

# The Bulletin

Berks County Dental Society



September, 2009  
Volume 66, Number 1

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## **General Membership Meeting**

**Monday, September 14**

*"Discovering the Possibilities"*

**2 CE**

*presented by*

Mr. Joseph Bakanowski  
and Douglas Held  
of

Delux Dental Laboratory

at

Off the Avenue  
2333 Penn Avenue  
West Lawn  
6-9 p.m.

*If you haven't mailed your registration,  
please send to Karen today!*

# BCDS Website

The Berks County Dental Society  
is proud to announce

**OUR NEW WEBSITE**

**[www.berkscountydental.org](http://www.berkscountydental.org)**

**Be sure to check it out!!!**

*All members are listed on the webpage.  
If you wish to have your webpage listed please notify*

*There will be no golf outing  
this year, but we hope  
to make a comeback  
in 2010.*



# The Bulletin

Berks County Dental Society

September, 2009  
Volume 66, Number 1

## Editor

Brian Schwab, DMD  
1052 Park Road  
PO Box 260  
Blandon, PA 19560  
**610-926-1233**

## Co-Editor

Michael Shuman DMD  
1052 Park Road  
PO Box 260  
Blandon, PA 19560  
**610-926-1233**

## Officers of BCDS

**President** – Brian Schwab, DMD  
**Pres.-Elect** – Michael Balthaser, DMD  
**Vice President** – Vacant  
**Secretary** – Natalie Parisi, DDS  
**Treasurer** – Connie Gallen, DMD

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Eric Zehner, DMD  
Michael Balthaser, DMD  
Natalie Parisi, DDS  
Connie Gallen, DMD  
Michael Shuman, DMD  
Ned Kotula, DMD

## Executive Secretary

Karen Lord  
PO Box 102  
Oley, PA 19547  
**610-987-0143** 8:00 to 12:00

## Pennsylvania Dental Association

Camille Kostelac-Cherry, Esq.,  
Executive Director  
3501 North Front Street  
P.O. Box 3341  
Harrisburg, PA 17105  
**717.234.5941 • 800.223-0016**

## American Dental Association

211 East Chicago Avenue  
Chicago, IL 60611  
**312.440.2500 • 800.621.8099**

The Berks County Dental Society, although formally accepting and publishing reprints, essays, advertisements and articles, holds itself not responsible for opinions, theories and criticisms therein contained, except when adopted or sanctioned by special resolutions.

The Society assumes no responsibility for any program content of lectures in continuing education programs and advertised in this Bulletin.

# What Every Dentist Must Know About Protecting And Preserving your practiceís Critical Data And Computer Systems

**If You Depend On Your Computer Network To Run Your Practice, This Is One Report You DON't Want To Overlook!**

This report will outline in plain, non-technical English common mistakes that many Dentists make with their computer network that costs them thousands in lost revenue, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

## **You'll Discover:**

- The single most expensive mistake most Dentists make when it comes to protecting their practice data.
- The universal misconception Dentists have about their computer networks, and how it can end up costing between \$2,000 to as much as \$10,000 in damages.
- 6 Critical security measures every Dental Office should have in place.
- How to greatly reduce ñ or even completely eliminate ñ frustrating crashes, downtime, slow performance, HIPAA violations and other computer problems.
- How to avoid expensive computer repair bills and get all the computer support you need for a low, fixed monthly rate.

**To Request your free copy of the report, What Every Dentist Must Know About Protecting And Preserving Your Practiceís Critical Data And Computer Systems, visit our website at**

**[www.mydentalofficeplan.com](http://www.mydentalofficeplan.com)**

**Enter Code BCDS#1**

# Calendar of Events

- 9/14** General Membership Meeting – Off the Avenue – 2 CE – Delux Dental Labs – Discovering the Possibilities – 6-9 pm
- 9/22** Executive Board Meeting 5:45 Office of Dr. Brian Schwab, Blandon
- 9/29 -10/7** '09 ADA Annual Session, Hawaii
- 10/14** General Membership Meeting – Toscani – 2 CE – Dr. Maria Fornatora “Human Papillomavirus and Oral Cancer” 6-9 pm
- 10/24** Annual Meet & Eat – The Pagoda – 6 pm
- 10/27** Executive Board Meeting 5:45 Office of Dr. Brian Schwab, Blandon
- 10/30** District 4 Fall CE – Lebanon Country Club – am
- 11/5** Dinner with Learning – Stirling Guest Hotel - 1 CE – Speakers: Dr. DuFour, Dr. Fallon, and Dr. Muhr – 6:00 to 8:30 pm
- 11/24** Executive Board Meeting 5:45 Office of Dr. Brian Schwab, Blandon

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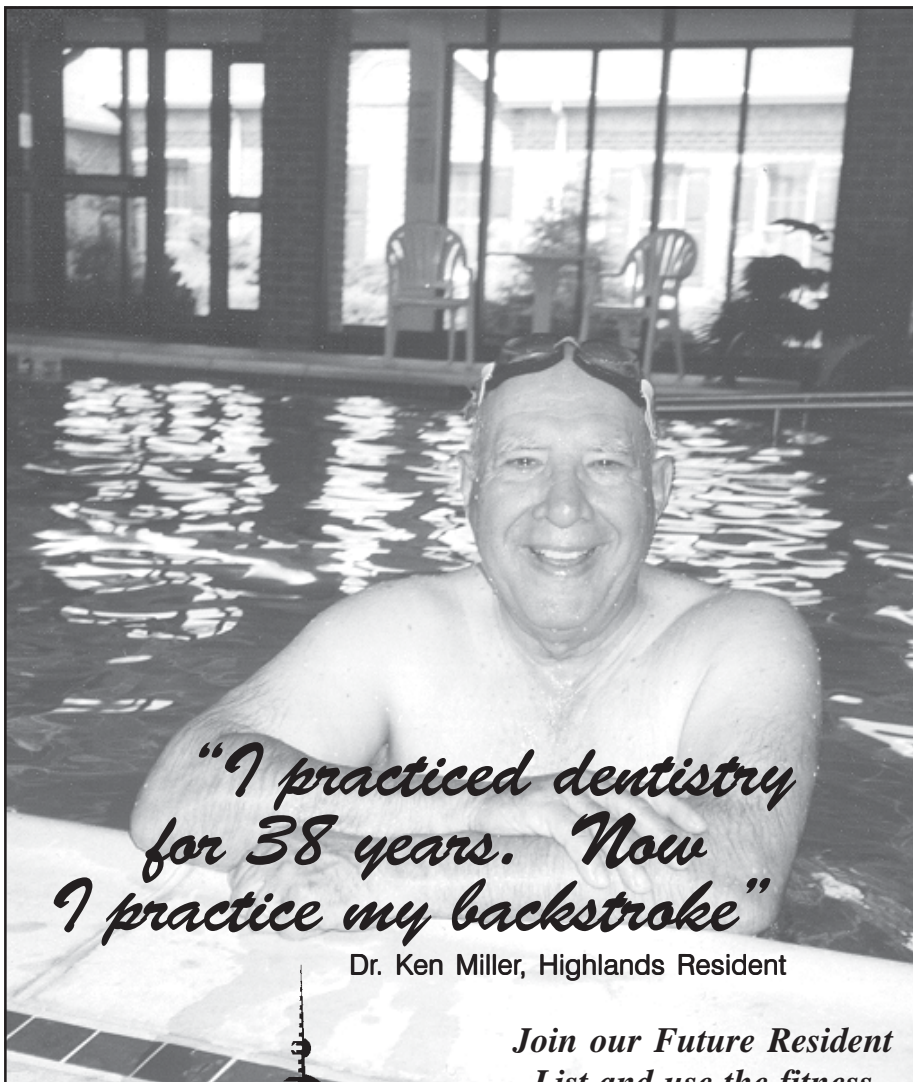
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# President's Message

## *Six Saturdays*

*F*or about a decade, the Free Children's Clinic at St. Joseph's Hospital has opened its doors to needy children right here in the Greater Reading Area. This program treats hundreds of children each year; most of whom are from the Reading School District, but many of these children are also from suburban school districts by the referral of the school nurse. This past month, I was invited to attend a meeting at which the future of this great program was discussed and debated. It was unfortunate, but I learned at this meeting that the momentum of this program has virtually been extinguished. I was more disturbed to have learned that, although the Berks County Dental Society supports the clinic with donations, we have not maintained an active role in serving our time at the six Saturday clinics held in the first half of each year.

Many of you know Phyllis Kramer, the Director of the General Practice Residency at St. Joe's. Phyllis had charged herself with the task of reaching out to our members to fill her clinics with dentists so she could in turn schedule children with dental needs. She has done this for six Saturdays a year for almost ten years with absolutely no compensation. I'd venture to say that Phyllis has given her part to addressing our local access to care dilemma; how many of us can make a similar claim?

I would like to ask for each of your support in maintaining this clinic as part of the dental landscape of Berks County. The only way we can ensure the presence of this program is to donate a single Saturday to St. Joe's. One single Saturday! Each of us gives to our community in multiple ways. Here is an opportunity for us to collectively support a local institution that has really gone above and beyond to help the dental health of our local children. Please call Karen Lord at the BCDS office and offer your time for a Saturday toward bettering the health of a child. You may be volunteering for an hour, three hours, one child or five children. Remember, the act of giving is what is important here, not the size of the gift. You may not see a dozen children while volunteering, but your impact will nevertheless positively show another human being that you care enough to offer a single Saturday of your time to him.

Here is to another decade of Saturdays at St. Joe's. See you at the clinic!

Restoratively Yours,

*Brian*

Brian Mark Schwab, DMD  
BrianMSchwab@aol.com



# Alitta Dental studio

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[www.alittadentalstudio.com](http://www.alittadentalstudio.com)

# Alliance NEWS

*We hope summer has been relaxing and full of memories, sleep-late mornings, new traditions, a few extra novels, and special time with family and loved ones.*

*During this time, the Alliance has been busy working to schedule exciting events for the 2009-2010 year, as well as helping Carol Reitz prepare for her installation as AADA's National President in Hawaii at the ADA/AADA Annual Session, September 30th through October 5th.*

*Almost everything is ready for print, and your copy of events will arrive with your billing for next year. You can also find the Alliance information in the back of the Berks County Dental Society/Alliance Directory. This is a small and handy way to keep track of important dates and phone numbers.*

*This year our "Sharing Recipes-Sharing Lives" meeting is incorporated with the Dental Society's "Meet and Eat" on Saturday night, October 24th. Our covered dish social meeting was highly successful for the Alliance last year; and should be a fun-filled way to start this season's meetings. Plan to join us at the newly restored Pagoda during its 100th Anniversary year.*

*Looking forward to seeing everyone soon. From the Alliance....*

*Debbie and Bonnie*

---

## Mark your Calendar

The BCDS Annual

### *Meet & Eat*

will be held at the Pagoda on Saturday, October 24th.

Invitations will be mailed.

Come join us from 4-8 pm

at this wonderful landmark for free food, fun and socialization.


# Where is the value in PDA membership?

*Well Read this!!! The following are three articles on PDA & PADPAC Member Benefits.*

## Quality. Value. Service.

**PDA is committed to improving your profession while saving YOU money, time and resources.**



Did you know that membership in organized dentistry is a wise investment? On average, a dental office annually spends more than \$15,700 on advertising and professional expenses. PDA can help you save money on these everyday practice overhead costs. Membership in organized dentistry is all about great savings for you.

With Membership	Without Membership
<p><b>Lending Library</b> - Includes more than 400 informational brochures, manuals, posters, videotapes and slide presentations available to members for a minimal shipping and handling fee.</p> <ul style="list-style-type: none"> <li>• Use library materials to conduct dental hygiene presentations at day care centers, elementary schools or retirement communities.</li> <li>• Borrow books and videos to learn more about practice management and professional development.</li> <li>• Reduce professional development costs by borrowing Expanded Function Dental Assistant (EFDA) training manuals including <i>Dentistry for the Restorative Expanded Function Dental Assistant</i> and <i>Delmar's Dental Assisting: A Comprehensive Approach</i>.</li> </ul>	<p>Only members can borrow items from the lending library.</p> <p>Purchase patient education materials = <b>\$80* to \$100*</b></p> <p>Practice management books or videos purchased from ADA = <b>\$60* to \$135*</b></p> <p>Purchase a Frank Spear video = <b>\$130 to \$210</b></p> <p>Purchase these EFDA training manuals = <b>\$40* to \$112*</b></p>
<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>• Classified advertisements in the <i>Pennsylvania Dental Journal</i> - This award-winning publication is distributed to 5,000 dentists statewide. The average cost for a member to place a classified advertisement is \$45.</li> <li>• Complimentary posting of online classified advertisements at <a href="http://www.padental.org">www.padental.org</a> with every classified advertisement in the <i>Pennsylvania Dental Journal</i>.</li> </ul>	<p>Classified advertisement in an area newspaper for Sunday placement = <b>\$200*</b></p> <p>Employment ads on Monster.com and Careerbuilder.com = <b>\$300/advertisement*</b></p>
<p><b>Continuing Education</b> - PDA annually sponsors 18 hours of continuing education for \$345 at five locations throughout Pennsylvania. Save time out of the office and travel costs by attending locally-based continuing education courses.</p> <div data-bbox="178 1300 426 1406" style="text-align: center;">  <p><b>PDA</b> Pennsylvania Dental Association</p> </div>	<p>Member vs. Non-member registration difference = <b>\$335*</b></p> <p><small>*Dollar figures are cost approximations based on comparable service and fees available outside PDA.</small></p>

# When every dollar counts.

## Pennsylvania Dental Association (PDA) and Pennsylvania Dental Association Insurance Services (PDAIS) working together to save YOU money.

Did you know that membership in organized dentistry can help reduce your office overhead? The average annual expense for dental office and professional liability insurance is \$8,500 and on average, a dental office spends more than \$5,900 per year on legal and professional fees. PDA and PDAIS can help you save money on everyday practice overhead costs. Membership in organized dentistry is all about great savings for you.

With Membership	Without Membership
<p><b>PDAIS/TDIC Malpractice Insurance</b></p> <ul style="list-style-type: none"> <li>• Premium Discounts – 12 percent multi-line discount.</li> <li>• Policy Dividend – Since 1989 participants have consistently received an annual dividend in the amount of 10 percent** of the annual premium.</li> <li>• Online risk management seminars, attendees receive a 5 percent discount on Professional Liability premium.</li> <li>• Risk management advice hotline.</li> </ul>	<p>Spending extra time and taking unnecessary risk working with an agent who isn't working exclusively with dentists and informed of dental issues.</p> <p>No discount on insurance premium.</p> <p>Legal services = \$300/hr*</p>
<p><b>PDAIS/Association Group Health Insurance</b></p> <ul style="list-style-type: none"> <li>• Participants may save money by participating in a group health insurance program.</li> </ul>	<p>Not part of a group so premium discount is unavailable.</p>
<p><b>PDAIS offers one stop shopping; both office and personal Insurance Lines</b></p> <ul style="list-style-type: none"> <li>• Up to 20 percent discount on auto and home owners policy.</li> <li>• Other insurance lines include: disability and business overhead.</li> </ul>	<p>Separate agencies for office and personal insurance policies = <b>Extra time, risk and dollars</b></p> <p>Average 25 percent discount for purchasing multiple policies = <b>\$718</b></p>
<p><b>Placement Service</b> - Complimentary online enrollment in PDA's job placement service. The Placement Service directly connects dentists who have available job opportunities or practices for sale with dentists seeking employment or to purchase a practice.</p>	<p>Headhunter fee minimum = <b>\$10,000</b></p>
<p><b>Members receive complimentary Red Flag Compliance information</b> including "ADA Guide for Compliance with the New Red Flags Rule" and a "Sample Identity Theft Detection and Response Policy." These documents were drafted by the ADA legal department.</p>	<p>The Federal Trade Commission calculated average cost for a dental office to comply with the Red Flag Rules = <b>\$600*</b></p>
<p><b>Legislative Advocacy</b> – a voice in protecting the profession and contributing to its future.</p>	<p>Private representation before the legislature – cost prohibitive.</p>
<p><b>Assistance with third-party payer and regulatory compliance issues.</b></p>	<p>Telephone assistance on insurance and regulatory compliance issues = <b>\$100/ hr.*</b></p>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div data-bbox="69 1218 266 1307">  <p>Pennsylvania Dental Association</p> </div> <div data-bbox="292 1218 494 1307">  <p>Pennsylvania Dental Association Insurance Services, Inc.</p> </div> </div>	<p>*Dollar figures are cost approximations based on comparable service and fees available outside PDA.</p> <p>**Average annual dividend amount per policy holder since 1989.</p>

PDA, [www.padental.org](http://www.padental.org), PO Box 3341, Harrisburg, PA 17105, (800) 223-0016  
PDAIS, Inc. [www.pdaais.com](http://www.pdaais.com), 3501 North Front Street, Harrisburg PA 17110, (877) 732-4748

# PADPAC Update

As a PDA member, at any time you have the opportunity to contribute to the Pennsylvania Dental Political Action Committee (PADPAC). This contribution is the best way to support PDA's primary goal of political advocacy in Harrisburg. Currently, PADPAC contributions assist government relations staff and lobbyists, who are tracking, advancing, or blocking approximately forty-eight bills that directly affect dentists in Pennsylvania. Some of the bills that are currently a top priority and are seeing the most movement include HB 1049, requiring mandatory general anesthesia insurance coverage for young children and special needs patients; HB 215, which limits the ability of insurance companies to retroactively deny reimbursement to providers; and, HB602, which expands the scope of practice for expanded Function Dental Assistants. PDA is hopeful this bill will reach the Governor's desk in the coming weeks.

These are just a handful of the many pieces of legislation moving through the political process in Harrisburg, and your PADPAC contribution helps the PDA gain access to the key legislators making decisions about these bills. PDA strongly encourages all their members to contribute to PADPAC, so that we remain a strong voice in Harrisburg. Feel free to contact Matt DiLoreto, Government Relations Coordinator at [mjd@padental.org](mailto:mjd@padental.org) with any questions or comments regarding PADPAC. You can also log onto [www.padental.org](http://www.padental.org) to learn more about PADPAC or make an internet contribution.

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*Please join us for the first  
BCDS meeting of the fall  
on Monday, September 14th  
from 6-9 pm at  
Off the Avenue  
2333 Penn Avenue, West Lawn  
for dinner and a presentation by  
Delux Dental Laboratory.*

*To reserve your spot call  
Karen Lord at the executive office  
610-987-0143.*

# Treasurer's Report

4/04/09 through 6/30/2009

## INCOME

5000-DUES-GENERAL	\$ 4,000.00
5003-ROYALTY PAYMENT	\$ 4,176.41
5010-ADVERTISEMENTS	\$ 1,046.22
5021-DIRECTORY INCOME	\$ 274.89
5025-DENTAL HEALTH MONTH INCOME	\$ 7.50
5055-GENERAL MEETING INCOME	\$ -0.05
5060-SEMINARS	\$ 7,830.00
5070-ANNUAL BANQUET RECEIPTS	\$ 2,353.95
5091- CHARITY RAFFLE	\$ 440.00

## TOTAL INCOME

\$20,128.92

## EXPENSES

65096-SERVICE CHARGES	\$ 2.00
6000 - ANNUAL BANQUET EXPENSES	\$ 1,797.61
6010 - AWARDS	\$ 200.00
6020 - DENTAL SUPPLIES	\$ -331.35
6041 - DINNER WITH LEARNING	\$ 250.00
6070 - SEMINAR (HERSH)	\$ 3,131.05
56095 - MEMBERSHIP MEETING EXPENSE	\$ 256.25
6110 - BULLETIN	\$ 1,692.82
7000 - SALARY	\$ 5,880.00
7010 - TAXES/PAYROLL	\$ 1,685.14
7020 - INSURANCE	\$ 651.00
7040 - OFFICE SUPPLIES	\$ 284.30
7060 - MILEAGE	\$ 665.50

7050 - POSTAGE \$ 269.45

7070 - TELEPHONE \$ 343.96

7120 - COMPUTER MAINT/TRAINING \$ 3,122.09

7121 - WEBSITE \$ 375.00

## TOTAL EXPENSES

\$20,274.82

## NET ORDINARY INCOME

\$ -145.90

5095 - INTEREST INCOME \$ 5.65

## NET OTHER INCOME

\$ 5.65

## NET INCOME

\$ -140.25

## CHECKING ACCOUNT BALANCE

\$ 5,234.89

## SAVINGS ACCOUNT BALANCE

\$14,178.80

## PETTY CASH

\$ 30.60

## TOTAL

\$19,444.29

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# SYNERGY

# Hygienists' Message

## Berks-Schuykill Dental Hygienists' Association

### *Upcoming CE Programs*

www.PDHonline.org • www.ADHA.org

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**President:** Denise Eck, RDH 610-248-2196

**Vice President & CE Chairperson:**

Maureen Sychterz, RDH 610-670-0627

**Secretary and Trustee:** Kristin Good

610-413-6455 dentalbug1026@comcast.net

**Treasurer:** Teresa Hanna, RDH

610-927-9144 TAHRDH@aol.com

**Newsletter:** Judy Ernst, RDH 1-717-615-6933

**Immediate Past President:**

Liz Romberger, RDH 610-693-9695

**Employment Chair:**

Susan Lutz, RDH 610-562-8785

**Membership Chair:**

Laurie Patrick, RDH 610-678-0684

---

## **CONTINUING EDUCATION FOR THE DENTAL PROFESSIONAL**

*Approved by the PA Academy of Dental Hygiene Studies*

### **Thursday, September 17, 2009**

**6:00-8:30 pm – 2 CE's with light refreshment**

***“Implant Design for Success and  
Computer Guided Implant Surgery”***

***by Alex Balaci DMD***

Location: Toscani Restaurant - 1101 Rocky Drive, West Lawn, PA (next to Giant)

www.toscanigrill.com, 610-678-4060

Registration deadline – September 8, 2009

Course Fee: BSDHA Member & PDHA Academy \$30,

ADHA/PDHA Member \$35, Nonmember \$40

Contact: Maureen Sychterz RDH maurensyc@aol.com or 610-670-0627

### **Friday, October 16, 2009**

**8:30am-3:30 PM (registration 8 am)**

**6 CE with Continental Breakfast & Lunch included**

***“Commonly Prescribed Medications and Managing the Oral Side  
Effects of Medication Use; Fluoride Update; Premeditation Update”***

***by Anne Eshenaur Spolarich***

Location: Toscani Restaurant - www.toscanigrill.com, West Lawn, PA

Registration deadline – October 6, 2009

Course Fee: BSDHA Member & PDHA Academy \$50,

ADHA/PDHA Member \$70, Nonmember \$90

Contact: Maureen Sychterz RDH maurensyc@aol.com or 610-670-0627

# Hygienists' Message

*Continued from previous page*

**Thursday, November 19, 2009**

**6:00-8:30 pm – 2 CE's with light refreshment**

***"Enamel Therapy: The Next Generation of Care"***

***Speaker: Lil Caperila, RDH, Med***

Location: Toscani Restaurant - [www.toscanigrill.com](http://www.toscanigrill.com), West Lawn, PA

Registration deadline – November 10, 2009

Course Fee: BSDHA Member & PDHA Academy \$50,

ADHA/PDHA Member \$70, Nonmember \$90

Contact: Maureen Sychterz RDH [maureensyc@aol.com](mailto:maureensyc@aol.com) or 610-670-0627

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## Upcoming General Meetings:

**September 9 & November 11**

6:30 P.M. at the offices of Barrer & White

All Hygienists are invited

---

## **For Membership Information:**

Laurie Patrick, RDH

BSDHA Membership Chairperson – 610-678-0684 or [Patrick6669@verizon.net](mailto:Patrick6669@verizon.net)



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# Give Kids a Smile

Huge *Thanks* to all the following that Volunteered for the BCDS Annual Give Kids a Smile Day! We also want to thank everyone who volunteered but wished not to be listed for their generous giving. If you have an event or help with an event, please let us know. We want to share with everyone how giving our members truly are.

Dr. James Schmoyer

Dr. Samuel Greenlee

Marcia Biehl, RDH

Janet Byerly, RDH

Kristy Lucas, RDH

Sheri Batz, RDH

Heidi Geisewite, EFDA

Debra Krug, CDA

Kim Earnshaw, Office Administrator

Dixie Stewart, Tx Coordinator

Renea Reifsneider, Admin.

Joyce Horowitz, Admin.

Dr. Louis Palacois

Jaimi Hepner

Dr. Valerie Deibler

Dr. Michael Balthaser

Sandra Kelly, RDH

Heidi Blankenbiller, EFDA

Lauren Cagnetti, RDH

Kim Harmuth, RDH

Katelyn Miller, RDH

Jodi Ermold, RDH

Dr. Eric Zehner

Mrs. Jenny Zehner

Dottie Smith

Lori Pichardo

Mary Jane Assis

Alisha Geiger

Ann Recudik

Linda McConomy

Dr. C. William LeVan

Alecia Greenawalt

Dr. David Schwartz

Nancy Schwartz, EFDA

Caron Boyer, Treatment Coordinator

Dr. E. Robert Wardius

Mrs. Michele Wardius

Jenna Wardius, DA

Rachael Danner, EFDA

Carol Burnish, Front Desk

Dr. Connie Gallen

Dr. Robert Kallos

Dr. Ned Kotula

Anne Elliott, RDH

Lisa Schilling, RDH

Assistants

Jennifer Powell, RDA

Sue Abbott, EFDA

Linda Lehman, RDA

Michele Kitixis

Beth Wawrzonek – Front desk

Joselle Trois – Front desk

Dr. Michael Shuman

Sandra Griesemer, EFDA

Chris Hand, RDH

Sandra Bieber – Front desk

Bonnie Shuman – Front desk

# Shouldn't your bank look at your finances just as carefully?



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**Visit the M&T medical website at [www.mtb.com/medical](http://www.mtb.com/medical).**

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Preclinical Dental Skills, such as Infection Control, OSHA issues, Patient Care and Pharmacology

Clinical Dental Procedures, such as Chairside Assisting, Instruments, Pain Management and Dental Radiology

Review of Dental Specialties, such as Endodontics, Oral & Maxillofacial Surgery, Oral Pathology, Orthodontics

Dental Practice Management, including Scheduling, Records Management, Inventories, and Accounts

Employment Strategies and Ethics and Jurisprudence

This program is also registered by the U.S. Department of Labor Office of Apprenticeship. Statistics show that:

97 percent of Registered Apprenticeship sponsors—employers and labor-management programs alike—are highly satisfied with the model and would recommend it to other businesses.

More than 80 percent of sponsors say that they use Registered Apprenticeship to meet their need for skilled workers.

Another 72 percent say that Registered Apprenticeship helps them show which workers have needed skills;

68 percent feel that the model raises productivity, strengthens worker morale and pride and improves worker safety.

For more information call 610-743-7630.

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