

# Tuscarora Area CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

## chamber news

www.mercersburg.org  
www.tuscaroraareachamberofcommerce.org



### APPI MEETS MEMBER NEEDS

The Tuscarora Area Chamber of Commerce continues to provide exceptional member benefits for you, our valued member. One of these benefits is the energy procurement service provided by APPI Energy. APPI Energy takes the guess work out of buying electricity and natural gas in the Pennsylvania market. With no upfront retainers or fees, APPI Energy identifies and implements solutions to reduce and manage your energy costs.

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3. Requiring a **minimal time commitment from you.**
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5. Managing a **seamless transition** and providing **superior ongoing customer service.**

Since 1996 APPI Energy has helped 2,500 businesses with locations in every deregulated state including more than 600 Pennsylvania customers.

*Here's what Bill Sanders of Rotz and Stonesifer has to say, "Before joining Rotz and Stonesifer I worked in Hagerstown Maryland and recall what happened when Maryland was becoming deregulated. With APPI I was assigned one energy consultant who walked me through every step of the way with minimal time commitment on my part. They were able to negotiate for us and lock us into a great price. I recommend that all chamber members get educated through APPI and begin your electricity procurement process."*

Electricity and natural gas prices are at six year lows. Now is the time to make suppliers compete for your business. Many Tuscarora Chamber members have already worked with APPI Energy and locked in a low supply price for 1-4 years. I urge you to contact APPI Energy at 800-520-6685 or [info@appienergy.com](mailto:info@appienergy.com).



The Chamber of Commerce and owners of the James Buchanan Hotel and Restaurant, Catalin and Judy Bonciu, welcomed 50+ people to the grand reopening of the newly remodeled establishment. Also in attendance Senator Alloway, Commissioner Keller, and Mayor Zeger.



2011 Board of Directors Chair and owner of FreeMind PR Nate Fochtman and Senator Rich Alloway at Tuscarora Area Chamber Annual Breakfast November 23, 2010.



The Dollar General opens in Fort Loudon, PA.

## Board of Directors

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#### *Executive Director*

Mary-Anne Gordon

The Chamber News is a monthly newsletter of the Tuscarora 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.



## IT'S ALL ABOUT COMMUNITY!

Dear friends and members,

I am your incoming 2011 Chairman of the Board, Nate Fochtman. I live and work in Mercersburg, running a corporate marketing firm, FreeMindPR, as well as a promotional management and booking agency, FreeMind Entertainment. As a graduate of Mercersburg Academy, I dreamt of the day that I could return to this area. In 2008 my wife and I did just that, we are happy to be residing in the Borough of Mercersburg and building our business here alongside each of you.

2010 was a fantastic year for the Tuscarora area, and 2011 brings not only the 87th year for the Tuscarora Area Chamber of Commerce, but also great new strides into the future of expansion and growth in our local economic community.

Our staff and board have been relentlessly working during the past year to build our membership base, and share our member benefits with the community. We have some very innovative new plans for building stronger relationships among members, and expansion for the coming months in sharing our benefits with your fellow businesses that have not yet become members.

We at the Chamber are constantly looking to push the growth of not only our economic community, but also our overall community morale, as seen in the past year with the development of First Fridays, which will return in May 2011 – allowing opportunities for each of you to not only network with other business people in the area, but also your consumers and their families, which is truly the lifeblood of our businesses. I am proud to be part of this and look forward to leading your Tuscarora Area Chamber of Commerce through the growth in 2011 - we live in a truly amazing community.

Nate Fochtman

2011 Chairman of the Board

## EXCLUSIVE MEMBER BENEFITS

### APPI Power Procurement

APPI works as your independent electricity consultant, representing your business, not the supplier. In partnership with APPI's network of endorsed associations, our consultants assist clients in every stage of the electricity procurement process. There are no upfront expenditures, hourly fees, or retainers for your business. Contact APPI 1-800-520-6685.

### Health Insurance Program

PCI offers small businesses the opportunity to obtain versatile health insurance at affordable rates. Several plan options are available. Contact PCI 1-800-755-3021.

### Property and Casualty Insurance

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. Contact Bell Insurance, Craig, Friedly, Potter & Moore, or Strickler Insurance for details.

### Web Design & Hosting

Affordable web design and website hosting. Several member businesses take advantage of this unique benefit. Check out these examples, Rotary of Mercersburg, Steiger & Steiger Law Office, and Kathy Hartung Realtor.

### Comcast Spotlight

Comcast Spotlight offers Chamber members unique advertising opportunities. Member TV commercials can help to promote the Chamber of Commerce, too. Call Lori Perkins 649-6789 for information.

### KG Media Solutions

10% discount on all video production for web, TV, etc. Call Brad for details 717-372-5033.

### CenturyLink

CenturyLink's 2011 Chamber member exclusive program included discounted business class high-speed Internet service and free professional installation and discounted bundle services. For information, contact Lauren Lutz at 267-4683.



Tower Bank's 4th Annual Shred Day was a win-win for the Mercersburg community. The shred truck was on location to help local residents shred more than sixty-five bags of confidential documents safely and securely. Although there was no cost to shred personal documents, community members generously gave donations totaling \$300. The donations were given to the Rotary Club of Mercersburg who will provide Christmas gifts to local children through the Santa's Toy Box program.



The Rotary Club of Mercersburg is proud to announce that one-hundred families and two-hundred and thirty-four children are going to have a special Christmas this year. Thanks to the donations of local citizens, clubs, service organizations and businesses all these children in the Tuscarora School District will receive clothes and toys. The Rotary Club of Mercersburg shopped for the toys with the help of some special friends using lists provided by the children's parents. The ninth grade students at the Mercersburg Academy along with the Rotarians and some Rotary friends and family members wrapped over 2000 gifts. On Sunday, December nineteenth, five Santa's delivered all the gifts to all one-hundred families.

**New Year****New Opportunities**

# *“Here to Help” Job Fair*

**Thursday, February 3, 2011 ~ 9 a.m. - 3 p.m.**

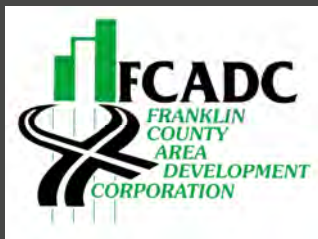
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## MANAGER'S CORNER: *COMPLACENCY – OVER-COMMUNICATING VS TALKING TOO MUCH*

Managers know they're supposed to communicate, communicate, communicate. In fact, managers are often told to "over-communicate." That's great advice – in general. However, where many managers run amuck, is they confuse over-communicating with talking too much.

Over-communicating simply means you communicate the same, clear, concise message over and over again so every employee who needs to hear it and understand it – does. In fact, your employees know the message, can re-cite the message, and probably dream about the message because they've heard it so many times. However, as a result, there is no confusion in any one's mind what the goal is, what the standards are, what the plan is, or whatever it is you have been communicating clearly and consistently. As a result, everyone is positioned to support the same message.

Talking too much, on the other hand, is simply using too many words, in too many various ways, to try to convey your idea, plan, or goal. When you talk too much, you often:

- Overwhelm your employees with too much information
- Confuse your employees with the variety of words, styles, and messages you've shared
- Create chaos as every employee will interpret each version of your message differently and therefore pursue different objectives
- Bore your employees with all of your blah, blah, blah, so they simply tune you out

If you believe or know you need to communicate more with your employees, congratulations. That's one step towards stronger leadership. However, before you start communicating, communicating, communicating, determine clearly what it is you need your employees to hear and understand. Then determine: What is the most basic, clear way to communicate that idea to your employees to minimize confusion, as you gain their understanding and support?

It's fine to be accused of being a manager who over-communicates. When you earn that moniker, every employee knows his or her responsibilities and is better positioned to do them to support the message you've conveyed. When you're accused of being a manager who talks too much, your employees tend to sigh and tune you out as soon as they see you open your mouth. So please, stop and think before you open your mouth. Communicate, communicate, communicate. Stop the blah, blah, blah.



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aastairs@pa.net  
www.aastairs.com  
*Construction*

### D.A.B. BUILDERS

Dane Barthalow  
4173 Lemar Rd.  
Mercersburg, PA 17236  
717-328-9979  
dab1960@gmail.com  
*Construction*

### GANOE PAVING

David E. Ganoë  
1455 Buchanan Trail West  
Greencastle, PA 17225  
717-597-2567  
Fax - 717-597-1902  
ganoepavinginc@comcast.net  
*Construction*

### JULIET'S ON THE SQUARE

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Mercersburg, PA 17236  
717-328-0015  
*Dining*

### KUDDLE KENNELS

Patty Todd  
10857 Burkett Rd.  
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717-597-4014  
kuddleup@embarqmail.com  
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### MT. PLEASANT STONE

Tammy Heinbaugh  
3063 Fort Loudon Rd.  
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Fax: 717-328-4879  
valleystone@pa.net  
*Construction*

### ST. THOMAS FIRE DEPARTMENT

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### YVONNE BUTTS-MITCHELL

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## 2011 NEWSLETTER

Inserts - \$100  
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Full Page - \$80/mth or \$400/yr

6 editions printed each year, January, March,  
May, July, September, November.  
All editions available online.



### Statewide Overall Winner of Community Service Award

The First National Bank of Mercersburg has won the distinction of Statewide Overall Winner of the Community Service Award by the Pennsylvania Association of Community Bankers (PACB). Employees of the bank taught over 500 school children in 5 school districts across Franklin County about coins and the use of money. Bank mascots, “Penney and Bill” livened up the lessons and the children responded enthusiastically. The goal of the bank was to increase financial literacy from K – 8<sup>th</sup> grades. President and CEO Fignar stated, “We are very pleased to be awarded this statewide distinction. Our bank continues to be involved with the challenge of serving local communities, a hallmark of our long history. It is nice to receive this formal recognition of our efforts.” The First National Bank of Mercersburg has 7 community offices located in Mercersburg, Chambersburg, Greencastle, Fort Loudon, Scotland and Waynesboro.



### You now have **choice** for your electricity supply

Changes in the Pennsylvania electricity markets mean that Tuscarora Chamber of Commerce members have a choice with regard to their electricity supplier. APPI Energy, the chamber's preferred partner, can assist you with your electricity procurement needs with minimal time commitment and no upfront costs to you.

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## New Year New - New Email

As of January 1, 2011 the chamber email will be [mgordon@tachamber.org](mailto:mgordon@tachamber.org). All email sent to [info@mercersburg.mercersburgchamber@embarqmail.com](mailto:info@mercersburg.mercersburgchamber@embarqmail.com), or [mgordon@mercersburg.org](mailto:mgordon@mercersburg.org) will be forwarded to and answered from [mgordon@tachamber.org](mailto:mgordon@tachamber.org). Please update your contacts accordingly.

# Tuscarora Area CHAMBER OF COMMERCE

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## BUSINESS PERSON OF THE YEAR

ABOUT THE AWARD: The highest commendation the Tuscarora 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 Tuscarora Area Chamber member business owner or employee in good standing.
- Nominee's business must be located within Tuscarora Area Chamber of Commerce's service area of 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 has a strong presence in community activities.

Nomination forms available via the chamber office.



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# Chamber of Commerce News

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## Good News for Chamber Members

**National study:**  
*Consumers 63% more likely to buy from chamber members.*

WASHINGTON — A national study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example:

- ▶ When consumers know that a business is a member of the local chamber, they are **44%** more likely to think favorably about it.
- ▶ Consumers who are told that a business is a chamber member are **51%** more likely to be highly aware of it and **57%** more likely to think positively of its local reputation.
- ▶ Consumers are **63%** more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- ▶ When business decision-makers believe that a business is a chamber member, they are **37%** more likely to think favorably of the business, **51%** more likely to be highly aware of it, **58%** more likely to think positively of its local reputation, and **59%** more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- ▶ Regarding the chamber's impact on the local economy, **82%** of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.

### Survey sponsors



Survey coordinated by



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