



Chamber News

Mercersburg Area Chamber of Commerce

19 North Main Street • Mercersburg, PA 17236 • Phone: 717-328-5827
Email: info@mercersburg.org • Website: www.mercersburg.org

ANNUAL BREAKFAST

November 15th the Chamber Board and 90 of it's members met at The Mercersburg Inn to participate in the Annual Breakfast & Membership Meeting. All in attendance enjoyed an elegant breakfast served by the staff of the Inn, followed by the membership meeting in the grand foyer.

Board President Theresa Gourley recapped 2007 and the many changes MACC has endured; including launch of the new newsletter format, website advertising, Liza Main's retirement (Executive Director of 9 years), the search for a replacement, the hiring of Mary-Anne Gordon and the move to their new office at 19 N Main St. She spoke of the excitement and optimism the she and the board share when looking to the future with Mary-Anne as the Director.

Retiring directors, Todd Stoner - Stoner's Hijos Hill Farm a 6 year board member and Tim Howley - Fast Ink a 3 year board member, were each presented a plaque in appreciation for their service. Replacing them on the board will be Amy Hissong - First National Bank of Greencastle and Rebecca Erb Ed. D. - Tuscarora School District. The 2008 Executive Board; President Theresa Gourley - Auto Sales Unlimited, Vice President Shawn Meyers - Steiger,

(continued on page 3)



NEW HOME, NEW HOURS, NEW OUTLOOK

Our office is now located at 19 N. Main St in beautiful downtown Mercersburg, next door to the James Buchanan Hotel, Pub & Restaurant. This space is larger and more functional for us, providing a reception area, meeting room, and separate office for the Executive Director. The meeting room has a large table, chairs and is available for use by members, appointment required, should they need it. We also have a window available for decoration by members (see above left window by Whitetail Resort). If you are interested in showcasing your business in this window please let us know.

In recent months our chamber has grown from 160 members to 210. We attribute this to the growing value of being a member of MACC and in response the Executive Director position is now full-time. Effective January 1, 2008 our office hours will be 9am - 4pm Monday through Friday. This reinvestment in the membership will allow us to better serve your needs.

The chamber is currently looking for volunteer staff. We would like to have 5-10 people able to assist with welcoming visitors, answering phones and basic office duties as needed. Help us make this Chamber the epicenter of our community. The place where people know they can stop in, call or email for information about member's businesses, community/civic organization's events, tourism/relocation info, etc. Please email or call Mary-Anne if interested, 328-5827 or info@mercersburg.org.

Upcoming Events

Membership Lunch
2nd Wednesday
of each month
Noon-1pm \$5 at door

Annual Banquet
Tuesday April 15th
Mercersburg Academy

In this Issue

News.....	Cover,3
Letter From Director.....	2
"In Brief".....	4
Member News.....	5

Spotlight on New Members.....	6,7
More News.....	8,9
Manager's Corner.....	10
Etc.....	11

Board of Directors

Executive Board Members

President

Theresa Gourley
Auto Sales Unlimited

Vice President

Shawn Meyers
Steiger, Steiger & Meyers Attorneys

Treasurer

Gloria Pine
First National Bank of Mercersburg

Secretary

Judy Boyd
Whitetail Resort

Board Members

Carrie Heckman
Saigee B's Bakery-Café
Vicki Kieffer
Associate Member
Don Shenberger
Mercersburg Printing
Rick Hendrickson
Mercersburg Academy
Liz Martin
M&T Bank
Michele McFadden
Briar Patch Primitives
Rebecca E. Erb Ed.D.
Tuscarora School District
Amy Hissong
First National Bank of Greencastle

Staff

Executive Director
Mary-Anne Gordon

The Chamber News is a bi-monthly newsletter of the Mercersburg Area Chamber of Commerce. Submit your information by the 19th of each month for inclusion. The Chamber reserves the right to edit content of submissions for space limitations. Ideas, opinions and statements expressed in articles by contributors are not necessarily those of the Chamber.



Mary-Anne Gordon - Executive Director

NEW COMMITTEE!!

Members and Friends,

I am please to announce the creation of an Ambassador Committee for MACC.

AMBASSADOR CORPS – “Building a better chamber through volunteer leadership.” To increase the retention rate of existing members by being responsive to members’ needs and reinforcing the benefits of chamber membership, and to strengthen our chamber by recruiting new members.

Benefits of Ambassadorship:

- Recognition in chamber newsletter and website
- Gain valuable contacts
- Committee Serves as a “leads group”
- Participate in the local business community
- Increase your company’s visibility
- Be a part of chamber leadership

Qualifications:

- Employed by a current member of MACC
- Must be a highly visible employee with their company
- Strong interpersonal skills, motivated and sensitive to the needs of the members
- Strength in working with members one-on-one in a positive, professional manner

Expectations:

- One calendar year commitment
- Attend monthly meetings (these meetings will be combined with event meetings whenever possible)
- Complete assigned calls
- Stay well informed on the functions of the chamber
- Attend ribbon-cutting/ground breaking ceremonies when available
- Greeter at chamber events when available

Support from the Chamber:

- On-going education of chamber programs, events and priority issues
- Make support materials available that meet the needs of the task
- Recognition for accomplishments
- Well-defined program objectives and goals

If interested in joining, please contact me directly.

Mary-Anne



You can find our membership list online at www.mercersburg.org!

FIRST NATIONAL BANK OF GREENCASTLE NAMED WILSON COLLEGE COMMUNITY PARTNER OF THE YEAR

Wilson College honored The First National Bank of Greencastle as its 2007-08 Community Partner of the Year at the first biannual Wilson College Community Partner Breakfast on Dec. 11.

Wilson President Lorna D. Edmundson presented First National President and CEO Jeff B. Shank with the Crystal Cup award, which will be housed at the bank for the next year.

"It is a great pleasure to confer this honor on people of The First National Bank of Greencastle, an organization known for its deep and sustained commitment to education and community service," Dr. Edmundson said.

She said the bank's volunteer efforts support more than 100 local educational institutions and organizations, as well as several national organizations, such as Habitat for Humanity, the Exchange and Lions clubs, the American Cancer Society and United Way.

"Their special program designed to teach area school children about banking and financial responsibility, and their internship and mock job interview programs for college students are especially noteworthy," Edmundson said.

In accepting the award, Shank said the bank is glad to support Wilson College. "We are honored to be chosen for this award, especially from such a prestigious learning institution as Wilson College. The First National Bank has always had a special interest in education and we try to do as much as we can to promote it. I am also very proud of our employees who volunteer so much of their time to the many local civic organizations. We feel that being partners in each community makes us a better bank."

First National representatives on hand to receive the award were Shank; Linda Zendt, branch administrator; Julie Tarquino, marketing manager; and Kim Shockey, sales and development officer.

The First National Bank of Greencastle has been a Wilson College Community Partner since 2000. The bank recently rejoined the program, committing at the blue level and presenting the college with a check for \$1,000.

The bank, which is owned by Tower Bancorp Inc.,



employs 180 people at 16 offices in Franklin and Fulton counties in Pennsylvania and Washington County, Maryland.

Approximately 40 people attended the annual Community Partner Breakfast, which featured a panel of experts from the college's Business and Economics Department, Orrstown Bank, F&M Trust, The First National Bank of Greencastle and Patriot Federal Credit Union, discussing "The Collapse of the U.S. Residential Mortgage Market: What Went Wrong and What's Next?" in a panel format.

The breakfast was held in Sarah's Coffeehouse in Lenfest Commons on the Wilson campus. The next Wilson Community Partner Breakfast will be held in spring 2008.

Wilson's community partner program is designed to forge meaningful partnerships between Wilson College and businesses in the community. Businesses support the college financially at a level of their choosing and receive discounts on such things as tuition for their employees and meeting space in Wilson's facilities.

Founded in 1869, Wilson College is a rigorous liberal arts college dedicated to the education of women. Affiliated with the Presbyterian Church and located in Chambersburg, Pa. Wilson offers bachelor's degrees in 24 areas and a master's degree in teaching. The college's 2007-08 enrollment in both the College for Women and the Adult Degree Programs is approximately 727 and includes students from 15 states and 22 foreign countries. Wilson is committed to environmental sustainability and to preparing leaders who will serve their communities and professions effectively.

Continued from page 1...

Steiger and Meyers, Treasurer Gloria Pine - First National Bank of Mercersburg and Secretary Judy Boyd - Whitetail Resort were also introduced. Committee Chair Carrie Heckman of Saigee B's Café, spoke of the 25% membership growth the chamber has enjoyed in just 5 months and addressed the need to introduce the members to each other, each board member read a 25 word or less statement, provided by the members about their business, aloud to the group.

Key note speaker, Rebecca Erb Ed. D. spoke about how to prepare students for the workforce of tomorrow. She stressed the three "C's" - Construction, Curriculum, and Civility - be impressed upon students. Construction - students need a safe, comfortable learning environment, hence the current JBHS upgrade considerations, Curriculum - project work and team concepts incorporated into school work will allow students to intelligently handle practical situations, and Civility - exposing children to culture early in life will help them function as members of society. She concluded by providing several copies of the book "Flipping the Switch" to the chamber for use by it's members.

The meeting concluded with a round of applause for the owners, Jim and Lisa McCoy, and staff of the Inn and a thank you to the sponsors; Mercersburg Printing, Bell Insurance, D.L. Martin, Brake Concrete, Community Corner, F&M Trust, First National Bank of Greencastle, Modnur Pharmacy & Auto Sales Unlimited.

In Brief from the desk of Shawn D. Meyers, Esquire

NOTICE

The advice set forth below is merely a summation of legal principles that apply to business and individual transactions. It is offered by the writer as a reference source and commentary for subscribers of the Mercersburg Area Chamber of Commerce Newsletter. Each individual should consult with an attorney to obtain legal advice and should not act in reliance upon the information set forth hereafter.

WHAT'S MY REMEDY

I am often asked by clients "So what's my remedy?" The question is often asked after an agreement they have signed is not being honored by the other party. One common element missing in many agreements is a clause setting forth the remedies either party will have in the event the agreement or contract is breached. The parties assume that nothing will go wrong and only focus on what they are going to be doing during the time of the agreement, not when things break down.

Many form agreements provide generic clauses that specify the right of the paying party to retain monies due, to seize property delivered, or simple termination of the agreement. These agreements fall short of giving a party a remedy they would like to pursue, but didn't think to include when the agreement was being written.

Contractors and professional services contracts often fail to include clauses providing the right to collect court costs, out of pocket expenses and reasonable attorneys fees in the event of a default. In the alternative, the out of pocket costs and attorneys fees may be capped at such a small amount, (i.e. \$50.00), that a party can never recover the actual monies expended to enforce the agreement. It is not uncommon for court costs, out of pocket fees for witnesses or experts and attorneys fees to exceed several thousands of dollars for a case in which the amount in dispute may not exceed \$10,000.00. The cost to collect the disputed sum is often a deterrent to seeking enforcement of rights under the agreement. Also note that under the laws of the Commonwealth of Pennsylvania, unless a statute or regulation permits recovery of attorneys fees, in most cases they cannot be recovered unless expressly stated in the agreement. It is not uncommon for another party to offer to settle the matter at or about the disputed amount, rather than risk an increase in the judgment amount to pay the other party's attorney fees and costs.

So, when considering an agreement, take the time to think about if a promising venture fails, what is it you would hope to recover from the other party and be sure to include it in the agreement. Obviously, an attorney can help you in preparing an agreement, provided you clearly set forth your expectations of how the parties are to act during the term on an agreement and if it falls apart.

Courtesy of

Shawn D. Meyers, Esquire, Steiger, Steiger & Meyers, 120 N. Main St. Mercersburg, PA 17236 (717).328.3525

MEMBERS IN THE NEWS

THE FIRST NATIONAL BANK OF GREENCASTLE

HITS GRAND SLAM

The First National Bank of Greencastle recently hit a 'grand slam' when it contributed \$5,000 to the Central Fulton Educational Foundation's fundraising drive to install lights at the McConnellsburg High School Sports Complex. McConnellsburg area businesses were asked to consider sponsoring the drive on baseball-themed levels – single, double, triple, hat trick, home run and grand slam, according to Loy Garber, co-chair of the Foundation's Sports Complex Lights committee. Garber recently accepted the bank's donation at the bank's McConnellsburg office from Community Office Manager Connie Burgan and Loan Officer Rick Strait. "The bank's \$5,000 gift puts us over the \$150,000 mark in our drive to reach the \$230,000 we need," Garber said. "We're thrilled to be this close. These lights will allow district teams to play in the evening hours so more adults and family members can attend and help us generate more revenue for our sports programs." The Central Fulton Educational Foundation was established to channel tax-deductible charitable contributions into efforts that benefit Central Fulton School District students.

SUPPORTS THE TUSCARORA EDUCATIONAL FOUNDATION

The First National Bank of Greencastle is proud to announce that it has provided a \$5,000 contribution to the Tuscarora Educational Foundation (TEF) through the Educational Improvement Tax Credit program from the Commonwealth of Pennsylvania for the current 2007 – 2008 fiscal year. The Tuscarora Educational Foundation is a registered, non-profit organization, administered by a diverse board of community volunteers. It channels tax-deductible contributions into grants and scholarships to provide additional educational projects and programs that directly benefit students in the Tuscarora School District. Jeff B. Shank, President and CEO of The First National Bank of Greencastle recently presented the check to Jack J. Hawbaker of the Foundation. "We are pleased to support the Tuscarora Educational Foundation. It is gratifying to know that TEF strives to initiate programs that truly benefit the students, which makes a donation to the Foundation one of the best investments we can make," Shank said. Jack J. Hawbaker, Chairman of the TEF is encouraged by the support that The First National Bank of Greencastle has provided to the Foundation. "We are hopeful that more businesses will follow in the footsteps of The First National Bank of Greencastle by contributing to the Foundation."



FIRST NATIONAL BANK OF MERCERSBURG

BRANCH MANAGERS SPEAK TO JBHS LIFE SKILLS CLASS



Pictured on the left – Annalisa D. Ambrisco. Recently two branch managers, Annalisa D. Ambrisco and Terri Pine, from The First National Bank of Mercersburg went to James Buchanan High School to speak to Leann Witter-Keefer's Life Skills Classes. Presentations were made about maintaining a checking account, OnLine Banking, choosing a bank, and correct use of a debit card.

COMMUNITY DONATION

L to R: Anna Rotz, President of the Fort Loudon Historical Society, recently accepted a donation from Loni Bard, Fort Loudon Office Manager of The First National Bank of Mercersburg for the improvement of the community events sign at Hawbaker Drive and Main Street in Fort Loudon. The sign will be elevated for better visibility.



NEW EMPLOYEE

The Board of Directors and management of The First National Bank of Mercersburg are pleased to announce the addition of David W. Cupp to their staff. David will apply the knowledge gained through almost 20 years in the industry to his position as Operations/Branch Administration Officer. David has a proven record of success in cash management, business development and lending, and he will be a key part of the Bank's drive to provide the community with the best combination of products and customer service available. Marelín K. Sites, President and CEO of First, stated that "Dave is an enthusiastic, skilled professional, and we look forward to the impact his addition will have on our entire organization."



ROTZ & STONESIFER

Rotz & Stonesifer, P.C. announces the addition of Robin Despres to its staff as Payroll Manager. In this role, Despres will supervise the firm's full service payroll department that provides the complete range of payroll and payroll tax service to clients. A native of Chambersburg, Despres brings over 18 years of payroll experience in the public accounting arena to Rotz & Stonesifer. Despres began her payroll career with Baker O'Connor, LLC in Foxboro, Massachusetts as a payroll processor. After three years of service, she was promoted to Supervisor of the payroll department. In 2002, she was promoted to Office Manager with responsibility for both of the firm's offices. In 2007, she assumed the Director of Operations role with Baker O'Connor supervising a staff of seven administrative staff. In addition to her payroll and office management responsibilities, Despres was involved with client retention and new business development activities to support the firm's growth.



WASTE MANAGEMENT

Mountain View Landfill received certification for its contributions to wildlife habitat conservation at the Wildlife Habitat Council's 19th annual symposium, *The Value of Green*. At the conference in Baltimore, nine Waste Management landfills were certified as wildlife habitat, bringing the grand total of WHC-certified landfills to 33. Waste Management's landfills provide more than 19,733 acres of protected habitat for wildlife. "For 20 years, the Wildlife Habitat Council has led groundbreaking initiatives on more than two million acres of land for the benefit of wildlife and conservation education," said Robert Johnson, WHC president. "WHC members embrace their role as leaders in environmental stewardship at the local, national and global level, voluntarily managing their lands to support sustainable ecosystems and sustainable societies. Congratulations to Waste Management for stepping up to meet the challenges of creating a healthy and biodiverse natural world." "Helping America Think Green and clean is our business," said Cheryl Shields, Director of Community Relations. "Every year, Waste Management recycles enough paper to save 41 million trees, and our landfills provide tens of thousands of acres for community parks, recreation centers and protected wildlife habitats. I'm proud that our company and our employees want to ensure that we pass the planet to the next generation in better shape than we inherited it. It's a lofty goal, but our generation can be the first generation to accomplish it." The Mountain View Reclamation Landfill site formerly was an apple orchard, Christmas tree farm and shale mine. Now, 500 of the site's 750 acres are reserved for wildlife habitat. The site is surrounded by rural countryside, gently rolling hills and mountains, and woodlands consisting of maples, oaks, ash, gum, dogwood, redbud, sycamore, Canadian hemlock and pines.



SPOTLIGHT ON NEW MEMBERS

A Fitting Place



395 Lincoln Way East
Chambersburg, PA 17201
717-658-0557
Fax 717-264-4834
dixies@pa.net
Dixie Schreiber - Owner

Ensuring a correct fit while helping to regain that natural body image. Realizing all women are unique and different than the woman before them, Dixie strives to offer a non-threatening, private environment, where each woman is treated with the utmost respect and dignity. Dixie is the owner/mastectomy fitter, and is available by appointment.

Computer Technical Services



1333 Lincoln Way East
Chambersburg, PA 17201
717-261-0801
www.networkguys.us
JoeTaylor@networkguys.us
Joe Taylor -Owner

In business, all of us are interested in maintaining consistent and reliable operations. Established in 1997, Computer Technical Services does just that through providing business class technology service solutions. Offering repair, data recovery, remote access solutions, pre-purchase consulting, and more. CTS implements Windows Small Business Server solutions, document sharing systems, Point Of Sale, accounting systems, etc. Existing clientele includes dental, medical, legal, retail, manufacturing, government agency, and is appropriate for organizations with larger computerized networks as well. CTS provides full Information Technology services for companies seeking outsourced system administration and maintenance with an enhanced ability to troubleshoot reliability issues. For those who do not have their own technology experts on staff, CTS can provide clarity to your technology questions and assist with identifying new technologies that lead toward business growth.

Mercersburg Women's Club

PO Box 2
Mercersburg, PA 17236
717-328-2897
Betty Jane Lee - President

In it's 99th year, mission - "The object of the club shall be the broader culture of its members, the maintenance of the library, the temporary relief of the needy of the community, the promotion of civic improvement, and the general welfare of the town." Membership is \$15 per year.

Office Suppliers



717-263-4157
Fax 717-263-9199
jrnogle@embarqmail.com
John Nogle - Representative

The local Xerox agent for Franklin County. This family-owned and operated business is based in Chambersburg, specializing in small to medium size business needs.

PA Career Link of Franklin County

Pennsylvania
CareerLink

600 Norland Ave.
Chambersburg, PA 17201
717-709-4907
Fax 717-264-0856
www.cwds.state.pa.us
ddonnell@state.pa.us
Derrick A. Donnell - Administrator

PA CareerLink Franklin County is Franklin County's one-stop service for job seekers. PA Career Link Franklin County resources include job listings, directory of local offices, unemployment information, social services, and training resources. Some services are available online @ <http://www.cwds.state.pa.us> During the last program year from July 2006 to June 2007 PA CareerLink Franklin County saw 9265 customers walk in its front door, of which 593 were direct hires through the PA CareerLink. PA CareerLink staff also visited 126 employers to market the full array of service available to employers. Employers are able to post jobs on our website, list your company profile, search for applicants, and get labor market information and publications.

SPOTLIGHT ON NEW MEMBERS

Penn National Insurance



Two North Second Street
Harrisburg, PA 17101
Or mailing - PO Box 2361
Harrisburg, PA 17105-2361
800-388-4764
Fax 717-257-6964
www.pennnationalinsurance.com
dmcauliffe@pnat.com
Donald E. McAuliffe, Jr., CPCU
Commercial Lines Territory Manager

Our Chamber+ program is designed to provide group-buying power for comprehensive business insurance coverages, and reward businesses who practice loss prevention and cost containment. How? Purchase your business insurance through Penn National Insurance, and depending on the group earned premium and total claims experience, you could earn an annual dividend. See insert in this newsletter or the link on www.mercersburg.org/directory.jsp for details.

Penn State Mont Alto



1 Campus Dr.
Mont Alto, PA 17237
717-749-6000
Fax 717-749-6058

Penn State Mont Alto, founded in 1903, offers five baccalaureate and eight associate degree programs. Our mission statement is to effectuate Penn State's land grant mission in the modern sense in our service area by providing higher education opportunities and economic development and continuing education for Adams, Cumberland, Franklin and Fulton counties.

Pest Patrol, LLC

PO Box 154
Lemasters, PA 17231
1-866-PESTMAN
Fax 717-328-9700
pestpatrol@pa.net
Kevin & Darla Tharp

Locally owned and operated. Specializing in exterior and interior treatments for spiders, bees, roaches, mice, termites, and much more.

Strickler Insurance Agency



1200 East McKinley Street
Chambersburg, PA 17201-0307
717-263-4179
Fax: 717-263-0256
www.stricklerins.com
rseilhamer@stricklerins.com
Roxi Seilhamer

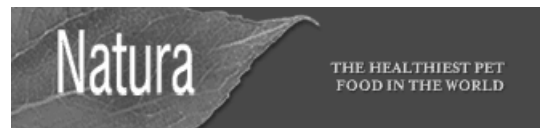
Strickler Agency, Inc. is an Independent Insurance Agency with offices in Chambersburg and Carlisle. Our mission statement is simple, "Our mission is to provide our customers with comprehensive risk-management programs and financial products that are tailored to fit their business and personal needs. We will work hard to establish long-term partnerships and provide exceptional service to our most valued asset, OUR CLIENTS." We employ a staff of over 40 highly experienced and professional individuals to provide both the quality and personalized service you deserve. In addition to offering excellent service, we pride ourselves in supporting local community programs. We look forward to your next visit!

William M. Bassin, Ph. D.

35 Oregon St.
Mercersburg, PA 17236
717-328-4206
williambassin@comcast.net

Providing a variety of financial consulting services for small and medium sized businesses. These services include economic forecasting, developing operational projections for business plans and capital budgets, and helping managers design business strategies. Personal financial planning also available.

Zazzy's K-9 Kitchen



235 N. Main St
Mercersburg, PA 17236
717-328-2839
Karen_ramsburg@comcast.net
Karen Ramsburg & Tim McCown - Owners

All-natural pet foods by Natura, made in the U.S.A., makers of the healthiest pet foods in the world! Offering CALIFORNIA NATURAL, INNOVA & EVO brands. Healthy nutrition. Healthy pets. Pure Simple. And Natural.

MORE NEWS.....

Additional Benefits and Administrative Services Make PCI Insurance the Best Deal On The Lot

Shopping for employee benefits can be compared to shopping for a car. The basics are the same. You need a reliable, safe, fuel efficient, affordable vehicle. What sets each model and make apart are the “extras.” Every car comes with an engine, windows, seat belts, a steering wheel, etc. But what makes the vehicle you select desirable are the amenities or add-ons -- features that accommodate a lifestyle or family needs or those that simply offer added luxury or convenience.

Searching for employee benefits can be viewed in much the same manner. Most carriers, agencies and programs offer numerous medical plans with varying levels of benefits, coverage, deductibles and co-pays. Although the spectrum of choice is wide, the premise is the same for each plan – reliable health care coverage from a reputable carrier.

What sets a benefit program apart are the “extras” – the specialty coverage options and administrative services included in the program. From the beginning, the PCI Insurance benefit program was designed to include custom features – specialty coverages and administrative services – which places PCI far and above the “standard” programs offered by competitors.

The Proof is in the Program

The PCI programs include numerous medical plans to meet the needs of small businesses – those with even just one employee – and large businesses – those with 100 employees or more. The value of the PCI program is that every program includes numerous administrative services, most at no extra charge, and each program can be “upgraded” or expanded to include a selection of other essential benefit options at an affordable price.

With a menu of administrative services that includes one consolidated invoice for most coverages, secure web site online account administration including an online enrollment form, COBRA administration for companies with more than 20 employees, electronic invoice payment options, a Section 125 program and dedicated Customer Service representatives and Account Executives.

The corresponding PCI Insurance specialty coverage menu includes dental, vision, life, disability, part time benefits, cancer and accident insurance, workers compensation, an Employee Assistance Program (EAP) and Medicare Advantage programs.

Exclusive Benefit Means Exceptional Value for Chamber Members

Shopping for insurance – or a car -- can be a time-consuming confusing experience, unless you choose a superior “dealer” that affords the ability to custom design a program that exceeds the “base model” in meeting your employee benefit needs.

To find out more about PCI Insurance, offered to you as a benefit of your Chamber membership, call us at 800.755.3021 or visit us online at www.pachamberinsurance.com.



Trudy Spielman
Owner

123 N. Main Street
Mercersburg, PA 17236
Tel: 717-328-4348
Fax: 717-328-4349

Capitol Theatre in downtown Chambersburg will be presenting...

100 Years of Broadway... the day after Valentine's Day... on Friday February 15 8pm. There is an option to include a dinner with the show for an additional charge. Thank you Beth/Capitol Theatre Center

Don't Let The Pigeon Drive The Bus... Children's show for children ages 3+ based on book by Mo Willems...six time Emmy Award Winner as a writer and animator of Sesame Street. Monday...*(President's Day)* Feb. 18 – 6:30pm and Tuesday, Feb. 19 – 10am...Potential story to consider re: Theatre's increased commitment to the family and school market. Discount for groups. Keeping theatre alive for future generations.

National Christian Choir... 200-voice interdenominational choir with international acclaim returns to the Capitol Theatre with two big shows April 26 – 4pm and 7:30pm. Discounts for groups.

**LEADERSHIP FRANKLIN COUNTY
PARTICIPANTS COMPLETE
DIVERSITY TRAINING**

Waynesboro, PA, December 12, 2007 – Participants of Leadership Franklin County completed diversity training in Waynesboro, PA. This session is one of many leadership sessions designed to develop local community leaders. The focus: recognize, understand, appreciate, and leverage differences and backgrounds to build stronger teams. Participants discussed inclusion, workplace collaboration, multiculturalism, and immigration impacts. Activities included small-group role plays on specific diversity scenarios and a panel discussion with local leaders in the education, business, and government sectors.

Since 1986, Leadership Franklin County equips current and emerging leaders to serve as community leaders. Participants interact with county-wide business leaders, educators, and professionals, developing an awareness of the problems, opportunities, and resources available in the area. For further information about Leadership Franklin County, contact Alex Bacay, (717) 360-7653.



Trade show?

**Need promotional product ideas?
Fast ink can help - call us!**

1-877-328-5057

est. 1997

www.fastink.com

**THANK YOU TO THE
ANNUAL BREAKFAST SPONSORS**

Platinum Sponsor - Mercersburg Printing

Gold Sponsors - Bell Insurance & D.L. Martin

**Silver Sponsors - Brake Concrete, Community Corner,
F&M Trust, First National Bank of Greencastle
& Modnur Pharmacy**

Centerpiece Sponsor - Auto Sales Unlimited

Invitation Sponsor - First National Bank of Greencastle

Shippensburg University SBDC Partners with F&M Trust to Offer Small Business Educational Programs

Officials at the Shippensburg University Small Business Development Center (SBDC) and F&M Trust announced a partnership to present educational programs and workshops for aspiring entrepreneurs and existing small business owners in Franklin and Cumberland County.

The low cost workshops will cover basic business skills as well as more advanced and specific business management, and feature experts and leaders from industry, government, higher education, and professional associations. Workshops will be held at various locations in Franklin and Cumberland counties. Topics will include practical information such as Starting a Small Business, Writing an Effective Business Plan, Employee Best Practices, and more.

“These programs make sense for the small business and for the local economy, particularly when you consider that small business owners who receive assistance from an SBDC survive and grow, on average, at rates far greater than small business owners who do not. And small businesses stand to make substantial contributions to the local economy,” said F&M Trust President William E. Snell, Jr.

CONTACT

Julie B. Rutledge

Educational Programming Coordinator

Shippensburg University SBDC

717-477-1935

jbrutledge@ship.edu

MANAGER'S CORNER: *LEADERSHIP TRAITS*

A client recently asked me to help him identify leadership skills his son would need to develop to help him successfully takeover and lead the family business in a few years. He also wants to be able to evaluate all his managers on these skills on a scale of 1 (none/low) to 5 (exceptional).

From my 20 plus years of experience working with really good and not-so-good "leaders," several skills stand out, but I'll focus on just seven for now:

1. **Strategic Thinking** - The ability to think beyond the day-to-day and override the natural tendency to see the difficulties proposed strategies may cause. Strategic thinking requires leaders to focus on what's right for the organization: the employees and the customers now and into the future. Strategic thinking requires a willingness to deal with intangibles, unknowns, and risk. Strategic decisions are more often than not based upon experience and instinct, with enough research to hope projections hold true. Strategic thinking requires thinking of the whole, instead of the individual department previously managed. Strategic thinking requires continuously pushing forward to ask "What's next?" instead of saying, "Ahh, we've finally arrived."
2. **Opportunity Identification** - Business development, business acquisitions, sales, mergers, product lines, service lines, etc. all fall in this category of opportunity identification. What is appropriate given what our organization is, does, and should be in the future? Closely linked with executive team strategic planning, opportunity identification often takes on a more individual approach and is done through the leader's personal readings; tracking of world, regional, and local news events; observations during conversations over lunch at the club, in the bank, with colleagues, etc. It's the leader's individual ability to put the various puzzle pieces together into a probable picture of future opportunities.
3. **Infrastructure Development** - The ability to realize that any solid house needs a solid foundation. Infrastructure development requires ensuring the boring and not-so-sexy things such as policies, procedures, manuals, protocols, facilities, equipment, land, etc. are all in place to allow the organization to effectively handle current operations, but also be well positioned to accommodate future, more sizable work volumes. Infrastructure development is a delicate dance of not over-acquiring or building and thus creating too much overhead, while at the same time, ensuring internal capacity to operate now and grow into the future.
4. **Financial Acuity** - The ability to understand what the organization's numbers are telling you in terms of where you were, are, and where you're going. Leaders obviously understand the basics of cash flow, profit and loss, and balance sheets. However good leaders understand how business actions and inactions can cause the direct and indirect shifts in the numbers, as well as how to enhance the overall capital strength of the organization through business revenues, acquisitions, divestures, etc. Good leaders understand that "cash is king" and that big doesn't necessarily mean better -- if you can't pay your bills. Smart growth is more important than growth for growth's sake.
5. **Professional Networks** - The gut-level understanding that strong, reliable networks of professional advisors, colleagues, competitors, associates, and friends will provide tremendous support, insight, and sounding board opportunities. These networks and associates are outside the organization and will often provide straight answers and insights that internal staff don't see or are afraid to share. Professional networks provide opportunities to gain knowledge quickly, acquire various opinions to evaluate while holding no real decision-making power or authority over the leader. They're sources of information. What's more, a good leader often provides more to the network than is taken away.
6. **Brand/Goodwill Development** - The understanding that without a solid reputation, your organization's value diminishes. Every sale becomes harder. Every employee recruitment and hire takes longer. Every meeting with colleagues becomes a bit strained. Protecting and strengthening the organization's name, reputation, and value becomes paramount to good leaders. Without it, they're leading an entity no one wants to follow.
7. **Development of Others** - The understanding that knowledge transfer and developing skills in others is crucial to any organization's long-term success. We've all heard organizations say, "Our employees are our strongest asset" yet many of these same organizations refuse to spend more than bare minimum on employee training each year, and few have focused direct daily effort on developing their organization's prospective future leaders. Good leaders have long realized the need to develop the above skills in their employees with leadership ambitions and abilities. Good leaders have for years been focusing on helping their organization's future leaders prepare for personal and professional success. The success of the next generation of leaders will help ensure the organization's success.

The above list isn't all-inclusive, but it provides a sound basis to build upon. As elusive as most "good" things in life are, if the above were easy, every "leader" would possess them. They're not easy. They're somewhat innate and most assuredly they're strengthened with practice over time. Rate your own leadership strength. On a scale of 1 to 5, how strong are you?

Copyright 2007 - Liz Weber, CMC - Weber Business Services, LLC. Liz can be reached at liz@wbsllc.com or (717) 597-8890. Additional articles on strategic and succession planning can be found at <http://www.wbsllc.com/articles.shtml> or <http://www.liz-weber.com/articles.php>



ETC.....



Rotary Club of Mercersburg Santa's and helpers met at the Chamber office Sunday December 23rd to fill their sleds with gifts for the 141 local Tuscarora School District children assisted by Rotary's Santa's Toy Box. Local businesses and residents gave generously again this year in support of this long running program. Thanks you from the Rotarians!!

POWER LUNCH

2nd Wednesday of each month, \$5 per person. Please contact the chamber if you would like to host one or be a presenter. Each month's location can be found on www.mercersburg.org/events.jsp.



Scott Donghia, REALTOR®
 PFFhomes.com
It's all about you!
Prudential
Franklin Associates,
REALTORS®
 730 Norland Avenue
 Chambersburg
 Bus 717-267-3222 Ext 253
 800-913-7625
 Cell 717-552-9856
 ScottDonghia@mris.com
An independently owned and operated member of Prudential Real Estate Affiliate, Inc.

**MACC 2008
 MAJOR EVENTS CALENDAR**

Legislative Breakfast Antrim House	March 28
Annual Banquet Mercersburg Academy	April 15
Golffest 2008 Whitetail Golf Resort	May 23
Summer Chamber Breakfast	TBD
Townfest Downtown Mercersburg	September 27
2nd Annual Autumn Golf Tournament Whitetail Golf Resort	October 3
Candidate Forum Whitetail Resort	mid -October
Trick-or-Treat Night Downtown Mercersburg	October
Annual Breakfast Meeting TBD	November
Merry Christmas Mercersburg Downtown Mercersburg	Weekends Nov/Dec

AFTER 5 NETWORKING

We are now scheduling 2008 After 5 Open House/Mixers. These events allow the host to showcase themselves, their office, business, etc. by inviting fellow members and associates in for refreshments. Members attend with the intention of networking, meeting new people and learning about your business. Schedule yours today, 328-5827 or info@mercersburg.org!

BUSINESS PERSON OF THE YEAR

Nominations Being Sought

ABOUT THE AWARD: The highest commendation the Mercersburg Area Chamber of Commerce presents each year is the "Business Person of the Year Award". This award is given to a person who unselfishly committed to the local business community.

AWARD CRITERIA:

- Nominee shall be a current Mercersburg Area Chamber member business owner or employee in good standing.
- Nominee's business must be located within Mercersburg Area Chamber of Commerce's service area, Peters, Warren, Montgomery, St. Thomas Townships and the Borough of Mercersburg.
- The individual exemplifies exceptional leadership both inside and outside their place of business and have a strong presence in community activities.

Nomination forms available at the chamber office.



Computer Technical Services

- Professional IT Services for Business
- Repair
- Consulting
- Network Administration
- Data Recovery
- Purchase Planning & Assistance
- Remote Access
- Point Of Sale Support
- Reliability Troubleshooting

Call for Free Consultation
717-261-0801
www.networkguys.us

Established 1997



19 North Main Street
Mercersburg, PA 17236

PRSRT STD
U.S. POSTAGE
PAID
Mercersburg, PA
Permit #15