.bcedc.com



Bucks Prospectus

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LCSW
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Bucks Prospectus is the quarterly newsletter of the Bucks County Economic Development Corporation (BCEDC). BCEDC, the official Economic Development Agency for Bucks County, is a nonprofit economic development corporation with a mandate to increase job opportunities for local residents through various programs.

Spotlight on Bucks Business

Gemini Plastics, Inc.

Gemini Plastics Inc., a family owned corporation, was established in 1969 and was quickly recognized to be one of the most efficient and customer friendly injection molding facilities in the region. Over the years, competition began to grow, and business development became a priority. In parallel, Gemini Plastics took an aggressive approach in finding ways to better serve its customers. In the year 2000, they developed a Management Team with over 100+ years of combined plastics experience. Their main focus was to identify the key elements of manufacturing success. By incorporating their experience with their reputation, the Gemini Team was proud to report successive double digit sales growth percentages from 2001 to 2007, far exceeding their expectations.



By the end of 2004, they moved into a state of the art 40,000 square foot facility and replaced every molding press with machines no older than 1999. In addition, they expanded their capabilities which now include heatstaking, hot stamping, labeling, assembly, and secondary machining operations. With 23 injection molding machines, and many dedicated employees, Gemini Plastics is proud of their accomplishments and has continually found ways to beat the economic depression.



Over the years Bucks County Economic Development Corporation has assisted Gemini Plastics with two Pennsylvania Industrial Development Authority and two Small Business First loans. Most recently they have been approved for Pollution Prevention Assistance Account/Small Business First Fund Loan. The loan amount is \$93,000 and will be used to install newer equipment and machines that will improve efficiency, reduce energy usage, and pollution. Gemini Plastics has 61 employees and will be creating five new positions with their latest loan. Gemini Plastics is located in Falls Township.

Gemini Plastics is located at 7 Headley Place, Fallsington Industrial Park, Fallsington, PA.

For more information go to www.geminiplastics.net or e-mail~ info@geminiplastics.net.



BCEDC Welcomes New Members:

Debra Andrews
Marketri, LLC

Jeff Blatt
Dow Chemical

Kim Harris
Aegis Property Group

Douglas Imbody
North Penn Polishing & Plating

Erminio Petrecca
ReMax Signature

Greg Poehlmann
44 Business Capital

Michael Post
Wilmington Trust FSB

David Schied
David Schied Consulting, LLC.

Wally Smerconish
Main Street Abstract Company

Michael T. Tur
Citizens Bank

Laurence K. Uher
Spiezle Architectural Group, Inc,

Larry Young, P.E.
Gilmore Associates

Thank you for your support in helping us reach our goals!

THE BOTTOM LINE

A Regular Feature to Help Your Business Improve Its Profitability

Financial Opportunities for Local Governments, 501(c)(3) Organizations and Other Borrowers

The American Reinvestment and Recovery Act of 2009 ("Act") amends certain provisions of the Internal Revenue Code ("Code") to encourage lending to issuers of tax exempt obligations. These changes aim to help certain borrowers, such as local governments, school districts, and 501(c)(3) entities, by providing access to vital improvement funds in 2009 and 2010. The purpose of this article is to discuss some of the beneficial ways that the Act amends the Code.

The Act increased the principal amount of "bank-qualified" obligations that an issuer may sell annually from \$10,000,000 to \$30,000,000 for calendar years 2009 and 2010. This change permits banks to purchase and hold significantly more "bank-qualified" obligations which carry certain tax incentives for the banks. In turn, this enhances the opportunities for qualified borrowers to obtain vital capital at lower interest rates.

Generally, a bank is prohibited from claiming a tax deduction on the portion of its interest expense allocated to interest on tax-exempt obligations held by the bank. The allocation is based on the following ratio: the bank's tax basis in tax-exempt obligations it holds compared to the bank's tax basis in all of its assets ("Ratio"). The Code contains an exception to this prohibition. A bank may exempt from the allocation calculation certain "bank-qualified" tax-exempt obligations. Historically, "bank-qualified" tax-exempt obligations are issued by small issuers which do not reasonably anticipate issuing more than \$10,000,000 of tax-exemption obligations in a given calendar year. This is known as the "small-issuer exception." With the above referenced change, the "small-issuer exception" is expanded, authorizing a small issuer to issue up to \$30,000,000 of "bank-qualified" tax-exempt obligations in

both 2009 and 2010, thereby increasing threefold the amount of "bank-qualified" obligations a bank may hold and upon which the bank may claim a tax deduction.

In addition, the amendments in the Act permit banks to deduct 80% of the interest expense on debt used to carry non-"bank qualified" tax-exempt obligations, issued in 2009 and 2010, to the extent that such obligations do not exceed 2% of the tax basis of all of the assets of the bank. Before this change, a bank could deduct 80% of the interest on debt used to carry "bank qualified" obligations only, based on the Ratio. By expanding the interest expense deduction to non-"bank qualified" tax-exempt obligations, such obligations become more financially attractive to banks, which in turn improves the marketability of such obligations for borrowers.

In sum, the Act provides issuers, borrowers and banks increased opportunities to capitalize on increases in "bank-qualified" financing capacity. It also makes tax exempt financing more financially attractive to banks in light of the additional tax deductions available, and as a result, may give tax-exempt borrowers such as local governments, school districts, and 501(c)(3) organizations expanded access to needed funds.

Vincent J. Magyar, Jr. is a member of Curtin & Heefner LLP's Employment & Public Sector/Business & Municipal Finance Sections. Curtin & Heefner LLP is a regional law firm with offices in Morrisville and Doylestown, Pennsylvania and Lawrenceville, New Jersey. The firm engages in the practice of law in various areas including Business, Municipal and Tax Free Financing, Real Estate, Employment & Public Sector, Estate, Trusts & Tax, Commercial Services, and Litigation including Personal Injury.



Jobs Fast Facts:

www.bcedc.com/related_links/documents/BC-WIBGreenJobsFastFacts.pdf

In the next issue of Bucks Prospectus published on or about June 19, 2010

"Bucks County Employment and the Economy: Changes and Trends from 1980 to 2010"

by Susanne M. Curran MAI, PP, AICP, Curran Realty Advisors LLC

Financial Toolbox

Small Business Administration Loan Rates are 5.65% for 20 Years

Contact Jim Pawlikowski, BCEDC
Loan Manager, email jjp@bcedc.com
or 215.348.9031

Pennsylvania Industrial Development Authority through BCEDC

New interest rates for Bucks County are as follows:

	PARTICIPATION		INTEREST RATE
	(S)	(L)	%
BUCKS*	50	30	4.75
Bensalem Twp.	60	50	3.75
Bristol Twp.	60	50	3.75
Warminster Twp.	60	50	3.75

*20% Equity required (30 % participation)

(S) Small Business (Less than 50 existing employees, including parent, subsidiaries and affiliates.)

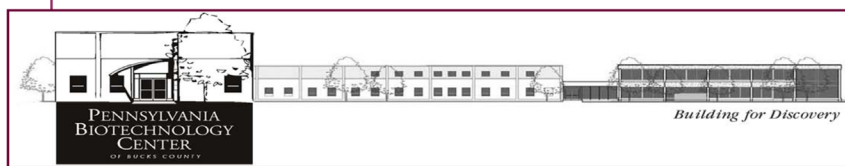
(L) Large Business.

The Bucks County Workforce Investment Board, Inc. has received the Governor's Achievement Awards for Excellence in Three out of Four Categories

The PA Partners Organization selects winners from four categories of distinction and awards Governor's Achievement Awards for Excellence at its annual Statewide conference in May. The Bucks County Workforce Investment Board, Inc. has received recognition for three of the categories: Employer, Dislocated Worker Participant, and Adult Participant.

- The Employer award is based on a PA employer's dedication to working with the public workforce system, the PA CareerLink; its dedication to its workforce as manifested through career pathways and internal employee advancement opportunities; and its offering of family sustaining wages. SEPTA will be receiving the award for the Bucks County WIB based on its posting of over 95 jobs with the PA CareerLink, its targeted outreach recruitments to Veteran customers, and its Apprenticeship program offered for entry-level positions.
- The Adult Participant Award is bestowed on an individual who has been working with the PA

Continued on page 7.



3805 Old Easton Road Doylestown, PA 18902

215-589-6410

2010 Schedule—Training and Seminars

<p>Laboratory Safety Standards Training Class (BCCC/IHVR) Hands-on laboratory training earning the OSHA 29CFR1910.1450 certification Topics include: chemical safety, material safety data sheets, staff training and development of a laboratory safety management plan.</p>	<p>Thursday, March 25th 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>
<p>Infection Control and Bloodborne Pathogens & Shipping Bio-Hazardous Materials Training Class (BCCC/IHVR) Course instruction earning OSHA 29CFR1910.1030 and DOT 49CFR172.700 certifications This program will provide the participant with the basic knowledge of handling infectious materials and Bloodborne pathogens in the workplace. The program will also focus on regulatory agencies that have strict guidelines for shipping and receiving infectious materials to provide the student with an understanding of the regulations.</p>	<p>Thursday, April 22nd 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>
<p>Laboratory & Health Facilities Occupational Safety (Basic) (BCCC/IHVR) Course provides participants with an overview of OSHA basic requirements for workplace safety.</p>	<p>Thursday, May 6th 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>
<p>Principles of Emergency Management for Laboratory & Health Facilities (Updated for 2010 Requirements) (BCCC/IHVR) Course provides the participants with the necessary skills to successfully develop and implement an Emergency Operations Plan satisfying 2010 regulatory requirements.</p>	<p>Thursday, May 20th 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>
<p>Laboratory & Health Facilities Occupational Safety (Advanced) (BCCC/IHVR) Course provides participants with an advanced overview of OSHA regulations for workplace safety. Satisfactory completion of Basic & Advanced courses results in receiving certification for OSHA 10 Hour General Industry.</p>	<p>Thursday, June 10th 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>
<p>Laboratory & Health Facilities Hazardous Waste Management (BCCC/IHVR) Course provides participants with an overview of waste management practices and regulations.</p>	<p>Thursday, June 24th 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>
<p>Laboratory & Health Facilities Fire and Safety Management (BCCC/IHVR) Course provides the participants with an understanding of fire and life safety prevention in a laboratory and health facility settings. Topics of discussion include identifying problems and implementing plans of correction.</p>	<p>Thursday, July 15th 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>
<p>Laboratory & Health Facilities Regulatory Compliance (BCCC/IHVR) Course provides the participants with an understanding of SAFETY compliance issues including latest state and national regulations of Pennsylvania Department of Public Welfare, Pennsylvania Department of Health, Joint Commission, and College of American Pathologists.</p>	<p>Thursday, July 22nd 9:30—4:00 Tuition-\$495.00 Includes lunch & materials</p>

BCEDC Business Happenings

February - March 2010

	Amount Borrowed	Square Footage	Reason For Loan	Jobs Created	Jobs Retained
Newtown Twp.	\$ 230,000	NA	Machine & Equipment and Related Costs.	NA	NA
Bristol Twp.	\$ 680,000	20,000	Building Acquisition, Renovations and Related Costs.	3	31
Lower Southampton	\$ 800,000	13,000	Building Construction, Miscellaneous and Other Closing Costs.	3	22
Falls Twp.	\$ 93,000	NA	Machinery & Equipment, Closing and Other Related Costs.	5	61
Total	\$1,803,000	33,000		11	114

(See below for details.)

New Financing Approved in 2010

Ely Pork Products, Inc. was been approved to borrow \$230,000 from the Machinery and Equipment Loan Fund-First Industry Fund to install a Solar Energy System. Ely Pork Products resides in **Newtown Township**.

Comfort Products, Inc., Bristol Township was approved to borrow \$680,000 from for building acquisition, renovations and related costs to expand to 20,000 square foot building. Comfort Products will create 3 jobs and retain 31.

Wescott Steel, Inc. was approved to borrow \$800,000 from Pennsylvania Industrial Development Authority to build a new

1,300 square foot building in **Lower Southampton**. The loan will be used for building construction, miscellaneous and other closing costs. Twenty-two jobs will be retained and three jobs will be created.

Gemini Plastics, Inc. was approved to borrow \$93,000 from Pennsylvania Pollution Assistance Account/Small Business First Fund. The loan will be used for more efficient Machines and Equipment that will to reduction energy consumption and usage. Gemini Plastic is located in **Falls Township** and will create 5 jobs and retain 61.



2010 Publishing Deadlines for the Bucks Prospectus

Late Spring Issue

Deadline Date: 5-17-2010
Publish Date: 6-18-2010

Summer Issue

Deadline Date: 7-19-2010
Publish Date: 8-20-2010

Fall Issue

Deadline Date: 9-20-2010
Publish Date: 10-25-2010

Late Fall Issue

Deadline Date: 11-22-2010
Publish Date: 12-20-2010

To submit an article with business advice suitable to the Bucks Prospectus, please contact Kelly Doughty at 215.348.9031 or KellyD@bcedc.com.

Companies on the Move

Properties Leased: February - March 2010

(Information provided by Colliers Lanard & Axilbund, Int'l, Roddy, Inc., and NAI Mertz)

Bensalem

<i>Industrial</i>	1,200
Grand Total	1,200 sq. ft.

Bristol

<i>Industrial</i>	12,575
<i>Industrial</i>	6,000
Grand Total	18,575 sq. ft.

Newtown

<i>Retail</i>	10,500
Grand Total	10,500 sq. ft.

Southampton

<i>Industrial</i>	10,200
<i>Industrial</i>	2,200
Grand Total	12,400 sq. ft.

Warrington

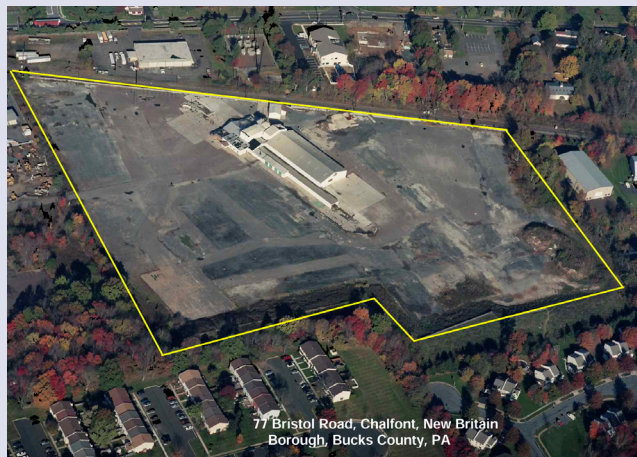
<i>Industrial</i>	27,443
Grand Total	27,443 sq. ft.

Roddy Inc. Leases 20 Acres at 77 Bristol Road, New Britain Borough, PA

Roddy Inc., the Bensalem based industrial and commercial real estate brokerage firm represented Ridgewood, Inc. in the leasing of an approximate 20 acre site located at 77 Bristol Road, New Britain Borough, PA to Salvage Direct, Inc.

Salvage Direct is a leading online remarketer of all kinds of vehicles including cars, trucks, motorcycles, power sports, watercraft, commercial equipment and vehicles. The company also provides logistic and title management for its customers. Recently, the company has expanded into the consignment market. The company sells exclusively to licensed buyers including rebuilders, used and new vehicle dealers, dismantlers and importers/exporters.

Headquartered in Bensalem Township, Bucks County, Pennsylvania, Roddy Inc. is a marketer, manager and developer of industrial and commercial real estate throughout eastern Pennsylvania and southern New Jersey. Their clients include regional, national and international companies and financial institutions. For more information about the company, visit the corporate website www.rododyinc.com.



77 Bristol Road, Chalfont, New Britain Borough, Bucks County, PA

The Bucks County Workforce Investment Board, Inc. continued from page 5.

CareerLink system and has shown a level of achievement above his peer job seekers. Mr. Walter Hartnett was a general laborer most of his adult life; he suffered an industrial accident in 2006 leaving him with constant pain and limited strength in his legs. Mr. Hartnett took advantage of numerous services including retraining and secured CDL certification which lead to employment in the Logistics and Transportation industry.

- The Dislocated Worker Participant Award is given to an individual who has lost employment through no fault of his own and has made a successful transition to a new employment situation. Mr. James Henderson is a Veteran of the Vietnam War; he be-

came one of the thousands in Bucks County affected by the poor economy and lost his job. He never lost hope, he participated in programs and services offered through the CareerLink and secured a Telecommunications Specialist position with the Department of the Army at Fort Monmouth.

Information submitted by Elizabeth Walsh, Executive Director, Bucks County Workforce Investment Board, Inc., 1268 Veterans Highway, Bristol, PA 19007, Office: 215-874-2800, Fax: 215-874-2804, www.bc-wib.org



Member's Corner

Taylor Wiseman & Taylor Assisted Widener University Students with a Senior Engineering Project

Taylor Wiseman & Taylor, an engineering, surveying, and environmental science consulting firm, was recently involved with the Widener University Senior Engineering Project. During the 2008-2009 academic year, a group of four Widener University Civil Engineering students, along with their faculty advisor, Prof. John Davis, and Project Coordinator, Victor Marcus, observed the drainage characteristics of synthetic turf fields. The synthetic turf surface at Widener University's Quick Stadium was the focus of the project. Members of Taylor Wiseman & Taylor's Chalfont office in Bucks County, Pennsylvania offered equipment and technical support including soil infiltration testing and rainfall and flow depth instruments. Upon completion of data collection, assistance was also offered for the group's April presentation to the Widener School of Engineering and for the group's final report.

Taylor Wiseman & Taylor, is a professional services firm of approximately 150 people that has a broad base of experience in the fields of civil engineering, land development, planning and surveying, environmental science and consulting. The firm has over 50 licensed professionals, including licensed engineers, surveyors, geologists, planners and landscape architects. Since 1901, Taylor Wiseman & Taylor has demonstrated the ability to apply their experience and expertise efficiently and effective-



ly to a wide variety of projects throughout the Middle Atlantic and Southeastern regions. From their offices in New Jersey, Pennsylvania, Maryland and North Carolina, Taylor Wiseman & Taylor works closely with private-sector land developers and builders, as well as federal, state and county agencies, to develop and maintain long-standing partnerships with our clients.

Taylor Wiseman & Taylor, Mark Mayhew, P.E., Regional Manager, Chalfont, PA. 267-956-1020.

Gilmore & Associates and The Miracle League team up to Design an Outdoor Athletic Facility for Special Needs Children

Every now and again a design firm is given a unique opportunity to work on a special project that is personally and professionally rewarding and will have a lasting and positive impact on the local community. The design firm of Gilmore



& Associates, Inc. was given that opportunity by the Miracle League of Northampton Township to help their organization design a baseball/softball field and multi-purpose athletic field to serve special needs children and young adults in our community. The project is called Miracle League Field and it will be located at the Northampton Township Municipal Park in central

Bucks County, PA. It will give children with any disability, whether physical or mental, the opportunity to play the great game of baseball, soccer, or Challenger football.

The local organization is part of a national Miracle League organization which was established in 1998 in Georgia to give children who could not participate on standard baseball fields the opportunity to play baseball. Today the organization has grown to 200 local Miracle League organizations across the United States and Puerto Rico and serves over 80,000 children and young adults with disabilities. There have been 100 Miracle League fields completed to date and there are an additional 100 fields in development or under construction. The local Miracle League organization currently serves over 100 children and young adults in the local community and is continuing to grow. This field will help them serve more children and young adults who do not currently



Continued on page 9.

Member's Corner

Continued from page 8.



have a field that is truly handicapped accessible and safe.

The landscape architecture and engineering team from Gilmore's Langhorne, PA office has been working with the local Miracle League Board members and volunteers and with Northampton Township officials on the project. The project includes a baseball/softball field and a multi-purpose field for use for Special Olympics Soccer, Challenger Football, and other appropriate sports. Key to the success of the project is the fields and their access must be entirely handicapped accessible and safe. The baseball/softball field will be sur-

faced in a specialized rubber material and the soccer/football field will be surfaced in synthetic turf making them safe if a player falls. The fields are designed to be fun and challenging for the players but also meet their abilities. Other features include accessible walkways, a plaza, seating areas, bleachers which allow wheel chair access, and landscaping. Another desire of local organization is to make the baseball field, to the greatest extent possible, have the feel of a baseball stadium. To achieve the stadium look the plans include masonry and metal roof dugouts, a low wall along the backstop fence, outfield

fence signage, foul-poles, flag-poles, and a score-board just like a baseball park. There are also future plans to design and construct a barrier-free playground.

Beyond giving these children a place where they can participate in outdoor sports it also gives them a field they can call their own. Inclusion is a major part of the Miracle League mission. The location of the field in the Municipal Park was partially chosen because it is centrally located and directly adjacent to all of the other baseball and softball fields used by other children. The Miracle League will be playing their games at the same times as the other children are playing on the adjacent fields. The idea is that these children are not different from the other children playing on the other fields; they just want to play sports and have fun doing it. The Miracle League also has buddy system where kids from local schools and baseball/softball leagues buddy up with Miracle League players to assist them during the game. It is a win-win for all of the kids participating.

Currently the project is progressing through the development approval process for both Northampton Township and Bucks County. The local organization is targeting to start construction in 2010. The Miracle League of Northampton Township has been actively fundraising and seeking in-kind donations to help with the construction of the fields. They also have sponsorship opportunities. If you or your business would be interested in helping the Miracle League of Northampton Township please contact: Joe Hand at jhand@miracleleaguenhpa.org or (215) 364-9000 or you can visit their website: www.miracleleaguenhpa.org

Kevin M. Selger, RLA, ASLA, LEED® AP is a Senior Landscape Architect at Gilmore & Associates, Inc. He can be contacted at (215) 369-3955 or kselger@gilmore-assoc.com.

MBIT Hosted Environmental Certification for Instructors in Bucks and Montgomery Counties

Middle Bucks Institute of Technology, located on York Road in Jamison, hosted Green Advantage® Environmental Certification training for all of the Carpentry, Electrical and Plumbing teachers from the Career and Technical Education schools in Bucks and Montgomery counties. The Green Advantage® training was held on Wednesday, March 10th at MBIT. In addition to the teachers receiving this important training, MBIT students enrolled in the Multimedia Technology program recorded the training for Green Advantage® to use to promote their certification.

Green Advantage®, the country's longest-standing green certification for builders and building-related practitioners, offers

three certification exams: Commercial, Residential, and Commercial/Residential. Green Advantage® authorizes academic and professional training organizations throughout the U.S. to deliver courses in preparation for its certification exams.

Green Advantage® goals are:

- Elevating standards of practitioners and organizations with regard to energy efficiency and sustainable design.
- Enhancing capabilities of practitioners and organizations to deliver energy efficient, sustainable building design and development technologies and applications to consumers
- Consumer protection through increased public awareness, knowledge and access to information about design and build-

Continued on page 10.

Member's Corner

Continued from page 9.

ing practitioners' level of proficiency with regard to energy efficiency and sustainable building materials and technologies

- Demonstrating that Certification is a market advantage in attracting customers
- Enabling public and private sector officials to use Certification as a prerequisite or screening device during the contract bidding process

Green Advantage® Environmental Certification helps builders get jobs; contractors win bids; and building occupants to enjoy

healthier, more efficient homes and buildings. For more details on the Green Advantage Certification, visit www.greenadvantage.org.

Middle Bucks Institute of Technology is a campus of Centennial, Central Bucks, Council Rock, and New Hope/Solebury school districts. For more information, please contact Kathryn Strouse, Administrative Director, or Stacy Pakula, Organizational Advancement Coordinator, at 215-343-2480.

MARKETRI-Full-service marketing that hits the mark

In today's economy, it's more important than ever for a business to take action and stand out from the crowd. Why? Studies show that companies who continued to invest in marketing during a recession saw growth in their business, while those that cut marketing budgets saw a decrease in sales. But as marketing gets more specialized and complex, hiring an on-staff marketing person often doesn't make sense. That's why many Bucks County companies are outsourcing their marketing strategy and management to Debra Andrews, owner and director of Marketri LLC, located in Doylestown Borough.

For less than the cost of a full-time employee, local clients Gilmore & Associates, Inc., Antheil Maslow & MacMinn, LLP, Hepatitis B Foundation, Worth & Company, Inc., Bugajewski Facility Services, and other companies throughout the Mid-Atlantic region reap the benefit of Marketri's full range of solutions, packaged together in a customized manner to meet each company's marketing objectives and sales goals. Marketri serves as a one-stop outsourced marketing department, bringing in its team of strategic marketers, business development specialists, graphic designers, Web developers, search engine optimizers and copywriters on an as-needed basis for clients.

Since its founding in 2004, Marketri has earned a reputation as the "go-to" full-service marketing partner for Tri-State Area companies that don't want the overhead of training and managing in-house professionals, and/or overseeing multiple subcontractors. An active member of Central Bucks Chamber of Commerce and Central Bucks Rotary, Debra is directly responsible for the strategy, planning, marketing and new business development efforts at Marketri.

Robert Solarz, president of the full-service civil engineering and consulting firm Gilmore & Associates, counts on Marketri for strategic marketing plan leadership, execution of

sector-based marketing campaigns, public relations, and Web development along with marketing measurement and tracking services. He says the partnership works because, "Marketri has deep experience in professional services. They understand our business and that is absolutely essential for effective marketing."

Spend smart. Get results.

Marketri recommends a long-term marketing plan that maps a course based on rock-solid research and strategic analysis of a company's goals as the best blueprint for making smart, effective decisions with marketing dollars. One-time campaigns and sporadic advertising will not produce strong results. With the right partner, outsourced marketing often turns out to be the most affordable, efficient way to get the highest level of talent to help create a business or marketing strategy. For companies who want to eliminate employee overhead and bring in fresh, objective insights about putting money and effort behind branding, print and online marketing, PR, lead generation and creating pull—outsourcing your marketing management can offer the best value.



Submitted by Debra Andrews, Marketri Owner and Managing Director; more information at marketri.com.

Upcoming Events

Upper Bucks Chamber of Commerce Business EXPO and Home Show

Tuesday - May 18, 2010
 12:00 Noon to 6:00 p.m.
 Quakertown High School
 600 Park Avenue - Quakertown, PA
REGISTRATION DEADLINE:
Friday, May 7, 2010
 For more information:
www.ubcc.org/our_activities/our_activities.htm

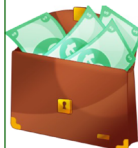
HOLD The Date:

Wednesday, October 13, 2010

Presented by
 Bucks County Community
 and Business Development

**Certification Made Simple:
 Getting your Women-Owned
 or Minority-Owned
 Business Certified**

Making buck\$ in and out of Bucks 2010 Workshop Series



Announcing FREE workshops designed to help you market your company and establish new client relationships. All workshops are held at the Central Bucks Chamber, 252 W. Swamp Road, Balliwick Office Campus Suite 23, Doylestown, PA 18901, starting at 8:30 a.m.

To register, please submit the completed form to the Chamber, or register online at www.centralbuckschamber.com/calendar.htm.

- **Thursday, May 27th:** Making buck\$ in Bucks with loan programs that fit your business needs (2 hours)...Learn about SBA Loans, County Loans, and Microloans
- **Thursday, September 23rd:** Making buck\$ through government contracts with Bucks County and state government (3.5 hours)...Meet representatives from the Bucks County Purchasing Department and the PA Department of General Services
- **Thursday, November 18th:** Making buck\$ outside of Bucks 102: exporting to Canada (2 hours)...Featuring our Canadian Trade Representative who will be presenting live through a webinar to our audience in Bucks County

"MAKING BUCK\$ IN & OUT OF BUCKS" WORKSHOP REGISTRATION

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____

May 27th: loan programs

Sept. 23rd: state contracting Nov. 18th: exporting 102 (to Canada)

This workshop series is proudly sponsored by Fulton Bank, hosted by the Central Bucks Chamber of Commerce Government Affairs Committee, and developed by the County of Bucks for our business community.



Bucks County Board of Commissioners
 Charles H. Martin, chairman
 James F. Conroy, Esq., vice chairman
 Diane M. Ellis-Moraglio, LCSW



2010 "Roadmap to Recovery" Business Series

In 2010, let us help your business with the "Roadmap to Recovery". Our Business Series will focus on **MARKETING** and developing **PROFITABLE BUSINESS RELATIONSHIPS**. All workshops are held at the Lower Bucks County Chamber of Commerce, 409 Hood Blvd., Fairless Hills, PA 19030.

- **Wednesday, June 30th: 8:30 a.m. to 10:30 a.m.** Exporting 101: Marketing Your Business Internationally
- **Wednesday, September 15th: 8:30 a.m. to 12:00 noon** Developing Business Relationships with the Federal and County Government
- **Tuesday, November 9th: 8:30 a.m. to 10:30 a.m.** Marketing Panel Q&A

Pre-registration is required to participate in our "Roadmap to Recovery" Business Series; however, there is no charge to attend. Mail the registration to the Chamber, fax to 215-943-7404, or register online at www.lbccc.org, by clicking "Events".

"ROADMAP TO RECOVERY" BUSINESS SERIES REGISTRATION

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____

June 30th: exporting 101

Sept. 15th: federal contracting Nov. 9th: marketing panel

The "Roadmap to Recovery" Business Series is proudly sponsored by Fulton Bank, hosted by the Lower Bucks County Chamber of Commerce, and developed by the County of Bucks for our business community.



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 Charles H. Martin, chairman
 James F. Conroy, Esq., vice chairman
 Diane M. Ellis-Moraglio, LCSW

Events may be submitted for publication in the Bucks Prospectus, please contact Kelly Doughty, 215-348-9031 or KellyD@bcedc.com. 501 C-3 Organization events only.

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To submit an article with business advice suitable to the Bucks Prospectus, please contact Kelly Doughty at 215.348.9031 or KellyD@bcedc.com.

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