



Oley Valley Business Association

P.O. Box 25

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www.oleyvalleybiz.org

July Meeting

The next meeting of the Oley Valley Business Association will be held on **Wednesday July 25th** at The Corner Pantry, in the Limekiln Post Office building on Limekiln Road. Please arrive no later than 7:15 AM, with the business meeting starting at 7:30 AM.

You can choose your breakfast from the following selections:

1. yogurt and fruit
2. bacon and cheese quiche
3. various pastries

In order to insure adequate quantities, please contact Sharon at 610-987-6555 (email: webmaster1@oleyvalleybiz.org) with your selection, no later than July 22. If you don't indicate your choice prior to the meeting, you will have to go with choice #3.

NOTE THE MEETING DAY CHANGE TO WEDNESDAYS!

Message from Doug Kramer, OVBA President

This week we held a planning session to discuss the future planning and growth of the OVBA. I would like to thank Marianne, Sharon, Jim and Stu for their input on a very productive meeting.

So what is the return on your investment in the OVBA? Good question, one that we will be continually seeking answers to and hopefully finding a way to measure by some tangible means in the years to come. What are the business needs from such an association? What are the needs to be connected to the community? We all agreed that OVBA has a unique business environment including a beautiful rural area. Business and community growth vs. the preservation of our natural resources is a constant struggle that surely demands our leadership and participation.

Beginning with some initial steps for new growth, our immediate focus will be to concentrate on expanding all of our members' (company) profiles. We realized what little is known about our member companies as the dialog ensued into the evening. With the help of the FBLA (Future Business Leaders of American) or by other means of gathering information, our directory will become more complete, providing detailed information of the services and products that our members offer. Of course that leads to an enhanced web site. Producing a directory of local business (and points of interest) on maps that would be viewable on our web site or printed separately for distribution throughout the community (especially to the new residents of the community via the welcome packets) will benefit all.

There is a lot of work to do and hopefully part of the five-year plan will include staff to assist in the day to day operations so there is not a handful of members giving of their business time to keep the wheels in motion. Can we reach the goal of having 90% of the business in the valley as members of OVBA? Can we reach the goal of having 25% plus of our membership attend meetings? This should be a coveted organization and we need to create a recognized identity throughout Berks County and beyond. See you at the next meeting.

Douglas A. Kramer, President

Upcoming Meetings

*Wed., Aug. 29, 2007 12 Noon - Golden Oaks - buffet lunch
Speaker: Jeff Osborn, Oley Postmaster
Update on the new Oley Post Office*

*Wed, Sept.26, 2007 12 Noon
Tentative Location: Bridge Inn Pleasantville
(formerly:Historic Pleasantville Inn)
Speaker: Bob Heckman,
Oley School Board President*

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

Meeting Minutes

June 25, 2007

Call To Order

The June 25, 2007 meeting of the Oley Valley Business Association was held at Union Jacks with dinner beginning at 6:30pm. President Doug Kramer called the meeting to order at 7:25 pm.

Attendance

The total attendance for the meeting was 12 members. 12 businesses were represented.

Minutes & Treasurer's Reports

A motion to accept the minutes as published in the June newsletter was made by Sharon Morrow and seconded by Scot Williams. The motion carried.

A motion to accept the Treasurer's report as published in the June newsletter was made by Kevin Bieber and seconded by Stu Kern. The motion carried.

General Business

Our speaker for the evening was Harold Hoch from Berks Mont News who discussed the history of the Berks Mont News organization and what it has meant to our region. June 6th was the 150th anniversary of the Boyertown Times and a special edition was published for the occasion. The Boyertown Times began as the 'Berks County Demokrat' in 1857 and is the oldest publication in Berks County. Extra copies of this special edition are available by contacting Berks Mont News. Harold then took general questions from the attendees.

Discussed with Stu Kern the possibility of bringing the Shops of Oley into the Association.

Doug Kramer spoke with the Berks County Planning Commission. Still working on getting maps for our website.

Kevin Bieber announced that after this year the old refreshment building at the Oley Fairgrounds will be replaced with the Oley Fair organization and the Fire Company sharing the costs.

Committee Reports

Scholarship Committee

Mike McCarthy presented the \$1000 scholarship to the winner at the awards banquet.

Program Committee

The July 25th meeting will be a business meeting only to be held at the Corner Pantry on Limekiln Rd. PLEASE NOTE THE CHANGE TO WEDNESDAY! We will be arriving at 7:15 for breakfast with the meeting to start at 7:30 a.m.

Wednesday, August 29th will be a lunch meeting at the Golden Oaks Country Club. Our speaker will be Oley Postmaster Jeff Osborne. He will be giving an update on the new Oley Post Office. Golden Oaks offers a very reasonably priced buffet lunch on Wednesdays.

Wednesday, September 26th will be a lunch meeting with the location to be determined. Our speaker will be Bob Heckman, President of the Oley School Board.

Please submit any suggestions/ideas for future speakers to Stu Kern or Kevin Bieber.

Oley Fair

Minerva reported that nothing has been started yet for the fair. The decorating theme this year will be sunflowers. She also asked for volunteers to help prepare.

Stu Kern asked about updating our video presentation. Peripheral Systems will update this for us if everyone gets their information to them ASAP. An email will be sent out to all members alerting them of the need to do this immediately if they want their information to be updated.

Old Business

New Resident/Business “Welcome Packets”

Sharon Morrow asked the everyone keep their eyes and ears open and let her know of any new businesses or residences in the area so that we can deliver a packet. Kevin Bieber suggested emailing area banks to find out about new residents.

2007 Directories – are now available. The request was made for all members that have a store please put some directories on display for the public.

Planning Session – A gathering of minds will be held on Wednesday July 11th at the New Life Bible Fellowship Church at 7:30pm to develop a 5-year plan for the Association. Please plan to attend so that we can take the OVBA in a direction that can best serve all it's members!

Partnering with other organizations -Doug Kramer met with Liz from the North East Berks Chamber of Commerce to discuss ideas for growing our organization and possible partnership opportunities with the Chamber. Her track record of taking the Kutztown Chamber from 90 to 270 members in only 2 years is something to take note of as we look for ways to grow our organization. While we may look for ways to partner and share costs as we try to build and promote the OVBA, we will keep our separate identity.

New Business

Ideas are being tossed around regarding the possibility of holding some kind of Oley Street Fair or Business Fair. Suggestions are welcome!

Adjournment

Stu Kern moved that the meeting be adjourned; Scot Williams seconded it. The meeting was adjourned at 8:15 PM.

*Treasurer's
Report*

Beginning Balance 05/31/07	\$2,936.00
New Member – RF Mader, Jr. (\$50.00)	
Total Deposits	\$ <u>50.00</u>
Sub Total	\$2,986.00
Expenses	
Peripheral Systems #11548	<u>18.90</u>
Total Expenses	\$ <u>18.90</u>
Balance as of 6/30/2007	\$2,967.10

Respectfully submitted

Minerva S Hoppes, Treasurer

Neologisms

Once again, *The Washington Post* has published the winning submissions to its yearly neologism contest in which readers are asked to supply alternate meanings for common words.

The winners are:

1. *Coffee* (n), the person upon whom one coughs.
2. *Flabbergasted* (adj.), appalled over how much weight you have gained.
3. *Abdicate* (v), to give up all hope of ever having a flat stomach.
4. *Esplanade* (v), to attempt an explanation while drunk.
5. *Negligent* (adj.), describes a condition in which you absent-mindedly answer the door in your nightgown.
6. *Lymph* (v), to walk with a lisp.
7. *Gargoyle* (n), olive-flavored mouthwash.
8. *Flatulence* (n), emergency vehicle that picks you up after you are run over by a steamroller.
9. *Balderdash* (n), a rapidly receding hairline.
10. *Frisbeetarianism* (n), (back by popular demand): The belief that when you die, your Soul flies up onto the roof and gets stuck there.