



Student pilots soar in solo debut D7

BUSINESS REAL ESTATE CLASSIFIEDS

CLASSIFIEDS
classified@buckscountyherald.com
www.buckscountyherald.com
215-794-1097
Office Hours: 9 AM - 5 PM Mon-Fri
Classified Deadline: Wed., 10 a.m.

SECTION D

September 18, 2014



Among those reaching out into the community at Matcor in Chalfont are, from left, Heather Davis, Bill Schutt and Dana Baedke. Schutt, the company's founder and chairman, urges his employees to give back.

Community outreach

At Matcor, the emphasis is on giving back

David Campbell

The name of his business may not be well known in these parts.

The man behind the business most certainly is. Bill Schutt founded Matcor, "a full-service provider of customized cathodic protection systems to the oil and gas, power, water/wastewater and other infrastructure industries," it reads on the company website, four decades ago. It is his work in the community, however, that has thrust Schutt's name into the spotlight.

"For us," Schutt said on Friday afternoon at Matcor's Bucks County location, at 101 Liberty Lane, Chalfont, "it's purely about giving back. We don't sell anything to this community. We do almost no business within 50 to 100 miles of here. Our closest client is Philadelphia Electric.

"We're not doing any of this and our folks here aren't doing it for any business profit purpose. But, I think, that's what we have to do (give back). And if we can give the organizations not just money, but time and advice, it could be a huge, huge help."

Schutt said he and Matcor are affiliated with about 10 organizations, including the Bucks County Historical Society, A Woman's Place and Network of Victim Assistance (NOVA). He urges his employees to get involved, as well.

"I think if everybody would get the opportunity to be introduced to a nonprofit, they would see how much of a difference one person can make," said Heather Davis, a two-and-a-half-year employee of Matcor, working in human resources and recruitment.

Davis is a member of NOVA's Young Professional Advisory Board, which assisted with the nonprofit's second annual NO BULLYing Run in Doylestown in June. Matcor signed up as a silver sponsor for the run.

Dana Baedke, who has been with Matcor in marketing for about a year, completed the five-mile course in less than 48 minutes.

"Matcor encourages its employees to be involved with charities," she said.

In addition to supporting Matcor, Baedke owns a couple businesses, including Key Marketing, which she launched in 2007. She's also been president of the Women's Business Forum (WBF) since July 2013.

"I believe I owe where I am in my business to being involved with [the WBF]," Baedke said. "Just the general support of the group. You show up and

you feel like you can conquer the world when you leave the meetings."

The WBF's free meetings are held the first Wednesday of the month at the James-Lorah House, 132 N. Main St., Doylestown.

"My personal success is entwined with Matcor helping me get involved in volunteering," Baedke said. "I also give back through my business by discounting my promotional products. ... It's been my way to give back through my business with just a little extra effort."

Baedke has fit in well with the Matcor team. "As a company," Schutt said, "we started giving money and time, and what's happened, which just blows my mind, is almost every week in this company there is some sort of drawing, event or something for some local charity I have nothing to do with. The folks here do it on their own.

"I had one guy, a new hire in the plant, tell me one time, 'Look, we're lucky we have jobs. We have to help others.'"

Davis said Matcor hosts Wacky Wednesday once a month. The theme of the day will change, but the money raised will always go to support a charity.

"My philosophy on this is we want to help and do our philanthropic work for children, education and for women's causes," Schutt said. Schutt has been a successful businessman for years. In his 40th year, Matcor has seven locations around the world. But it is his involvement in charitable causes that seems to put the biggest smile on Schutt's face.

"When I do mentoring and when I do it with kids and I do it with others, I get more out of it than they ever will," he said. "It's profitable to give money and time because you get it back. Too many people, I find, in too many communities are going to be so insular that they're not going to go out and do it."

Davis said her work with NOVA has been especially gratifying, mentioning that the second NO BULLYing Run netted more than \$30,000 "to educate local schools on bullying and to teach kids to respect one another."

Davis admitted she hasn't completely soaked in all her charitable endeavors. That should come in time, she said.

"I don't know if I fully even know half of the stuff I got out of it yet," Davis said. "I think there's more that will come later in life.

"It feels good. It makes you want to do more."

"It's success through giving back," Baedke added.

dcampbell@buckscountyherald.com

Noteworthy

Jacki Pitkow of Washington Crossing, a local Tastefully Simple consultant, was honored as the direct sales company's top sponsor of new consultants at "Party Palooza," its national conference. The conference was held Aug. 14-17 in Baltimore.

Pitkow received the award, considered a top achievement among the company's more than 20,000 consultants, from founder and CEO Jill Blashack Strahan. Pitkow also received the Top 10 Sponsor, Shining in Leadership and Gold Leaf Executive Club awards.

"Jacki has shown so much commitment and passion in growing her business," Blashack Strahan says. "We're absolutely thrilled to recognize her with this well-deserved award."

The National Hotel's chef de cuisine, **Geoffrey Thomas**, has been named executive chef of the Frenchtown, N.J., landmark.

"Being promoted to executive chef at The National Hotel is a true source of pride for me," Thomas said. "There is no greater seal of approval than having one's work product be recognized by one's customers."

Thomas has worked at The National Hotel since its opening in 2009.

The Penn Foundation has named **Sanford A. Alderfer**, founder of Sanford Alderfer Companies, as the recipient of its 11th annual Adventures in Excellence Award. Alderfer will receive his award at the Penn Foundation's Autumn Event fundraiser on Tuesday, Sept. 30, at 7:30 p.m., at Calvary Church, 820 Route 113, Souderton.

Recipients of the Penn Foundation's Adventures in Excellence Award are generous people known for their outstanding leadership in encouraging others to maximize their God-given potential and their commitment to supporting the community's charitable needs through words, work and contributions.

Alderfer has long been a leader in both business and the community. He founded Sanford Alderfer Companies in 1960 on the slogan "People Serving People," which remains in place today. Sanford served on the board of Rockhill Mennonite Community, Spruce Lake Retreat, Souderton Mennonite Homes, Christopher Dock Mennonite High School and spent 36 years on the board of Harleysville Savings Bank. He remains involved in various aspects of congregational life at Salford Mennonite Church in Harleysville.

Christopher H. Asplen recently joined the Yardley office of Hill Wallack LLP as counsel and started the firm's Life Sciences practice group. This newly formed practice group focuses on the comprehensive representation of established and developed Life Science companies in the biotechnology, therapeutic and diagnostic, medical device and pharmaceutical industries.

Asplen previously served as an assistant U.S. attorney as well as executive director of the National Commission on the Future of DNA Evidence under the United States Department of Justice. He was appointed team leader for the White House Initiative on Law Enforcement Technology and was also hired by the Department of Justice as the chief faculty member for the president's initiative on DNA's Training for Officers of the Court.

Most recently, Asplen served as president of Asplen and Associates, LLC where he founded and directed the Global Alliance for Rapid DNA Testing trade association.

JoAnn W. Klinedinst, M.Ed., was appointed July 1 to a three-year term to the Accreditation Council by the board of directors of the Commission on Accreditation of Healthcare Management Education (CAHME).

In this role, she will help fulfill CAHME's mission by advancing the quality of healthcare management education through setting measurable criteria for excellent healthcare management education; supporting, assisting and advising programs; and accrediting graduate programs that meet or exceed the criteria.

A resident of Plumsted Township, Klinedinst is vice president for professional development with HIMSS, a global, cause-based, not-for-profit organization that is focused on better health through information technology (IT). She is married and has two college-aged children.

Michael A. Severo recently joined First Savings Bank as assistant vice president, real estate relationship manager.

In his new position, he will focus on providing commercial loan facilities as well as introducing other First Savings loans and financial products to local businesses. He brings more than 12 years of experience in the financial, credit and commercial banking industry.

Severo resides in Allentown.

QNB Bank has hired **Brooke Tidswell** to lead the commercial lending effort for QNB's Warminster Business Office. Tidswell will be responsible for growth, retention and risk management of existing clients as well as the acquisition of new business.

His past experience includes management positions with Santander and Citizens Bank.

Tidswell is involved with several nonprofit organizations and active in the chamber of commerce. He resides in Mt. Holly, N.J.

The **Provident Bank** will celebrate the grand re-opening of its Newtown branch, at 210 Penns Trail, on Saturday, Sept. 20, at 9 a.m. The festivities will continue through 2 p.m. The public is invited to join in the celebration.

The grand re-opening event will include a ribbon-cutting ceremony with Pennsylvania Congressman Michael Fitzpatrick and state Sen. Chuck McIlhenny, free food and refreshments throughout the day, music and fun activities for kids, and donation presentations to local community organizations.

For 10 years, **Fred's Footsteps** has been carrying on the legacy of Fred DiBona Jr., who was president and CEO of Independence Blue Cross.

In his name, the organization provides financial assistance to middle class, hard-working families in the Philadelphia area who find themselves in a crisis due to the costs associated with caring for a seriously ill, injured or disabled child.

One of the annual fundraisers, which has raised more than \$2.1 million to support these families, is Fred's Footsteps Golf Fun Day at Philadelphia Country Club. This year only, in celebration of the organization's 10th anniversary, Fred's Footsteps will welcome golfers at Philadelphia Country Club, the host since 2005, and at Gulph Mills Golf Club on Sept. 22. Visit fredsfollowers.org.

Cliff Montgomery: Job Hunting and Career Planning Q&A with the career coach

"Q&A with the career coach" is a series of articles featuring questions from readers and clients and answers from 42-year human resource veteran and career coach Cliff Montgomery. Future questions can be submitted to him at his address below.

Q: I recently heard the phrase "leaders are readers." Do you agree with this idea, and, if so, what do you suggest I read?

A: I most certainly do and have practiced it throughout my career. In my experience, I have found very few senior leaders that were not avid readers. As to what to read, I start off each day reading my local (such as the Bucks County Herald) and national paper to keep aware of regional and international events, and I follow that up with the Wall Street Journal to keep me up to date on both U.S. and global business activities that might affect my company or those of our competitors.

When I was in an office environment, I always read the WSJ while I ate lunch at my desk, and this is a nice way of not only keeping me informed, but also a chance to get away, even briefly, from the hectic activities of the day. Additionally, I read at least a book a month on subjects where I felt I could improve or from authors who were great leaders themselves, such as Jack Welch.

I would also read other books to learn more about such subjects as change management, successful new employee assimilation processes, global cultural awareness and, most importantly, leadership. What's most important for you is to select books that are relative to what you're doing now or what you

want to do in the future.

Q: I've been in my job for a while and while I've always liked it, recently I've become bored. Any suggestions of what I could do to address this?

A: Interestingly, this is a common complaint from employees who have been in the same job for some length of time. The good news is that this is an excellent opportunity for growth for you, and there are a variety of things you could do.

First, I suggest a meeting with your manager(s) to ask how you could be even more helpful to them in such areas as project work which could also help you learn and improve. I would also suggest that you pursue additional accreditation/certification courses or perhaps an evening bachelor's or master's degree program. I would also take advantage of any available assessments that could identify additional strengths you may have which could open up other career alternatives for you in the future.

Lastly, I would take advantage of any internal posting systems in your company that might provide you more interesting and challenging opportunities, as well as joining as many network groups in your field as possible to not only begin to develop and enhance your list of contacts, but also to make you aware of any external promotional opportunities.

Send your questions to **Clifford E. Montgomery, executive and career coach in New Hope. He can be reached at 215-862-5553 or montgomeryce3@yahoo.com. His website is montgomerycareerecruiting.com.**