



Oley Valley Business Association

P.O. Box 25

Oley, PA 19547-0025

www.oleyvalleybiz.org

June Meeting

Our next meeting will be at **6:30 p.m. on Monday, June 26th at the Yellow House Hotel. Please call Yellow House (610) 689-9410 with your reservations** and give them your choice of entrée. The speaker will be Jerry Johnson, who will be speaking about being prepared for change and especially change in the business world.

**Oley Valley Business Association
Yellow House Hotel
June 26, 2006**

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|----------------------|---------|
| New York Strip Steak | \$22.95 |
| Chicken Marsala | \$16.95 |
| Flounder Monterey | \$17.95 |
| Salmon Caesar Salad | \$13.45 |

* All dinners, except the Salmon Caesar Salad will include a tossed salad, potato and a vegetable.

Minutes

The May 22, 2006, meeting of the Oley Valley Business Association was held at the Pleasantville Inn at 12 Noon. President Bill Griffith called the meeting to order at 12:15 PM.

Call to Order

Minutes & Treasurer's Report

A motion to accept the minutes as published in the May newsletter was made by Lloyd Hopkins and seconded by Stu Kern. The motion carried.

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

Attendance

The total attendance for the meeting was 16 members and 1 guest (the speaker). 12 member businesses were represented.

Committee Reports

Program

Kevin Bieber reported on upcoming meetings:

June 26, 2006 – Dinner (6:30 PM) meeting at Yellow House.

July 31, 2006 – Business meeting, 7 AM

August 28, 2006 – Lunch meeting (Noon).

Speaker: Victor Frederick, District Justice.

Scholarship

Doug Kramer reported that the Committee met, and chose winners for our scholarship. Included in the Committee were: Doug, Tom Mitchell, Crystal Drumheller, Sharon Morrow and Wilma Leininger. Debra Reitnour prepared copies of the applications so that no names or addresses were visible to the selection committee.

Since we usually have a minimum of \$500 for the scholarship, and we received \$650 in contributions from members, it was decided to give out one \$1000 scholarship, and a second \$500 scholarship. This would require an additional \$350 from the Association, and required a vote. Tom Mitchell moved to allocate an additional \$350 towards the scholarships (total \$850), and Scot Williams seconded it. The motion passed.

Doug will provide the names of the winners at the next meeting, in order to keep it a surprise until after they were awarded the scholarships at the Awards Banquet.

Political Action Committee

Lloyd Hopkins suggested that his wife Phoebe be contacted to speak at an Association meeting concerning HARB – the Historic Architecture Review Board.

He also said he is working on getting an Agriculture Commissioner or Coordinator to speak. Agriculture represents 25% of Berks County's income. Four areas that compete for land are: Home Builders, Industrial Development, PennDot and Agriculture. With so much farmland being developed, it's important that our community is aware of what's happening in terms of agricultural development and preservation.

Old Business

Township Signage

Marianne van der Velde reported that they finally contacted someone at the state level who knew something helpful, and it was suggested to have Oley Township pass a resolution to make the signs officially part of Oley Township. If that happens, they don't have to go through the state for legal permits, etc., and wouldn't have to contact property owners. But Marianne, working with Mr. Lesko will be contacting the 6 property owners impacted and get permission from them anyway, as a courtesy.

The goal is to get the signs made and installed prior to the Oley Fair. Marianne will attend the June 12 Township meeting to ask them to pass the resolution, and to see if they will install the signs.

Other Business

Sharon Morrow reported that there are a number of requests for information that come into the general “info” mailbox via the website. The requests vary, but some of those are from people who are planning to visit the Oley area and would like to know what places are here to visit. Sharon asked that if any individual businesses or historical associations had flyers or brochures, to please see that she gets them, and she can send out information packets when she receives these requests – similar to what a Chamber of Commerce would do. Stu Kern said that the Shops of Oley have produced a brochure, and would see that Sharon gets them.

If your organization or business has a flyer or brochure, consider giving maybe a dozen or two to Sharon to send out when information requests are received through the website.

Stu Kern noted that the Fort Washington Expo Center is closing, and that some of the Expos are moving to Reading, at the old Agere plant. These expos can present a lot of local opportunities and business interfaces.

Lloyd Hopkins reminded the membership of the 2nd “Antiques in the Valley” show at the high school, on June 16-17. It was noted that last year’s show was very professionally done, and drew a lot of people into the area, and they expect the same with this year’s show.

Program

Our guest speaker was Don Martin from Kutztown University Small Business Development Center.

KU-SBDC is one of 1100 small business development centers in the U.S. These centers were an initiative of Jimmy Carter. They receive 35% of their funding from the SBA, the state provides 60%, and the rest is corporate sponsorships and grants.

Some services they offer:

24/7 Website: KU-SBDC has been recognized as one of the top in the U.S. with what they’ve done with their website. Don said their center has grown 400% since last July. They have 3,000 businesses using their website each week at: www.kutztownsbdc.org.

Web-based Tools: KU-SBDC provides you with top-of-the-line tools, such as a template-based interactive business planning model and question-based strategic planning model.

e-Learning: They have the largest library of business courses in the U.S.; these are courses written by small business people FOR small business people. These are all free for use on their website. They will deliver courses to 600,000 businesses this calendar year. KU-SBDC delivers more services in a week than the average SBDC does in a year.

Local Workshops: For a small fee, there are workshops presented by skilled professionals at a variety of locations. Visit their website for a listing.

Electronic newsletter: They also offer a once-per-month electronic newsletter covering small business issues. It’s also free, and is read all over the country.

e-Referrals: You can advertise your business on the website FREE. Their goal is to establish a “success network”.

Answer questions: They offer a dynamic system to answer business questions. They have made a commitment to attempt to answer all questions within 48 hours. This was just recently started, and they already have 2000 questions answered. All questions/answers are stored in a database as an additional resource.

Contracts: The center has 2 full-time staffers who help people get government contracts at the state and federal level, and another full time person to help with international contracts. Last year, they helped clients get \$120 million in contracts. As with all their other services, this is FREE.

Startups: Don indicated that 60% of the businesses they help are startups. Statistics show that you can expect 80% of business startups to fail by the end of 5 years. But their experience shows that 83% of those who work with the SBDC are still in business 5 years later. In addition to the other services, they offer consulting one-on-one or in small groups to address specific concerns.

Adjournment

A motion to adjourn the meeting was made by Stu Kern and seconded by Marianne van der Velde. The meeting was adjourned at 12:55 PM.

Treasurer's Report

| | |
|---------------------------------------|---------------|
| Beginning Balance | \$6,594.22 |
| Interest 5/31/06 | <u>2.80</u> |
| Sub Total | \$6,597.02 |
| Expenses | |
| Peripheral Systems #10830 | 17.36 |
| Oley Valley Fair Assoc (indoor booth) | <u>120.00</u> |
| Total Expenses | \$ 137.36 |
| Balance as of 5/31/06 | \$6,459.66 |

*Humor from
Tom Mitchell*

Subject: witticisms

Energizer Bunny arrested - charged with battery.

A pessimist's blood type is always b-negative.

Practice safe eating - always use condiments.

A Freudian slip is when you say one thing but mean your mother.

Shotgun wedding - A case of wife or death.

I used to work in a blanket factory, but it folded.

Marriage is the mourning after the knot before.

A hangover is the wrath of grapes.

Corduroy pillows are making headlines.

Is a book on voyeurism a peeping tome?

Dancing cheek-to-cheek is really a form of floor play.

Banning the bra was a big flop.

Sea captains don't like crew cuts.

Does the name Pavlov ring a bell?

A successful diet is the triumph of mind over platter.

Time flies like an arrow. Fruit flies like a banana.

A gossip is someone with a great sense of rumor.

Without geometry, life is pointless.

When you dream in color, it's a pigment of your imagination.

Condoms should be used on every conceivable occasion.

Reading while sunbathing makes you well-red.

A man's home is his castle, in a manor of speaking.

Dijon vu - the same mustard as before.

When two egotists meet, it's an I for an I.

A bicycle can't stand on its own because it is two-tired.

What's the definition of a will? (Come on, It's a dead giveaway!)

A backward poet writes inverse.

In democracy your vote counts. In feudalism your count votes.

A chicken crossing the road is poultry in motion.

If you don't pay your exorcist, you get repossessed.

With her marriage, she got a new name and a dress.
Show me a piano falling down a mineshaft, and I'll show you A Flat Minor.
When a clock is hungry, it goes back four seconds.
A grenade thrown into a kitchen in France would result in Linoleum Blown apart.
You feel stuck with your debt if you can't budge it.
Local Area Network in Australia the LAN down under.
He often broke into song because he couldn't find the key.
Every calendar's days are numbered.
A lot of money is tainted. It taint yours and it taint mine.
A boiled egg in the morning is hard to beat.
He had a photographic memory that was never developed.
A plateau is a high form of flattery.
The short fortuneteller who escaped from prison was a small medium at large.
Once you've seen one shopping center, you've seen a mall.
Those who jump off a Paris bridge are in Seine.
When an actress saw her first strands of gray hair, she thought she'd dye.
Bakers trade bread recipes on a knead-to-know basis.
Santa's helpers are subordinate clauses.
Acupuncture is a jab well done.
Marathon runners with bad footwear suffer the agony of defeat.

*More
Humor
from Tom*

ONLY IN AMERICA:

Only in America...Do drugstores make the sick walk all the way to the back of the store to get their prescriptions while healthy people can buy cigarettes at the front.

Only in America.....Do people order double cheeseburgers, large fries, and a diet coke.

Only in America...Do banks leave both doors open and then chain the pens to the counters.

Only in America...Do we leave cars worth thousands of dollars in the driveway and put our useless junk in the garage.

Only in America...Do we buy hot dogs in packages of ten and buns in packages of eight.

Only in America...Do we use the word 'politics' to describe the process so well: 'Poli' in Latin meaning 'many' and 'tics' meaning 'bloodsucking creatures'.

Only in America...Do they have drive-up ATM machines with Braille lettering.

EVER WONDER ...

Why the sun lightens our hair, but darkens our skin?

Why women can't put on mascara with their mouth closed?

Why don't you ever see the headline "Psychic Wins Lottery"?

Why is "abbreviated" such a long word?

Why is it that doctors call what they do "practice"?

Why is lemon juice made with artificial flavor, and dishwashing liquid made with real lemons?

Why is the man who invests all your money called a broker?

Why is the time of day with the slowest traffic called rush hour?

Why isn't there mouse-flavored cat food?

Why didn't Noah swat those two mosquitoes?

Why??? Do they sterilize the needle for lethal injections?

You know that indestructible black box that is used on airplanes? Why don't they make the whole plane out of that stuff?!

Why don't sheep shrink when it rains?

Why are they called apartments when they are all stuck together?

If con is the opposite of pro, is Congress the opposite of progress?

If flying is so safe, why do they call the airport the terminal?