

# MCEDC

Montgomery County Economic Development Corporation



## the INDICATOR

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### Our Staff

[Carmen S. Italia, Jr.](#)  
President/Assistant Secretary

[Thomas M. Barbine](#)  
CFO/Assistant Vice President

[George E. Gunning](#)  
Vice President of Business & Membership Development

[Janet Otto](#)  
Administrative Assistant /  
Marketing / Real Estate

[Carli Pio McCrea](#)  
Administrative Assistant /  
Public Relations / Workforce

### Contact Us

### Member Spotlight



SMI develops and implements "made-to-order" solutions that fit client's objectives, budgets and deadlines. We appropriately blend Traditional, Direct and 3D marketing principles with B2B/B2C proven sales methodologies to maximize the impact for each client's unique situation. Our primary services include strategic and tactical development and implementation in the following areas:

#### Consulting

- Develop/review the proper overall sales and marketing strategy and goals
- Develop/implement a distribution channel strategy
- Review/refine the branding strategy
- Determine/select proper strategic partners
- Develop a tactical Sales and Marketing Plan
- Develop/review resource requirements to achieve plans

#### Outsourcing

- Provide outsourced sales or marketing management for clients, including client-selected service providers
- Implement the tactical Sales and Marketing Plan
- Find, recruit, hire, manage internal or 3rd party sales resources
- Develop/manage new product launches & promotions
- Determine need/deliver sales skills building
- Execute partner, product, or promotion plans

420 W. Germantown Pike  
East Norriton, PA 19403

p: 610-272-5000  
f: 610-272-6235

email us at:  
[info@montcoedc.com](mailto:info@montcoedc.com)

or check out our website:  
[www.montcoedc.com](http://www.montcoedc.com)

### About Us

Montgomery County Economic Development Corporation (MCEDC) is the key resource in Montgomery County for economic assistance and development for business. MCEDC is dedicated to enhancing the county's economic balance and preserving its quality of life. The Corporation has a rich, successful history in attracting new business to the county.

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- Offer program management

Every one knows that it is vital to have the proper vision, strategy and goals first. But, strategy alone does not increase sales and marketshare.

It is just as important to successfully implement tactics and measure results to meet desired strategic goals. To be successful, you need **BOTH** the right strategies and the right implementations and it's best to orchestrate sales and marketing together... it just makes good sense.

### Why Use SMI

Why use Sales & Marketing INTEGRATION, Inc.? A question worthy of an explanation.

Eight most cited reasons to use SMI:

- 1) Staff overload
- 2) Reduced budgets
- 3) Lack of In-House Expertise
- 4) Tight Deadlines
- 5) Shifting Business Strategies
- 6) Second Opinion
- 7) Fire Fighting
- 8) Development of Staff

For more information, please contact:

Sales & Marketing INTEGRATION, Inc.  
427 Houston Road  
Ambler, PA 19002-3412  
[www.smintegration.com](http://www.smintegration.com)  
267-460-4680

Click [HERE](#) to view GLT Consulting, LLC's brochure.

## Featured Property

**Available Upto 42,000 S/F Warehouse & Office Space**

**300 Enterprise Lane**  
Colmar, PA



To obtain a property brochure, click the picture above

***For more information or to arrange for an inspection, please contact:***

**The Flynn Company**

Mike Borski, Jr.  
215-561-6565 x 119  
[mborskijr@flynnco.com](mailto:mborskijr@flynnco.com)

**Upcoming Events**

**Commercial Solar in Pennsylvania:  
Opportunities & Threats for Project Development**

*Sponsored by: Dynamic Solar & MCEDC*

**When:**

Tuesday, April 20, 2010  
8:00am - 10:30am

8:00am - 8:30am (Sign-In/Continental Breakfast)  
8:30am - 10:30am (Program)

**Where:**

[Plymouth Country Club](#)  
888 Plymouth Road  
Plymouth Meeting, PA 19462

**Admission:**

MCEDC Members: \$15.00  
Non-Members: \$25.00

**Description:**

In 2009 the PA DEP opened the Sunshine Solar Program, providing cash rebates for solar projects - but restricted the program to small businesses with 100 employees or less. While the Sunshine program has met its goal of stimulating demand for commercial solar it has also skewed the market, leaving the misimpression that only subsidized projects in the small business sector can meet acceptable rates of returns. In fact, large-scale commercial solar projects have internal rates of return exceeding 20%, paybacks in as little as 3-5 years and, if financed efficiently, can be cash flow positive in the first year.

The combined effects of recent developments have - for the first time - made solar power a reliably economic choice for both large and small enterprises in Pennsylvania. The low cost of ownership creates an average cost of energy as low as \$0.03/kWh while providing a significant hedge against utility prices in a rising rate & rate cap expiration environment. In practice, solar replaces a volatile and variable energy cost with a 25-year fixed cost - creating costing predictability and a long-term competitive advantage.

**Topics to be Discussed:**

- The relationship between the size of your roof, the size of your electric bill, and the financial benefits that solar energy will bring to your business.
- The value of Federal and State subsidies, tax benefits from accelerated depreciation, and how these reduce the cost of your solar energy system.
- The significant financial benefits of Solar Renewable Energy Credits (sRECs) - a sellable asset related to solar projects.
- The financing environment and lending alternatives for solar power projects.

**RSVP:**

Please email your RSVP to [Carli Pio McCrea](#) with "4/20/10 Commercial Solar in PA" as your subject line. A confirmation email will be returned securing your reservation to this event.

## [Developing an Energy Plan for Your Business](#)

*Sponsored by: MCEDC & The Smart Energy Initiative of Southeastern Pennsylvania  
Presents*

**When:**

Thursday, April 22, 2010  
8:00am - 10:00am

8:00am - 8:30am (Coffee/Networking)  
8:30am - 10:00am (Program/Q&A)

**Where:**

[The Westover Country Club](#)  
401 S. Schuylkill Avenue  
Jeffersonville, PA 19403

**Admission:**

\$25.00

**Description:**

Developing an energy strategy for your business is now more imperative than ever. Electricity rate caps are set to expire in PECO territory next year and there is implementation of PA Act 129 this spring to consider. Additionally, there are federal and state alternative energy rebates, like the Federal ITC and the PA state grants/incentives that can reduce the costs of solar, wind and other technologies for your business.

Our goal is to:

1. Provide Business Leaders with the knowledge they need to make immediate decisions that can reduce the future cost of energy for their business.
2. Increase awareness of the terminology and supplier base for help with where to turn.
3. Share knowledge of impending legislation and how it will impact future energy costs.
4. Help leaders begin to develop a tailored energy action plan to deal with energy needs.

We hope you'll take advantage of this opportunity and look forward to seeing you there!

**RSVP:**

Pre-registration is required by Tuesday, April 20.

No walk-ins will be accepted.  
No refunds after April 20.

Click [HERE](#) to register for this event.

Please contact [Debbie Keener](#) with any questions.

**Six Mistakes That Can Destroy Your Business Legacy and How to Avoid Them**

*Brought to you by: DVIRC, Brumbaugh Wealth Management Group and Fox Rothschild, LLP Attorneys at Law*

*Facilitated by: RLS Associates*

**When:**

April 29, 2010  
8:30am to 10:00am

**Where:**

The Blue Bell Office of Fox Rothschild  
10 Sentry Parkway, Suite 200  
Blue Bell, PA 19422

**Description:**

Good intentions will not safeguard your legacy. As business owners, every day brings new challenges, opportunities and decisions. But there are six pitfalls that if not addressed will threaten the financial security of your family, your business and your retirement. This program is extremely effective in helping business owners identify, anticipate and avoid these pitfalls.

**RSVP:**

Please register by clicking [HERE](#) or by contacting DVIRC at 215-552-3827.

## **Food Safety Forum**

*Sponsored by: Southeastern PA Food Manufacturers' Consortium*

**When:**

Thursday, May 6, 2010  
8:00am - 11:30am

**Where:**

Radisson Hotel  
1160 First Avenue  
King Of Prussia, PA 19406

**Admission:**

Consortium Members: FREE  
Non-Consortium Members: \$35.00

**Description:**

How will you secure food safety for your company's future?

- What does your company need to know to implement food safety programs?
- Why is food safety so important to the current administration?
- How do you identify CCP's in your production chain?

**Panelists:**

Listen to these experts share their insights...

*Requirements for GFSI supplier certification*

GILLIAN KELLEHER - Vice President Food Safety and Quality Assurance, Wegmans

*Legal ramifications of compliance/non-compliance and legislative issues*

MARTIN HAHN - Partner and member of Food and Agriculture Practice Group Hogan & Hartson L.L.P. Washington, D.C.

*SQF Certification and Tips for Compliance*

ALAN PARKER - President, Parker Associates, LLC

*Company perspective/insights on what it takes to get certified*

ERIC HALVORSEN - Quality Assurance Manager, Pepperidge Farm

**Round Table:**

Panelists will share their points of view on important topics related to food safety.

**RSVP:**

Registration is required Phone: 215-641-6397

E-mail: [continuingeducation@mc3.edu](mailto:continuingeducation@mc3.edu)

USE FORUM CODE: 2010/02 WDCBC 1192 01

To view this event flyer, click [HERE](#).

### **MCEDC Membership Mixer**

*Sponsored by: The Victory Bank*

**When:**

Thursday, May 13, 2010  
5:30pm - 7:30pm

**Where:**

[The Victory Bank](#)  
548 North Lewis Road  
Limerick, PA 19468

**Admission:**

This is a FREE event for MCEDC MEMBERS

**Description:**

We invite you to join MCEDC and The Victory Bank for our next Membership Mixer. Don't miss out on this opportunity to talk to other members, exchange business cards and pick up leads, while enjoying cocktails and hors d'oeuvres.

Make sure to RSVP quickly as this event is expected to be well attended!

**RSVP:**

MCEDC Members, please email your RSVP to [Carli Pio McCrea](#) with "5/13/10 Membership Mixer RSVP" as your subject line. A confirmation email will be returned securing your reservation to this event.

### **Creative Financing in a Tough Economy**

*Brought to you by: MCEDC*

**When:**

Tuesday, May 25, 2010  
8:00am - 11:30am

**Where:**

Old Borough Hall  
1 West First Avenue  
Suite 200  
Conshohocken, PA 19428

**Admission:**

MCEDC Members: \$15.00  
Non-Members: \$25.00

**Description:**

MCEDC is always seeking ways to keep businesses in Montgomery County up to date on the current available financing tools. In today's trying economic times, it is getting more and more difficult to secure financing for various projects. Don't give up hope. There are alternatives out there to help you get your projects done. We've put together a panel of financial experts which will be traveling to different locations around the county so everyone is assured a convenient opportunity at getting the information they need. You won't want to miss this exciting program!

**Panel:**

Chuck Evans, Seed Co. of PA  
Bill Hughes, Innovative Financing Solutions  
Carmen S. Italia, Jr., MCEDC  
Donald L. Jefferson, U.S. Small Business Administration  
Gail Kronig, The Governor's Action Team  
Steve Pettit, US Realty Capital

**RSVP:**

Please email your RSVP to [Carli Pio McCrea](#) with "5/25/10 Creative Financing in a Tough Economy RSVP" as your subject line. A confirmation email will be returned securing your reservation to this event.

## Member Press Releases

**Apcor Commercial Realtors -**

[Real Estate/Business Press Release](#)

**Greater Valley Forge Transportation Management Association -**

[GVF Welcomes New Partner Greater Philadelphia Chamber of Commerce](#)

[GVF Completes Parking Inventory in Fort Washington](#)

[GVF Proud to Celebrate 20 Years of Service](#)

**Jett Excellence -**

[Karen L. Jett, CMA to Speak at Institute of Management Accountants 91st Annual Conference & Exposition](#)

**Newmark Knight Frank Smith Mack -**

[First Quarter 2010 Office Market Trends](#)

**Maillie Falconiero & Company LLP -**

[IRS Alerts Taxpayers to 'Dirty Dozen' Tax Scams](#)

**About the INDICATOR:**

Montgomery County Economic Development Corporation (MCEDC) is pleased to bring you an online version of their publication, the INDICATOR. As it has been since the beginning, this newsletter is dedicated to "providing the reader with information concerning national, state, and local developments in Montgomery County."

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