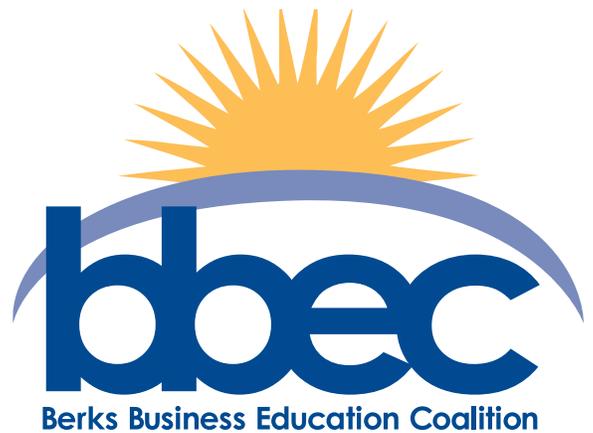


# MAKING **IDEAS** HAPPEN



ANNUAL REPORT **2013**





a message from Marlin Miller:



**Marlin Miller, Jr.**  
Chairman  
Berks Business Education Coalition



## Making Ideas Happen

The past year was the 23rd year that the BBEC worked to add value to Berks County K-12 education. As a founding member of the organization, it has been gratifying to observe the close cooperation of the Coalition and the school systems in the development of programs referenced in this report. The basic thrust of the programs has been to further our original mission of better preparing students for college and/or careers. It is difficult to measure the impact of this work, but through the years educators have consistently stated that having the interest and support of the business community has been very helpful in keeping a focus on career thinking and preparation. Each year there has been very direct feedback from the 20 or more teachers that have been directly involved with business during their summer break. This was the Coalition's first program and teachers have uniformly expressed that the experience has given them the opportunity to better portray the working world to their students.

The Coalition's most recent program was developed and executed for the first time in 2013 by our executive director, Dr. Solomon Lausch. This was an ambitious program to get 9th grade

students into a business environment for one day to focus their thinking on careers and what companies expect when interviewing for new employees. Back at school in the afternoon, representatives from the business community and educators developed conversation with the students about the day's learning experience, and reinforced business expectations. I had the opportunity to lead one of these conversations with students that had visited EnerSys and came away quite convinced that students gained a new appreciation of what it means to prepare for a career and work in the business world.

This past year both Paul Roedel, a past president, and recently treasurer of the Coalition, and I decided it was time to retire as officers and pass the leadership onto others on our board that are currently active in the business community. The board elected as officers for 2014, the very capable team of John Weidenhammer as president, John George to continue as vice president, and Jeffrey Rush as treasurer.

The Coalition would not exist without the financial and active support of its members, both business and education members, and the dedication of the board of directors. I want to personally thank you for this support and for the opportunity to serve as president for the past several years.

A handwritten signature in cursive script that reads "Marlin Miller".

**Marlin Miller**

# Pennsylvania School Performance Profile

Responding to requirements of Act 82 of 2012, the Pennsylvania Department of Education has developed the Pennsylvania School Performance Profile (PSPP) for each public school and each publicly chartered school in Pennsylvania. The PSPP became fully operational in December, 2013.

The profiles are smartly organized and present an array of useful information for the interested, discerning reader. The website is readily accessed (Pennsylvania School Performance Profile) and easy to navigate.

Each school's profile is presented as a score ranging from 0 to 100. A score of 70 or higher is satisfactory. The score is the cumulative calculation of seven weighted indicators. Two indicators, academic achievement and measures of academic growth constitute 80% of the score. Other indicators, including cohort graduation rate, attendance rate, and a measure of closing the achievement gap for historically underperforming students, constitute the remaining 20% of the profile score.

The information at right is for the 18 Berks County school districts and the I-LEAD Charter School in Reading. The district "academic score" is the mean average of the building level scores for each of the schools in the district.



## Berks County School Districts 2012-2013 School Year

SCHOOL DISTRICT	ACADEMIC SCORE
Antietam School District	77.1
Boyertown Area School District	88.4
Brandywine Heights Area School District	80.5
Conrad Weiser Area School District	75.8
Daniel Boone Area School District	81.7
Exeter Township School District	83.9
Fleetwood Area School District	82.5
Governor Mifflin School District	86.3
Hamburg Area School District	82.7
I-LEAD Charter School	35.1
Kutztown Area School District	86.6
Muhlenberg School District	80.6
Oley Valley School District	72.4
Reading School District	54.3
Schuylkill Valley School District	86.0
Tulpehocken Area School District	76.4
Twin Valley School District	85.0
Wilson School District	89.2
Wyomissing Area School District	81.9

Find out more at: [paschoolperformance.org](http://paschoolperformance.org)



## A Day of Interaction with Business

This past September, 4,500 ninth and tenth grade students from 15 of the 18 Berks County public school districts spent a day interacting with businesses. This major new BBEC initiative afforded students the opportunity to learn first hand about area businesses and, importantly, about the factors that employers consider when evaluating a candidate for employment.

Each day consisted of three parts: a morning assembly presented under the aegis of Junior Achievement; class size visits to Berks County businesses; and an 80-minute afternoon review of the morning's activities led by a person from the business and professional community. The recurring message throughout the day was the factors that employers look for and evaluate in a candidate.



“On behalf of the Reading Intermediate High School's family, I want to thank you for such a wonderful program for our 9th grade students. The intense planning and implementation was worth the effort. We received only positive feedback from students, business representatives, presenters, and field trip chaperones. It was a memorable and very informative day for our 9th grade students.”

**Waldo Alvarado, M.S.Ed.**

Assistant Principal  
Reading Intermediate High School

*Ninth grade students from Conrad Weiser SD visit UGI as part of a day of interaction with local businesses.*



Kudos to the many people who brought their time and energy to make the day a success: the staff and volunteers at Junior Achievement; the Greater Reading Economic Partnership and Greater Reading Chamber of Commerce and Industry; 75 volunteers making more than 100 presentations to afternoon classes; the administrators, teachers and counselors in the participating school districts; and the scores and scores of employees at 17 businesses who engaged students directly for the site visits.

For many of the students, it was an eye-opening experience. The timing was just right; the beginning of the high school experience as the students are coming to realize that in just a short three or four years they will be entering the adult world.

*continued on page 6*

## DAY OF INTERACTION PARTICIPATING BUSINESSES:

- Alcon Research Ltd.
- Brentwood Industries
- Cabela's
- Carpenter Technology Corporation
- Eagle Brass
- East Penn Manufacturing Co., Inc.
- EnerSys
- Met-Ed, A FirstEnergy Company
- National Penn
- Penske Truck Leasing Co.
- Pottstown Memorial Hospital
- Quadrant EPP USA
- Reading Eagle Company
- Reading Health Systems
- Sealstrip Corporation
- St. Joseph Medical Center
- UGI Energy Services, Inc.

## FACTORS EMPLOYERS CONSIDER WHEN HIRING

### School Performance:

completion of high school diploma (indicating successful achievement of an important goal), mastery of basic skills, and participation in extracurricular activities.

### Communication Skills:

proper completion of employment application, ability to read instructions, to listen and understand, to speak and write and be understood.

**Attitude:** neat personal appearance, record of good attendance, cooperative view toward shift work and overtime, ability to work as part of a team, and does not use drugs.

### Computer Literacy:

background and practice in fundamental principles and usage.

### Previous Work

**Experience:** prior work experience and record a plus, including school-based programs.

### Reputation with Current

**Employees:** others working here may know you, what you can do, and will have to work with you if you are hired.

### Understanding of How and Why a Business Operates:

businesses operate to make a profit (a good thing), businesses will continue to exist and to employ people only as long as their rewards are greater than their costs.



Brentwood Industries was proud to host 173 ninth and tenth graders at our local production facility in September. It was a great opportunity to showcase the manufacturing that happens right here in Berks County. As students toured our facility, we made a point of discussing attributes that make a good employee – in any job. For Brentwood employees, this program became an unexpected and valuable team-building exercise. Thank you, BBEC, for inviting us to participate!

We look forward to next September's batch of students!

**Ann Brugger**

Brentwood Industries



inside **BERKS** business:   
A five-day learning experience for educators



“It was an honor to get a peek behind the scenes at the Reading Fightin’ Phils. They make it look so easy; however, there is a ton of work involved. It’s a lifestyle career relying on teamwork and strong communication among a creative and amazing staff.”

**Stefanie Wagner**  
High School Business Teacher  
Wilson School District

### inside BERKS business

Again this year, we continued our long standing commitment to the inside Berks business (iBb) program. The iBb initiative is a partnership between the Coalition and the Berks County Intermediate Unit.

This past summer, 23 educators from ten school districts benefited from internship placements at 14 businesses throughout Berks County. They represented a diverse group, including elementary education, business, technology, mathematics, science, English, learning support, speech and language, gifted, and school counseling. The host businesses were equally diverse and offered experiences related to careers in fields such as manufacturing, the arts, sports, environmental science, and health care.

One of the most powerful outcomes for interns is an understanding of the skills students are required to have in order to be successful in the workplace.

The educators are outspoken in their support of the program. Representatives of the business community voiced their appreciation for it as well. “It provided an excellent hands-on opportunity to bridge the gap between the business world and educational community. I feel our teacher interns came away with some definite, real-world business knowledge that they will take back to the classroom for their students,” said Terry Gilman of First Energy Corporation.

# 2013 YEAR IN REVIEW<sub>continued</sub>

“

I participated in an internship with LYNX Computer Technologies, Inc. in Wyomissing, Pennsylvania. I was afforded the opportunity to witness



first-hand the types of skills, collaboration, and technology needed to run a successful business.

The staff at LYNX warmly welcomed me into their daily routines and allowed me to take part and observe their work. In addition, I had the pleasure of meeting and working with the clientele of other local companies.

Since taking part in this experience, in addition to my role as a classroom teacher, I have been retained as a part-time instructional technology teacher for the elementary school. This role affords me the opportunity to assist, co-teach, create lesson plans, and enhance the classroom use of technology among my colleagues.

I appreciate all of the help the staff at LYNX provided in furthering my educational endeavors and cannot begin to thank them enough for the kindness and support I received during my internship.”

”

**Heather Hummel**  
Elementary School Teacher  
Schuylkill Valley School District



*Exeter Township Senior High School ninth graders visit Albright College to learn firsthand about the college experience.*

## Ninth Graders Visit Colleges

For the ninth consecutive year, the Coalition sponsored and coordinated ninth grade student visits to our five local colleges and universities. The idea is for the students, early in their high school years, to gain a sense of the culture and expectations of post secondary education, all the students, not only those who already may have their course set for further study.

Eight school districts and 1,500 students participated. A campus tour is a central component, with the day culminating in lunch, always a highlight. The students are attentive and well disciplined, heeding the admonition that, "Remember they won't know you are ninth grades unless by your behavior you show them so!"



Thanks in part to the support of the BBEC, the children of the Antietam School District have been able to continue receiving advanced instruction in science, mathematics and technology with the continuation of Project Lead the Way. The continuation of encouraging children to pursue science, math and technology is a high priority of the district and community.



Thank you for your support and the support of the business community that has been essential in this project and is greatly appreciated by the district.

**Dr. Lawrence Mayes**  
Superintendent  
Antietam School District

## Also in 2013

- With the direct leadership of Chairman Marlin Miller, worked with Senator Judy Schwank to craft legislation that would require parents who wish for their child to receive a cyber-based education to select a cyber-based program when offered in their district of residence. The legislation, SB335, Session 2013 remains in committee and is subject to reconsideration in 2014.
- The Berks Business Education Coalition, Greater Reading Economic Partnership, Greater Reading Chamber of Commerce and Industry, and the Berks County Workforce Investment Board jointly sponsored a symposium on Technical Education held November 7, 2013. Attended by 200 people from Berks County businesses and schools, the event examined existing needs and opportunities for technology-based jobs in the Berks County workforce.
- Developed a plan for the five Berks County-based higher education institutions to share information about campus programs and activities. The Berks County Intermediate Unit receives the information and forwards it in a specific, targeted way to teachers in the schools to proceed with further as they may have interest and find useful in their curriculum.
- Awarded "Superintendent Mini Grants" up to \$2,500 to nine school districts for projects where the superintendent requested specific support. The projects included initiatives in career education, instruction in financial literacy, mathematics, general science, physics, and technology.



## **MISSION:**

The mission of the Berks Business Education Coalition is to develop and coordinate resources within the business and education communities to promote initiatives which improve the competencies of students and enhance their aspirations for continuing education.

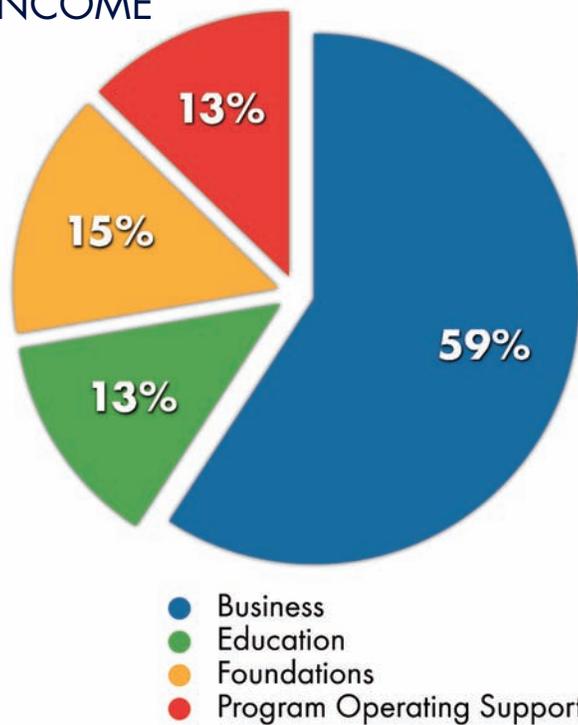
## **2013 GOALS:**

- Promote quality career awareness and development programs for K-12 students in Berks County.
- Support member schools in the effort to improve basic academic performance.
- Support efforts to promote appropriate, differentiated interest in pursuit of post-secondary, higher education.
- Facilitate continuing dialogue between, with, and among K-12 and higher education.
- Formulate action on the specific topic of public funding for cyber charter education.
- Provide for the viability and sustainability of coalition programs and services.

# financial report

## Financial Statement – Calendar 2012 and 2013

### 2012 OPERATING INCOME



### Operations

#### Operating Income:

Business	59,254
Education	13,100
Foundations	15,000
Program Operating Support	12,750
Interest on Savings	21

#### Total Operating Income

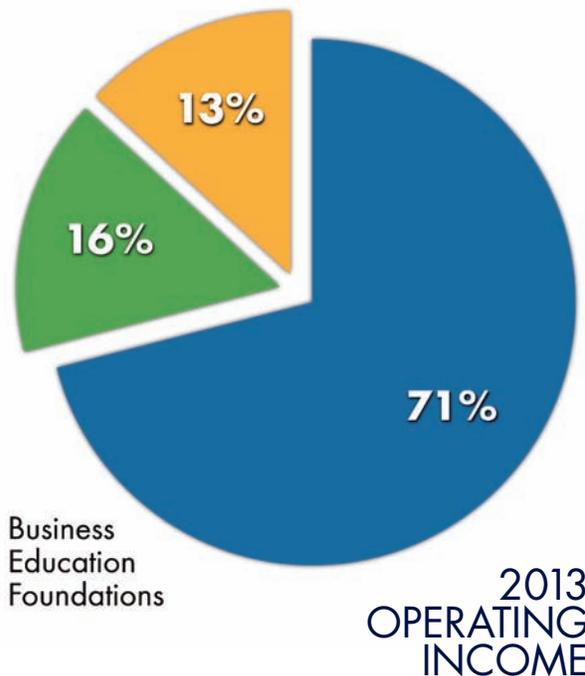
#### Operating Expenses:

Salaries and Benefits	76,084
Other Operating Supplies & Expenses	32,731

#### Total Operating Expenses

#### Operating Gain (Loss)

	2012	2013
<b>Operating Income:</b>		
Business	59,254	80,800
Education	13,100	18,000
Foundations	15,000	15,000
Program Operating Support	12,750	0
Interest on Savings	21	17
<b>Total Operating Income</b>	<b>\$100,125</b>	<b>\$113,817</b>
<b>Operating Expenses:</b>		
Salaries and Benefits	76,084	77,620
Other Operating Supplies & Expenses	32,731	29,897
<b>Total Operating Expenses</b>	<b>\$108,815</b>	<b>\$107,517</b>
<b>Operating Gain (Loss)</b>	<b>(\$8,690)</b>	<b>\$6,300</b>



### Program Expenditures 2013

Direct Payment to Schools	27,078
inside BERKS business	11,500
Ninth Grade College Visits	5,087
Other	2,350
<b>Total Program Expenditures</b>	<b>\$45,930</b>

### Financial Position

Total Liability and Equity 2012	\$235,896
Total Liability and Equity 2013	\$202,255

### 2013 OPERATING INCOME

# MEMBERSHIP list



“

Fleetwood Area School District has participated in student visits to our five local colleges since the program began. The visits provide each student with a personal experience that they use as they begin the process of deciding what they want to do when they graduate from high school. Having attended some of these visits myself, I have found that our students particularly appreciate the opportunity to talk with college students during their visit. Overall, the visits help our students understand the academic expectations and the social life on a college campus.”

**Dr. Paul Eaken**

Superintendent,  
Fleetwood Area  
School District



- |   |  |   |
|---|--|---|
| Albright College                        | Exeter Township School District                  | Penske Truck Leasing Co.                      |
| Alvernia University                     | First Energy Foundation                          | Quadrant EPP USA                              |
| Antietam School District                | First Priority Bank                              | Quality Investment Castings, Inc.             |
| Berks Career & Technology Center        | Fleetwood Area School District                   | R. M. Palmer Company                          |
| Berks County Community Foundation       | Fulton Bank                                      | Reading Area Community College                |
| Berks County Intermediate Unit          | Giant Food Stores                                | Reading Electric                              |
| Berks Technical Institute               | Governor Mifflin School District                 | Reading Muhlenberg Career & Technology Center |
| Brentwood Industries                    | Greater Reading Chamber of Commerce and Industry | Reading School District                       |
| Boscov's Department Stores              | Greater Reading Economic Partnership             | Reinsel Kuntz Leshner                         |
| Boyertown Area School District          | Hamburg Area School District                     | Philip D. Rowe, Jr.                           |
| Brandywine Heights Area School District | Herbein+Company                                  | Rolf D. Schmidt                               |
| Carpenter Technology Corporation        | Hofmann Industries                               | Schuylkill Valley School District             |
| Connors Investor Services               | Kutztown Area School District                    | Tulpehocken School District                   |
| Conrad Weiser School District           | Kutztown University                              | Twin Valley School District                   |
| Customers Bank                          | M&T Bank   | UGI Energy, Inc.                              |
| Daniel Boone Area School District       | Marlin Miller Family Foundation                  | UGI Utilities, Inc.                           |
| Diocese of Allentown                    | Muhlenberg School District                       | VIST Bank                                     |
| Eagle Brass                             | National Penn Bank                               | Weidenhammer Systems Corporation              |
| East Penn Manufacturing Company, Inc.   | Oley Valley School District                      | Wells Fargo                                   |
| E. J. Breneman, Inc.                    | Penn State Berks College                         | Wilson School District                        |
| EnerSys                                 |  | Wyomissing Area School District               |

The logo for the Berks Business Education Coalition (bbec) features the lowercase letters 'bbec' in a bold, white, sans-serif font. The letters are set against a dark blue background that is part of a larger graphic design. The 'b's are connected, and the 'e' and 'c' are also connected. The overall design is clean and modern.

2013

The 'board members' section is set against a dark olive green background. It features a large, stylized image of interlocking red gears on the left side, which is partially obscured by the text. The text is in a white, sans-serif font.

**Richard Bashore**  
Reading Electric

**James Connors**  
Connors Investor  
Services Inc.

**John D. Craig**  
EnerSys, Inc.

**Dr. Paul B. Eaken**  
Fleetwood Area  
School District

**Dr. Philip J. Fromuth**  
Diocese of Allentown

**Dr. Martin Handler**  
Brandywine Heights  
Area School District

**Brian Hard**  
Penske Truck  
Leasing Company

**Ellen T. Horan**  
Greater Reading  
Chamber of  
Commerce & Industry

**Steven P. Keifer**  
Hamburg Area  
School District

**William Long, Sr.**  
M&T Bank

**Sallie Miksiewicz**  
East Penn  
Manufacturing

**Dr. Carlinda Purcell**  
Reading School District

**Dr. Robert Runkle**  
Berks Business Educa-  
tion Coalition (Retired)

**Jeffrey Rush**  
Fulton Bank,  
Great Valley Division

**Dr. Rudy Ruth**  
Wilson School District

The 'officers' section is set against a dark blue background. It features a large, stylized image of interlocking red gears on the left side, which is partially obscured by the text. The text is in a white, sans-serif font.

CHAIRMAN  
**Marlin Miller, Jr.**  
Former Chairman & CEO  
Arrow International, Inc.

VICE CHAIRMAN  
**Dr. John George**  
Executive Director  
Berks County  
Intermediate Unit

TREASURER  
**Paul R. Roedel**  
Former CEO & President  
Carpenter Technology  
Corporation

SECRETARY  
**Alan Ottinger**  
PA Precision  
Cast Parts, Inc.

EXECUTIVE DIRECTOR  
**Dr. Solomon Lausch**  
Berks Business  
Education Coalition

**Roger Schmidt**  
E.J. Breneman

**Rolf D. Schmidt**  
Performance  
Sports Apparel

**Steve Schumacher**  
Met-Ed,  
a FirstEnergy Company

**Bruce G. Smith**  
National Penn Bank

**John Weidenhammer**  
Weidenhammer Systems  
Corporation

**Dr. Anna Weitz**  
Reading Area  
Community College

**Chester M. Winters**  
Worldnet Technology  
Consultants, Inc.

The 'directors emeritus' section is set against a dark blue background. It features a large, stylized image of interlocking red gears on the left side, which is partially obscured by the text. The text is in a white, sans-serif font.

**Carolyn H. Holleran**  
Jerlyn Foundation

**John F. Horrigan, Jr.**  
(retired)  
Horrigan American, Inc.

**Dr. James E. Morrell**  
(retired)  
Muhlenberg School District

**Dr. Gust Zogas**  
(retired)  
Reading Area  
Community College

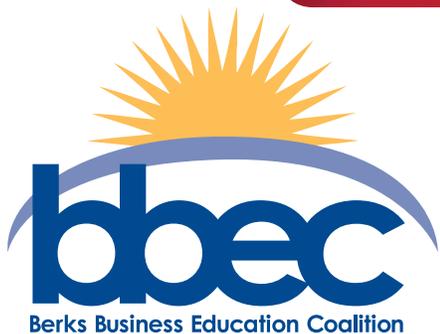
The 'staff' section is set against a dark blue background. It features a large, stylized image of interlocking red gears on the left side, which is partially obscured by the text. The text is in a white, sans-serif font.

EXECUTIVE  
DIRECTOR  
**Dr. Solomon Lausch**

OFFICE  
ADMINISTRATOR  
**Pat Swavely**



**making  
ideas  
happen**



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