



Security issues pique biz interest in photocopiers

By **JENNIFER L. RODGERS**
 Business Journal Correspondent

A recent CBS news story about digital copy machines has prompted business users to hone up on security issues related to their copiers.

"Since the CBS segment aired, we have had an increase in visits to the security section of the Toshiba

website," reported Toshiba America Business Solutions Inc., which manufactures and sells office copiers. "This is a good sign that individual users and businesses are becoming increasingly vigilant about understanding the copier security solutions available to them."

Toshiba made the comment in a statement attributed to Bill Melo, vice president of Marketing & Enterprise Services and Solutions. Melo was also quoted as saying, "Understanding copier hard drive security is an industry-wide concern. Toshiba began offering hard drive encryption as a product option in 2004 and as a standard feature on all new Toshiba-manufactured models containing hard disk drives in June 2008.... Toshi-

ba has received very few customer service calls to its corporate office since the CBS segment aired, though some of its subsidiaries have reported an increase in customer calls pertaining to security. Again, this is a positive response; telling us that businesses are taking these risks seriously and providing Toshiba the opportunity remind them of the varied solutions."

Toshiba issued Melo's statement last week after an official at its Eastern Pennsylvania office in Macungie gave a Business Journal correspondent a telephone interview regarding the hard drive issue. In an email, the official subsequently instructed the reporter not to print any of the information from the conversation. A Toshiba

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Recession grows lawn tractor sales

By **BETH W. ORENSTEIN**
 Business Journal Correspondent

Many lawn care companies and landscapers are seeing red rather than green these days.

At a time when they should be extremely busy, Eastern Pennsylv-

ania landscapers say they are feeling the effects of the recession. They have less work to do even though it's been cold and rainy — ideal conditions for the grass to grow.

"It seems lawn care is the first expense everyone cuts," said Amy Sottosanti, whose husband, Sebastian, operates Sottosanti Lawn Care in Spring Township.

Not only have individual homeowners decided to drop their service, but also some of the larger commercial businesses on Sebastian's client list "have decided to bring it in-house," she said.

Sottosanti knows her husband's out not because of any dissatisfaction with his work, but rather because of the economy. "Customers are calling and saying: 'We're sorry. We love your service, but my husband or my wife lost their job, and we have to watch our expenses,'" she said.

Sottosanti said some customers will come back as the season wears on and they realize they don't have the time to do it themselves.

Also, she said, fortunately, her husband is finding some new customers to replace those they lose, but business is definitely down this year — even more so than last year, which wasn't the best either. Lorraine Emery, whose son,



Photo by John L. Moore
 Sales of lawn tractors have mushroomed this spring. More homeowners have decided to eliminate professional lawn care service and cut the grass themselves, according to Glenn Parick of Neighbors Home and Garden Center, Hellertown.

See **Lawn care** page 20

Senators: Gov unlikely to muster votes for tax plan

By **STACY WESCOE**
 Business Journal Staff

In just about six weeks, Pennsylvania is supposed to have a new 2010-11 state budget voted on and in place.

It may seem like the state just passed the 2009-2010 budget. That's because it really wasn't all that long ago. The last budget wasn't signed by Gov. Edward G. Ren-

dell until Oct. 9 after lengthy debate that forced the state to operate without a budget — and state workers to go without pay checks — for several months. June 30 may not be the magic day this year, either.

While state Sen. Michael O'Pake, D-Berks, said he and the other legislators are determined to meet the budget deadline this year, the website sunsilverview.org

noted that Pennsylvania hasn't passed a budget on time since 2003. And this year's \$29.3 billion budget proposal is not without its detractors.

A major sticking point is Rendell's proposal to expand the Pennsylvania sales tax to include more than 70 additional products and services that are currently exempt.

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Wastewater Reservoir

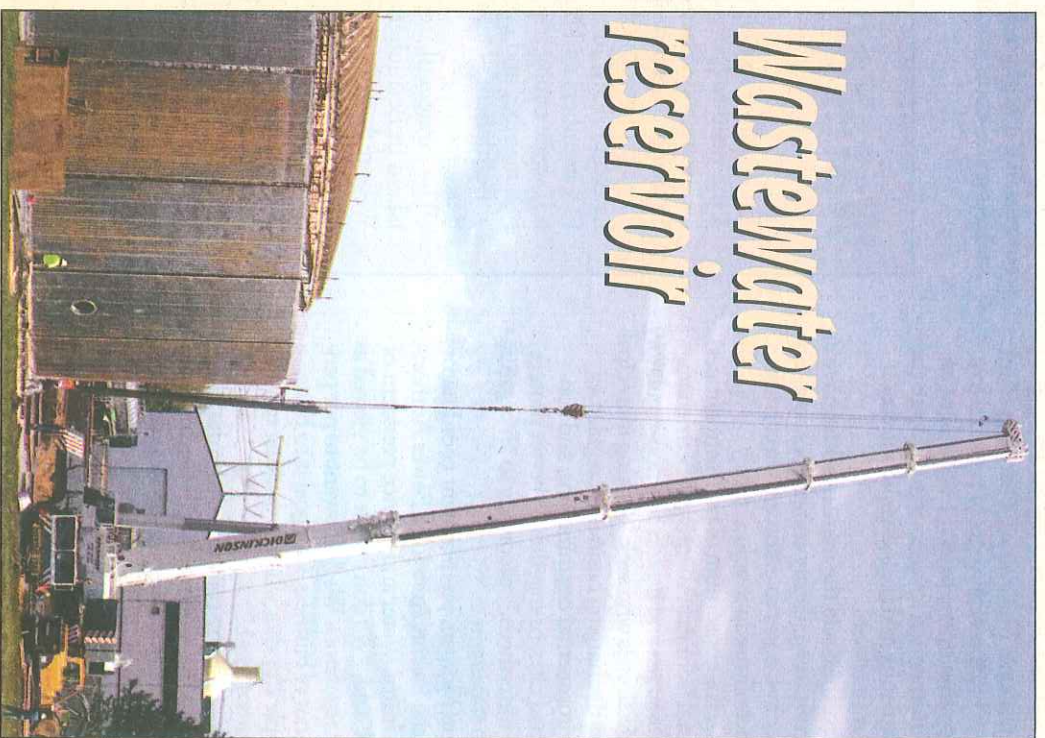


Photo by Kristine Skunda-Porter
 A crane lifts a pre-cast wall panel at the \$6 million wastewater plant that the Lehigh County Authority is erecting along Route 100 near Fogelsville.

\$6M tank to provide relief along Rte. 100 in Fogelsville

By **KRISTINE SKUNDA-PORTER**
 Business Journal Staff

The Lehigh County Authority Wastewater Plant is in the process of constructing a wastewater holding tank with the capacity to hold 3 million gallons.

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FOCUS

Business Lehigh Valley

Bethlehem entrepreneur shares marketing, motivating tips

By ANGELA BRISTOW
Business Journal Correspondent

In today's economy most business owners are looking for ways to stay afloat. How to accomplish this is the question that Bethlehem entrepreneur Nathaniel J. Williams said he gets asked the most.

A small business owner, motivational speaker and self-published author, Williams said that most business owners want to know how they can remain vital in this economy. Williams, who has a doctorate degree in education, runs several nonprofit organizations and two for-profit organizations, all focusing on the human services sector, that employ more than 200 people in Bethlehem.

The for-profit operations are called Human Works Training & Educational Services Inc. and Fun Works Inc. Each business generate approximately \$500,000 in revenue each year.

Williams said that the seminars he offers through his Human Works organization generate a large portion of the corporation's revenue. Generally 80 percent of his workshops are delivered to and paid for by companies that want several of their employees to attend Williams' individualized workshops. "With the training we try to look a little deeper, and we make some changes and ask them to make some changes. We look at the who, how, why and



Photo courtesy of Nathaniel J. Williams
Nathaniel J. Williams, Ed. D., is the president and CEO of eight organizations, both for-profit and non-profit, that employ over 200 people in Bethlehem.

when (of an issue). We break it down and then try to put it back together again," Williams said.

Occasionally, the subject that needs addressing is team building, but this isn't something that can be forced, he said.

"Sometimes you have eight islands trying to come together and form a continent," Williams said. "They don't always need to, and you have to help them see that."

Fun Works is an organization that helps physically challenged individuals participate in community activities of

Business Lehigh Valley

Williams

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tered marketing success by sending out a Fun Works quarterly brochure to a selected mailing list. This, in part, generates the 40 percent repeat business enjoyed by Fun Works.

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~ Nathaniel Williams, Ed. D.

The Human Works and Fun Works companies also generate interest through their websites and through advertising in key business and trade journals. The combination of marketing tools has helped Human Works generate approximately a 20 percent repeat business.

As would be expected from a motivational speaker, Williams said that he uses a variety of means to motivate and

reward his employees.

Williams said that he wants "to make sure that what we're giving people is what will keep them at the level they're at or motivate them to do better."

Through formal sit-down meetings with individual employees, Williams uses charts and some of the five books and one workbook that he's written and self-published. The employees review the material before the meeting.

At the beginning of the hiring process he said, "We use that (the formal meeting) as a way to see if they're thinking the way we are and it helps us figure out if this is a relationship that's worth beginning."

"A lot of times people use the phrase, 'failure is not an option.' Maybe we should be saying that 'failure should not be an option.' People often choose failure. Helping people come to those insights is what makes it exciting," he added.

A reward tool that Williams uses is retreats, not just for those at the upper level of the for-profit and nonprofit organizations, but also for a cross-section of the employees. Recently, 75 of his employees attended a retreat called "Attaining Your Personal Best" in Lancaster.

"It's a big time commitment," said Williams, "but it's definitely worth it."

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The host of a talk show on WFML-TV, Williams said that he is also an adjunct professor for Lincoln University, who has been taking part in the Chester County school's Master of Human Services program in Philadelphia. Last year, he taught bricks-and-mortar and online courses at Strayer University.

More information on Williams and his books can be found at www.nj-williams.com.

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