



Oley Valley Business Association

P.O. Box 25

Oley, PA 19547-0025

www.oleyvalleybiz.org

President's Message

Happy March!!!!

Hopefully we have seen the last of the snow for the 2004 to 2005 winter. With spring just around the corner, our thoughts turn to new things and new experiences. We also welcome back our friends and flowers that hibernated all winter. All of us should take a minute to think about where we have been and where we are going.

Last month's meeting at the Historic Pleasantville Inn saw an increase in our lunchtime attendance. I want to thank everyone involved in our phone committee that worked hard to get people to the meeting. Please continue to try to get as many people to the meetings as is possible.

We are in need of some volunteers to assist with the Town Hall Meeting that will be held at the end of this month. If you can assist in any way, please get in touch with Stu Kern. Stu, many thanks for all of your efforts on the part of not only the Business Association, but the entire community.

I hope to see everyone at our upcoming events. Please remember fellow members and refer someone a new customer this month if you can.

Bill Griffith

March Meeting

Our next meeting will be **Monday evening, March 28th at 7 PM**, at the **Yellow House Hotel**. Please call them (610) 689-9410 for reservations.

We will have a very special speaker for the meeting. Marsha Egan is a nationally recognized motivational speaker, business leadership consultant, columnist for the Eastern Pennsylvania Business Journal, and community leader. She is much in demand as a speaker on business subjects and leadership motivation and we are very fortunate to have her available for our meeting. Please make every effort to attend what promises to be one of the highlights of the year.

**Commonwealth
Caucus Plan**

The Oley Valley Business Association will be sponsoring a TOWN MEETING on Thursday, March 31st at 7 PM at the Oley Valley Middle School to hear Representative Dennis Leh, Chairman of the PA House Finance Committee, and Representative Sam Rohrer, 128th District present the Commonwealth Caucus plan for property tax reform. This is the plan for replacing property taxes with an expanded sales tax to fund schools. We expect that we will have a capacity attendance. STU KERN NEEDS HELP with publicity, posters, and set up for the event, that is a public service by your organization. Call him at (610) 987-6225 and volunteer your help.

**Important
Notice About
the OVBA
Scholarship:**

Due to problems on our host's server, and having to re-locate our site to another server with the same hosting company, scholarship applications entered online through our website prior to March 1, 2005, were not received and forwarded to the scholarship committee.

Carol Miller, Guidance Counselor at Oley Valley High School, has been contacted, and is taking measures to contact all students and ask them to re-submit their applications.

If any member is aware of a student who submitted an application prior to March 1, 2005, please contact them and ask them to re-submit their application. If students printed a copy of the application prior to submitting it, and would like to send the paper copy rather than re-enter it, please tell them to send it to:

Oley Valley Business Association
Attn: Scholarship Committee
P.O. Box 25
Oley, PA 19547.

All applications entered after March 1 have been successfully received and will NOT have to be re-submitted or mailed.

We sincerely apologize for the inconvenience. If there are any questions, contact:

Doug Kramer, Scholarship Committee
Phone: 610-987-8966
Email: dkramer@appliedsurveying.com

Sharon Morrow, Webmaster
Phone: 610-987-6555
Email: webmaster@oleyvalleybiz.org

Treasurer's Report

Oley Valley Business Association

Treasurer's Report

Beginning Balance		5,332.01
Interest		1.34
Dues (13) (1-Donation 25.00)		480.00
Dues (1)		35.00
Dues (1)		<u>35.00</u>
SubTotal		\$5,883.35
Expenses:		
Peripheral Systems #10038		<u>17.28</u>
Ending Balance	02/28/05	<u>\$5,866.07</u>

New Members:

Sportsmen's Paradise Adventures, Inc. – Richard G. Hill

Amity Industries, Inc. – Ned Selwyn Jr.

Bluestone Studios t/a Image Factory Graphics – Lee Hansen Hoch

*Respectfully Submitted,
Minerva S. Hoppes, Treasurer*

*Random
Comments from
Stu Kern*

Technology is engulfing us all or so it seems. Recent evidence includes the thinking that everyone has Email. The Pa. Dept. of Revenue mandate that sales taxes have to be filed electronically or by touch-tone phone (guess who still has dial phones), and the mass profusion of endless menus at places you call.

I tried to call a credit card processor last week to see about setting up a processing system for our retail shop. The menu (9 options) did not have any option into sales or a human voice. In our rush to embrace technology and save expense, have we forgotten that our customer is our reason for being in business?

12th Annual
Oley Valley 2005
BUSINESS
SPOTLIGHT
 featuring the Oley Valley
 Business Association



*Publication in the
 April 28th issue of
 "The Boyertown Area Times"*

*Your ad can include a photo taken by
 our staff...no additional charge*

**Your Message Will Reach
 Over 6,300 Homes**

"Early Discount" Ad Reservation Deadline: March 18th, 2005
Final Ad Reservation Deadline: April 11th, 2005

Advertising Rates (4-Col. Tab):

Full Page 9.667"x11.456"\$520.00
 1/2 Page 9.667"x 5.670"\$271.00
 1/4 Page 4.771"x 5.670"\$139.00
 Full Color- \$100/ad

Extra Bonus...

Double Your Exposure!
Purchase Advertising Space
and Get Equal Space for Your
Story and Extra Photos!!
 (Ask Us For Details!)

Early Reservation Discount.....5%
Discount For OVBA Members.....5%

Phone **The Boyertown Area Times** at
 (610) 367-6041 or (610) 689-9558 Fax (610) 369-0233
 e-mail: btimesads@berksmontnews.com <http://www.berksmontnews.com>

February 28, 2005

Call to Order

The February meeting of the Oley Valley Business Association was held at the Historic Pleasantville Inn. The meeting was called to order at 12:05 by President Bill Griffith, and was followed by the Pledge of Allegiance.

Member's business cards were again circulated to encourage referrals to fellow members. OVBA business cards were circulated to those members not present last month, to get our Association and the website out in the public eye; members are encouraged to distribute them to non-member businesses.

*Minutes &
Treasurer's Report*

A motion to accept the January minutes was made by Kevin Bieber and seconded by Scot Williams. The motion carried.

A motion to accept the Treasurer's report was made by Kevin Bieber and seconded by Tom Mitchell. The motion carried.

Attendance

The total attendance for the meeting was 17 members, and 3 guests, including our Guest Speaker and her campaign manager.

Program

Our guest speaker was Anne Carroll, Due Process Hearing Officer, Lemon Law Arbitrator, and Advocate for special-needs children. She discussed the following:

- Lemon Law – this only applies to new vehicles within 1 year of purchase or 24,000 miles (whichever comes first). It covers defects in workmanship or materials that impair the use, value or safety of a vehicle. A dealer must be given a reasonable time to repair the defect before it goes to Arbitration. A claim is filed through the Better Business Bureau located in Bethlehem or Harrisburg. If an agreement can't be reached between the consumer and manufacturer, then arbitration is scheduled; participation can be by phone or in person. As a trained arbitrator, Anne reviews the facts and test drives the car, and provides her decision in 3 days.
- Criminal Background Checks – when a person's record is expunged (only available on a first offense), that person can legally state on an application for employment that he/she was never convicted or under probation. There is considered no criminal conviction when the record is expunged. A business cannot legally refuse employment, or fire, an employee unless he/she was actually convicted of a crime and did not report it on the application. Although records are supposed to be sealed after it is expunged, the local Clerk of Courts office keeps a copy of the record to insure that the person does not become a repeat offender, but it is not to be used for criminal background checks. The only official source for records is through the State Police or the municipality where the applicant resides.

- American Disabilities Act – Anne stated that there is a practical aspect to the A.D.A. because mobility impairment can become anyone's problem. If a business has public accommodations, it needs to address concerns of the mobility impaired. If you receive a letter, treat it with courtesy and respect, and see if there is a way to resolve it by making reasonable accommodations (such as moveable ramps) before counsel is involved.

Anne also announced that she is running for Court of Common Pleas Judge of Berks County, and asked members to sign her petitions to be placed on the ballot.

Old Business

Scholarship – Bill Griffith announced that we received a letter from the High School asking that we continue our \$500 scholarship program. The scholarship is to be given away on Tuesday, May 31, 2005, at 7 PM. Our coordinator is Doug Kramer, and he will report on the scholarship at a future meeting.

Phone Committee – Bill Griffith asked that the people who pulled the sheets from the directory listing at the last meeting continue to call the people on their list to remind them of future meetings.

Pot Pie Dinner – In the absence of Jay Roberts, Tom Mitchell reported on the Pot Pie Dinner. He passed around sign-up sheets for volunteers to work at the dinner at 4 different times:

Saturday, March 12, 9 AM – noon for preparation of the pot pie;

Sunday, March 13, 11AM – 1 PM for serving,

1 PM – 3 PM for serving, and

3 PM - ? for cleanup.

Contact Jay or Tom if you are interested in signing up to volunteer. Tom also made a motion to donate \$100 to the Pot Pie Dinner. It was seconded by Lloyd Hopkins, and the motion passed.

Oley Valley Business Association Board of Directors Proposal –

Bill Griffith asked for a vote on the proposal presented at the last meeting to amend the by-laws to create a five member Board of Directors. The initial proposal was changed to reflect a suggestion at the last meeting: to change the term of the immediate past President to 2 years, to correspond with the maximum term for a President. Tom Mitchell made a motion to accept the proposal as amended, and a vote was taken. The motion passed.

New Business

Oley Fairgrounds Benches

Kevin Bieber announced that a sponsored-bench was available at the Oley Fairgrounds, and asked if the Association was interested in sponsoring it. The cost is \$25/year for 4 years – or \$100. Graber Letterin', Inc. provides the signage for the benches. Kevin made a motion to sponsor the bench; Lloyd Hopkins seconded it, and the motion passed. Jeff Graber offered to put together a draft for the sign, and present it at a future meeting. It was requested to include the website address and possibly a notice to “visit our booth” at the Fair.

Town Meeting

Stu Kern reported that OVBA is sponsoring a Town Meeting on the Sales Tax Plan on Thursday, March 31, 2005, 7-9 PM, in the Middle School Auditorium. Dennis Leh and Sam Rohrer will be present, and invitations will be sent to Mike O’Pake and Dante Santoni. Stu asked for volunteers to help with PR by creating flyers and/or contacting the media. Anyone interested in helping should contact Stu.

Stu also reported that Dennis Leh contacted him to get input on electronic filing of State taxes. It was already passed by the State Legislature, and requires direct withdrawal from a checking account. Dennis had gotten feedback from business owners without computer access who were not happy with the change. As a result, it has since been modified to allow both electronic or phone filing, and a check can be sent separately.

Adjournment

Tom Mitchell moved to adjourn the meeting; Stu Kern seconded it. The meeting was adjourned at 1:05 PM.

*Respectfully submitted,
Sharon Morrow, Secretary*

Humor from Doug Kramer

Reprinted with
permission from the Fall
issue of the
[Pennsylvania Surveyor](#).

For OVBA members
having interest in The
European Commission. 😊

The European Commission has just announced an agreement whereby English will be the official language of the EU rather than German, which was the other possibility. As part of the negotiations, Her Majesty's government conceded that English spelling had some room for improvement and has accepted a 5-year phase-in plan that would be known as "Euro English".

In the first year, "s" will replace the soft "c". Certainly, this will make the sivil servants jump with joy. The hard "c" will be dropped in favor of the "k". This should klear up konfursion and keyboards kan have 1 less letter.

There will be growing publik enthusiasm in the sekond year, when the troublesome "ph" will be replaced with the "f". This will make words like "fotograf" 20% shorter.

In the 3rd year, publik akseptanse of the new spelling kan be expekted to reach the stage where more komplikated changes are possible. Governments will enkorage the removal of double letters, which have always ben a deterrent to akurate speling. Also, al wil agre that the horrible mes of the silent "e"s in the languag is disgracful, and they should go away.

By the 4th yar, peopl wil be reseptiv to steps such as replasing "th" with "z" and "w" wiz "v". During ze fifz year, ze unesesary "o" kan be dropd from vords kontaining "ou" and similar changes vud of kors be aplid to ozer kombinations of leters.

After zis fifz yer, ve vil hav a reli sensibl riten styl. Zer vil be no mor trubls or difikultis and evrivun vil find it ezi tu understand ech ozer.

ZE DREM VIL FINALI KUM TRU!!

Related Humor

Subject: I thought slpeling was ipmorantt!

THIS IS AWESOME !!!!!!!!!!!!!!! Read at normal speed and see how easy it all comes together. Simply amazing!

I cdnuolt blveiee taht I cluod aulacilty uesdnatnrd waht I was rdnig The phaonmneal pweor of the hman mnid Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mtttaer inwaht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh? yaeh and I awlyas thought slpeling was ipmorantt!