



Oley Valley Business Association

P.O. Box 25

Oley, PA 19547-0025

www.oleyvalleybiz.org

January Meeting

Our next OVBA meeting will be January 29, 2007 at 7:00 a.m. at the Pleasantville Diner. This will be a business/committee meeting.

February 26, 2007 Meeting

Dinner will be at 6:00 (buffet style)

Location: Oley Fire Company Social Quarters Dining Room

Cocktails and other drinks will be available for purchase

Cost of the dinner \$10.00 (cash or check at the door, checks made payable to Oley Fire Company)

*Baked Ham
Swiss Steak
Filling w/ Gravy
Corn
Harvard Beets
Applesauce
Cole Slaw
Rolls & Butter
Homemade Baked Goods for dessert*

This meal will be prepared by some of our volunteers of the Oley Fire Company. We have a dining room that can seat 100 people, so let's make this the best attendance ever.

Our speaker for the evening will be Mike Reinhard from National Penn Bank. Mike is in charge of the finance and investment banking area. He will be discussing the economy and the outlook for 2007. He will give a good presentation, which will be of value to both large and small business people.

IMPORTANT: Advance Reservations are needed so the volunteers know how many to prepare for. Please e-mail advance reservations to:

kdbieber@natpennbank.com or call (610) 705-4377.

Reservations must be made no later than February 22.

Thanks for your prompt reservations!!!!

*Message from
Doug Kramer,
OVBA President*

Please extend to Bill Griffith your personal thanks for his commitment and service as president over the past two years, Minerva for being the safe keeper of our funds and to Sharon for her dedication in taking excellent minutes for each meeting.

Welcome to the business year of 2007 in the Oley Valley. I trust the changes we will face in 2007 will be positive to better our lives. As we continually strive to keep up with the evolution of what is going on around us, the leaders of the business community need to be at their best. OVBA should be committed to that end. Already I have seen a lot of energy emerging to strengthen this organization for the many years to come.

Your expertise is requested at the January 29th meeting (Pleasantville Diner) when we will conduct our first combined committee/business meeting. Committees will meet in small groups at 7AM for about 30 minutes to discuss appropriate issues and tasks. At 7:45AM, we will all join together to report on the committees' objectives and to also to take care of any OVBA business. The committees or ad hock committees scheduled to meet are:

- 5-Year Vision Panel, to take a fresh look as to where we should be in 5 years and review if we are following our mission statement.
- Membership, to focus on increasing membership and the new welcome packets.
- By-laws, to review what amendments need to be considered.
- FBLA interaction, to enhance our involvement and exchange with OVHS students, including the Berks Career and Technology Center.
- Public Relations, seeking new ideas on making this organization more visible.

Pick a committee on which you can help the most and be a part in making things happen!

Also, I would like to invite anyone with interest to meet with the OVBA officers at 6PM, February 5th, my residence, 449 Long Lane, Oley, to discuss general business of the Association.

Upcoming Meetings

March 26, 2007 – This will be 12:00 noon lunch meeting at the Pleasantville Inn. The speaker will be Alison Snyder who is the Personnel Director at East Penn Manufacturing (Deka Batteries). She will speak on the do's and don'ts of hiring and other personnel matters.

April 30, 2007 – Breakfast business meeting. 7:00 am at the Oley Legion Diner.

Please check future newsletters and/or the website for locations and any changes.

Call To Order

The December 18, 2006, meeting of the Oley Valley Business Association was held at the Oley Legion Diner at 7:00 AM. In the absence of the President, Vice President (President-elect) Doug Kramer called the meeting to order at 7:15 AM.

Attendance

The total attendance for the meeting was 11 members. 11 member businesses were represented.

Minutes & Treasurer's Reports

A motion to accept the minutes as published in the December newsletter was made by Mike McCarthy and seconded by Carol Meeker. The motion carried.

A motion to accept the Treasurer's report as published in the December newsletter was made by Kevin Bieber and seconded by Barbara Olszewski. The motion carried.

General Business

President-Elect Doug Kramer reported:

- 1) For 2007, we are hoping to breathe new life into the organization. To that end, Association officers (hereafter referred to as the Executive Committee) will meet the 1st Monday of every month at various locations. Those locations will be noted on the website for those people who would like to attend.
- 2) The next membership meeting will be held at the Pleasantville Diner. It will break up into committee meetings, and then reconvene after a half hour to 45 minutes.
- 3) Meeting cancellations will be posted on the website as well as called into WEEU. Members should check one of those two sources.
- 4) The Executive Committee will recommend AND confirm locations for meetings.

The budget, recommended by the Executive Committee, was distributed at the meeting by Treasurer Minerva Hoppes. She explained that it was put together with a conservative estimate of 80 members, and scholarship donations of \$500 (we usually receive more than that). Obviously, we'll also have more money to work with if our member base increases and if scholarship donations amount to more than the \$500. Brochure (paper directory) costs were bumped up from 2006, because that printing was a minimal, last-minute printing by Peripheral Systems for the Fair. This year we hope to print at least 1000 in April, so we'll have to look at the most cost-effective options. It was also discussed that we could put a tear-out coupon section at the end of the brochure, and those interested in advertising in that way could help contribute towards the cost of the printing.

Doug explained that Special Projects might be memberships in other organizations such as the Visitor's Bureau, etc. It was also suggested that we add a line item to the budget for the Welcome Packets, which will have some expense for copies of materials and envelopes, etc. We're unsure at this point what those expenses will be.

Doug also explained that we budgeted additional funds for the website in order to purchase software for a Community Calendar. It was suggested that we make sure we have procedures in place once that is implemented so we know what calendar items will be accepted and which ones won't be.

Doug suggested that we adopt the budget at the January meeting, and allow for further discussions at that point. Note: The 2007 Proposed Budget, with additional changes made at the January 8 Officer meeting, is attached at the end of this newsletter. It will be voted on at the next Business meeting on January 29.

Doug also reported that we would like to look into the possibility of a billboard to advertise the Association website. Some members suggested that the cost might be too high for our budget.

Doug also wants to put together a Strategic Plan, with a Committee formed for that purpose. Although the Executive Board can be a part of that process, Doug feels that there are other members not on the Board who could contribute a lot towards the process.

Committee Reports

Scholarship Committee

Doug reported that we changed the wording of the essay on the website. Please visit the scholarship application page on the website to see the new wording. The deadline for applications is March 15, 2007.

Association By-laws

Carol Meeker indicated that the Committee had not met yet. Doug hopes to get this group to meet at the January meeting.

Program Committee

Kevin Bieber reported as follows:

January 29, 2007 – this will be a business meeting. 7 AM.
Pleasantville Diner.

February 26, 2007 – 6 PM. Oley Fire Company Social Hall.
Speaker will be Mike Reinhard, who is in charge of the Finance and Investment Banking area of National Penn Bank. He will be discussing the economy and outlook for 2007. Kevin indicated that this will be a good program for both large and smaller businesses.

This meeting will require reservations to be called in. Contact Kevin at 610-705-4377 or kdbieber@natpennbank.com. Kevin will also appreciate suggestions for the menu for this meeting.

March 26, 2007 - 12:00 noon. Pleasantville Inn location will need to be confirmed. The speaker will be Alison Snyder who is the Personnel Director at East Penn Manufacturing (Deka Batteries). She will speak on the do's and don'ts of hiring and other personnel matters.

April 30, 2007 – 7 AM Business Meeting. Oley Legion Diner location will need to be confirmed.

Doug Kramer reported that we are planning a mixer for April (in addition to the meeting) and that the December 2007 meeting will be a mixer.

Kevin indicated that if we want to have some business meetings where we bring in bagels or other breakfast food and need tables to spread out for Committee meetings, that we are welcome to use the Fair Center or Fire Company.

Old Business

New Resident/Business “Welcome Packets”

Sharon Morrow and Mike McCarthy gave an update on the group’s planning. Mike has been in touch with a Professor at Kutztown University, who instructs a class on cartography and GPS. They’ve agreed to help us by working on maps that can be displayed on the website, and hopefully printed for the Welcome packets. Sharon is trying to get in touch with him to make sure we meet the website requirements. Although the class would do it as a project and their work would not cost anything, if we have to purchase additional software, there may be a cost associated with this aspect of the packets.

New Business

Jazz Fest

Minerva Hoppes reported on information received concerning advertising in the Jazz Fest program. After some discussion on the merits of advertising in this manner, Minerva made a motion that the Association purchase a half-page ad at a cost of \$40; it was seconded by Mike McCarthy. The motion carried. Marianne van der Velde volunteered to design an ad.

Adjournment

Lloyd Hopkins moved that the meeting be adjourned; Kevin Bieber seconded it. The meeting was adjourned at 8:15 AM.

Treasurer’s Report

Beginning Balance	\$1,178.90
Expenses	
Oley Valley Music Assoc. ½ page ad	\$ 40.00
Christmas in The Valley (postage)	416.54
Total Expenses	\$ 456.54
Balance as of 12/31/2006	\$ 722.36

Respectfully submitted
Minerva S Hoppes, Treasurer

Subject: Classy Insults

"He has all the virtues I dislike and none of the vices I admire."
- *Winston Churchill*

"I have never killed a man, but I have read many obituaries with great pleasure."
- *Clarence Darrow*

"He has never been known to use a word that might send a reader to the dictionary."
- *William Faulkner (about Ernest Hemingway)*

"Poor Faulkner. Does he really think big emotions come from big words?"
- *Ernest Hemingway (about William Faulkner)*

"A modest little person, with much to be modest about."
- *Winston Churchill*

"Thank you for sending me a copy of your book; I'll waste no time reading it."
- *Moses Hadas*

"He can compress the most words into the smallest idea of any man I know."
- *Abraham Lincoln*

"I've had a perfectly wonderful evening. But this wasn't it."
- *Groucho Marx*

"I didn't attend the funeral, but I sent a nice letter saying I approved of it."
- *Mark Twain*

"He has no enemies, but is intensely disliked by his friends."
- *Oscar Wilde*

"I am enclosing two tickets to the first night of my new play, bring a friend.....
if you have one."
- *George Bernard Shaw to Winston Churchill*

"Cannot possibly attend first night, will attend second... if there is one. "
- *Winston Churchill, in reply*

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"Its a Revolution Damn It - We've got to Offend Somebody"
John Adams - July 1, 1776

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	2006 Actual	2007 Budget
RECEIPTS		
Membership Dues	4,080.00	4,000.00
New Members (10)	0.00	500.00
Scholarship Donations	685.00	500.00
Fair Pictures	60.00	0.00
Special	250.00	0.00
Fair	50.00	0.00
Ads for Welcome Packets/Booklet	0.00	600.00
Total Receipts	5,125.00	5,600.00
DISBURSEMENTS		
Oley Valley Community Fair		
Hershey Contest Sponsor	500.00	500.00
Fair Book Ad	220.00	220.00
Fair Booth Rental	220.00	220.00
Misc. Fair Expenses	57.18	0.00
Brochures	265.00	500.00
Membership Mailing Costs	252.28	300.00
Misc - Clerical	84.98	100.00
Phone/Voice Mail	0.00	250.00
Website	95.40	150.00
P.O. Box Rental	26.00	30.00
ECM Insurance	258.00	300.00
Guest Speakers	79.99	100.00
Scholarship	1,500.00	1,000.00
Advertising	0.00	200.00
Christmas in the Valley	389.40	400.00
Community Pot Pie Dinner	100.00	100.00
Misc. Community Donations	1,000.00	0.00
Oley Valley Spotlight	543.00	600.00
Special Projects	0.00	230.00
Welcome Packets	0.00	400.00
Welcome to Oley Signs	1,708.86	0.00
Total Disbursements	7,300.09	5,600.00
	(2,175.09)	0.00