



ON THE SQUARE IN MERCERSBURG

WELCOME NEW MEMBER

JUST IN TIME

1 N. Main St.
Mercersburg, PA 17236
717-498-0498

*Ice Cream, Sandwiches, Wraps,
Salads, & More*
Opening Soon!

SUMMER 2013 NEWSLETTER



BUSINESS MOVES TO THE BOROUGH OF MERCERSBURG

Leidy's Custom Woodworking of Lemasters recently purchased the building formerly inhabited by The Appalachian Mill in the Borough of Mercersburg. In business since 1982, Leidy's employed 11 people, with the expansion and move they have already added 5 employees. Look for a ribbon cutting to be scheduled in the fall. To learn more about them visit <http://leidyswoodworking.com/>. Congratulations to the Leidy family and staff.

UPCOMING EVENTS

CHAMBER LUNCHEON AT THE FENDRICK LIBRARY

July 24, 2013
Noon-1pm
\$10 per person
RSVP by July 22nd 11am
328-5827



Tuscarora Area
CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

BOARD OF DIRECTORS

Executive Board Members

Chair

Tammy Oberholzer
Borough of Mercersburg

Vice-Chair

John Flannery
Flannery's Tavern of the Square

Treasurer

Julie Barthalow
Susquehanna Bank

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Judy Boyd
Whitetail Resort

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Buchanan Lioness & First National
Bank of Mercersburg

Debbie Rutherford
Mercersburg Academy

Chris Shelley
Tuscarora School District

Staff

Executive Director

Mary-Anne Gordon

The Chamber News is a monthly newsletter of the Tuscarora Area Chamber of Commerce. Submit your information by the 23rd 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.

Tuscarora Area
CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

Purpose Statement

The Tuscarora Area Chamber of Commerce is organized to achieve the objectives of:

- 1) Preserving the competitive enterprise system of business by:
 - a. creating a better understanding and appreciation of the importance of business people and a concern for their problems;
 - b. educating the business community and representing them in township, borough, county, state and national legislative and political affairs;
 - c. preventing or addressing controversies which are detrimental to expansion and growth of business and the community if they arise;
 - d. creating a greater appreciation of the value of a more liberal investment of substance and self on behalf of the interests of competitive business;
- 2) Promoting business and community growth and development by:
 - a. promoting economic programs designed to strengthen and expand the income potential of all business within the trade area;
 - b. promoting programs of civic, social and cultural nature which are designed to increase the functional and aesthetic values of the community;
 - c. and discovering and correcting abuses which prevent the promotion of business expansion and community growth.

For more information about Chamber advocacy visit
www.tachamber.org, contact info@tachamber.org,
or call 717-328-5827.

LEADERSHIP MADE E.A.S.Y. - IT DOESN'T TAKE MUCH TO SAY THANKS

I again heard a group of managers raise a common problem during a training program this past week, "How are we supposed to keep our employees motivated? We don't have any money for bonuses, raises, or gifts, and we can't afford to buy them stuff out of our own pockets. Why should we have to do that anyway? How can we blame them for not wanting to work any harder than necessary when they're not going to get paid for it?"

Yikes! In addition to showing very little imagination, there are so many things wrong with their thinking it's frightening. If that's the way they're thinking (and probably behaving), no wonder their employees don't want to "give" anymore than the bare minimum.

Ok, let me start at the beginning of their comment and break it down piece-by-piece so you learn what I shared with them:

First - "How are we supposed to keep our employees motivated?" This is a great question and one that every supervisor and manager should be asking him/herself on a regular basis. However, there is no one answer. The answer to what will motivate your employees is unique to your team. *What do they really want, need, expect in order to do their jobs? What would make them feel appreciated, respected, part of the team, etc?* You'd be amazed that often, even though your employees complain and claim they need more money, they don't. They simply want to be appreciated. A few years ago I was training several groups of mid-level managers, as well as the senior leadership team. I asked each of the mid-level groups, "If the senior leadership team could do anything for you - other than giving your raises or bonuses - what would you like them to do to help keep you motivated?" Without exception, every group said, "Say 'Thank you' once in awhile." When I asked the senior management team, "What do you think your mid-level managers want from you - other than raises or bonuses?" The senior team said things such as: new equipment, additional vending machines in the cafeteria, longer break times, more flexible work schedules, etc. When I popped up the slide that said, "Say 'Thank you' once in awhile" they were stunned into silence. It doesn't take much.

Second - "We don't have any money for bonuses, raises, or gifts, and we can't afford to buy them stuff out of our own pockets. Why should we have to do that anyway?" Every thinking adult should realize the economy is still unsettled and budgets are tight. So first, have a serious conversation with your team on the realities of your organization's budget situation. If there is NO money for raises, bonuses, etc, there is NO money for these things - period. Don't hide it. However, if they want to stick around and be a part of your team when things DO turnaround - great! You'd love to have them be a part of your team. The choice is theirs. In the meantime, they need to stop grumbling about their financial situation. If they don't like it - leave. However, it also doesn't take much if ANY money to show your employees you care and you appreciate what they do for you and the organization. Buying pizza for the team once a month won't break the budget for most managers. Creating a team "kitty jar" that everyone contributes to when someone does something cool is another way to recognize the good work of other team members. You and any team member can toss in coins or dollars whenever you or they see someone do something special for a customer or team member. Then when the kitty is "plump," buy subs, pizza, or ice cream for the team. Or, do what I've done before and just did recently, draw stupid little stars on sticky notes and give them out to team members after they've helped you meet a critical deadline or WOW a client. These darn little stars are a testament to my poor art skills, but they make every single team member smile, laugh, and know I've noticed their extra effort. And, my team keeps them posted on their computer monitors. Are they silly? Absolutely. Are they cheap? Yep. Do they make the team smile and know I appreciate their efforts. Yep. It doesn't take much.

and, **Third** - "How can we blame them for not wanting to work any harder than necessary when they're not going to get paid for it?" This statement is so close to my pet peeve statement of "That's not my job" it makes my skin itch! If you believe that any time you ask an employee to do something "extra" you need to pay them for it, you're teaching them to expect extra payment for anything they do they perceive as over and above their core duties. That's stupid and is counterproductive to any plans you may have in creating a flexible, motivated workforce. If your organization's position descriptions don't include the line, "And any other duties as assigned to meet the vision, fulfill the mission, and abide by the values of this organization." Add it. Then explain it and your organization's vision, mission and values to every current and new employee in your organization. If they don't want to be an active contributing member of your team in driving to your vision, fulfilling your mission, and abiding by your organization's values, fine. They need to find someplace else to work. If they do, great! Then they need to not expect to get paid for everything they determine is "extra." Flexible, motivated employees look for and do the "extras" to get the job done. That's how they succeed. That's how your organization succeeds. You need to let your employees know what's expected, what you appreciate, and what you will and won't tolerate. It doesn't take much.

It doesn't take much to say thanks: It just takes you doing your job in helping them realize you appreciate it when they do theirs.

34th
Annual

Mercersburg Townfest



Saturday September 28th, 2013 • 9am-4pm Downtown Mercersburg



Tuscarora Area
CHAMBER OF COMMERCE
Mercersburg, Montgomery, Peters, St. Thomas, Warren

~ and ~

CenturyLink

Helping your
business
reach new
heights!

Another member benefit is CenturyLink Business-Class High-Speed Internet.

- Get your first month FREE on 1.5 Mbps and higher
- FREE professional installation and FREE activation
- Minimum 2-year term required

Existing CenturyLink customers can upgrade to 5Mbps and get one month FREE!

To take advantage of this offer to Chamber Members Only, call or email Lauren Lutz at 717.267.4683 or Lauren.C.Lutz@centurylink.com



We earned the seal of approval. Tuscarora Area CHAMBER OF COMMERCE

Now we'd like yours.

"The technology used by APPI Energy forces the suppliers to compete for our business. Their process was seamless and required minimal time commitment and no upfront cost. Not only did they negotiate our first contract, we have just signed a renewal agreement with their help."

Bob Zentz • Fellowship Communities

Contact the trusted energy experts at 800-520-6685 or info@appienergy.com.



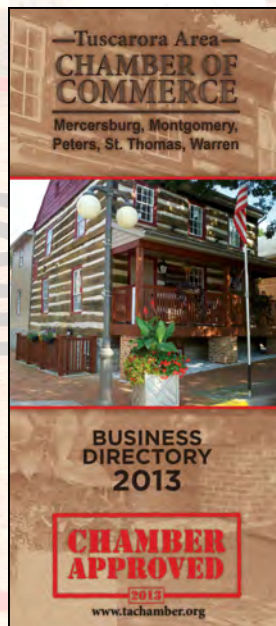

PCI Insurance Inc.

Employee Benefit Solutions for Chamber Members

800.755.3021

Agronomy, Inc.
American Legion Post #517
Atlas Copco Secoroc LLC
Bell Insurance
Blue Spring Motorworks LLC
Borough of Mercersburg
Bricker's Electrical Service
Buchanan Lioness
Burdette Ironworks
C&T Industrial Supply
Chambersburg Dental Associates
D.A.B. Builders & Home Improvements
D.L. Martin Co.
Ellsworth Electric of PA Inc.
F&M Trust
Fast Ink
Fast Signs
First United Daycare & School Age Program
Flannery's Tavern on the Square
Franklin County Visitors Bureau
Foothill Flea Market
Hagerstown & Washington County Visitors Bureau
Hydra-Pneu, Inc.
Keystone Orthopedic Physical Therapy
Kuddle Kennels
Leidy's Custom Woodworking
Liberty Auto and Tire
Linger-Fries Funeral Home, Inc.
Long Acres Alpaca Farm
MACWell
McCleary Oil Company, Inc.
Mercersburg Academy
Mercersburg Lions Club

Mercersburg Mennonite Church
Mercersburg Printing
Mooney & Associates
P.C.I. Insurance Inc.
P&H Flooring
Palmer Realty
Penn National Insurance
Penn State Mont Alto
RE/MAX Realty Agency, Inc.
Rotary Club of Mercersburg
Rotz & Stonesifer
Ryan Smith Photography
The First National Bank of Mercersburg
The Mercersburg Inn
Sam's Flooring, Inc.
Senator Rich Alloway
Smith's Implements, Inc.
Smith Painting
Snider's Jewelers, Inc.
State Farm Insurance
Stoner's Hijos Hill, Inc.
Strickler Agency, Inc.
Summit Health
Susquehanna Bank
Thompson Oil
Trinity United Methodist Church of Christ
Tuscarora Wildlife Education Project
VFW Post #6241
Valley Quarries
Whitetail Resort
Wilson College
Woodring's Electrical Service



Passionate. Creative. Fresh. And that's just the banking relationship.



Left to right:
Zoë Tsoukatos, Co-owner, Zoë's Chocolate Co.
Petros Tsoukatos, Co-owner, Zoë's Chocolate Co.
Pantelis Tsoukatos, Co-owner, Zoë's Chocolate Co.
Natasha Koons, Financial Services Officer and Manager, F&M Trust

In the early 1900s, **Zoë Tsoukatos'** Great Aunt Mary and Uncle Jim left Greece and settled in America, starting a pushcart confectionery business. In 1902, they established a permanent storefront in Waynesboro, and invited Zoë's grandfather **Petros** to join them. Eventually, Petros and his wife ran the business until his passing in 1970. His wife and children then operated the business. A short time later, **George Tsoukatos** came to visit America, fell in love with Petros' daughter, and joined the business – becoming a master chocolatier and father of three children. In 2007, siblings Zoë, **Petros** and **Pantelis** established Zoë's Chocolate Co. to begin a third generation of passionate chocolatiers.

Today, Zoë's Chocolate Co. also operates a location in Frederick, MD, and serves more than 100 retailers nationally. The company's superior quality has earned it the honor of providing chocolates for the **2013 Oscars**, **2013 White House Correspondents' Dinner**, and **2011 Emmy Awards**.

With a nicely growing business, the Tsoukatoses needed to improve how they managed finances. Their mother mentioned how satisfied she has been with F&M Trust, and suggested they talk to F&M Trust about business banking services. They did. Ever since, the trio has enjoyed receiving responsive service and fast, local answers. They look forward to growing with F&M Trust.

If this kind of business banking relationship sounds sweet to you, connect with **Natasha Koons** at (717) **762-2188**, or visit the nearest F&M Trust office.

St. Thomas
6962 Lincoln Way West
369-3240

West Side
1100 Lincoln Way West
263-9168

Philadelphia Avenue
2405 Philadelphia Avenue
264-5122

Lincoln Way East
1712 Lincoln Way East
264-9414

Memorial Square
20 South Main Street
264-6116

Norland Avenue
870 Norland Avenue
262-2085

Orchard Park
841 Wayne Avenue
263-1801



fmtrustonline.com





Ready to manage cashflow better?

The answer is right at your fingertips.

Connect with **Dianne Cornman**, Cash Management Specialist with F&M Trust. She understands the cashflow challenges that business owners face every day. Dianne can introduce you to all the latest financial tools available to help you manage deposits and payments smartly—right from your desktop!

Franklin Busine\$\$Link is designed so that you can conduct financial transactions directly from your PC. You'll easily access balance and activity information for all your company's accounts, initiate electronic payments and collections, and more.

Franklin Busine\$\$ eDeposit allows you to scan checks at your place of business and send check images electronically to deposit at F&M Trust – no more running to the bank. Also referred to as *remote deposit capture*, the process is safe, simple and secure. Just scan checks for deposit anytime, day or night. You may be able to access your funds sooner. Plus, you can view check images for up to two years.

Online Bill Pay lets you pay bills securely online. No more stamps and envelopes to worry about. Plus, you can get a better handle on all the due dates.

And that's just a few of the great features available. To connect with Dianne and learn how you can access all of today's best Cash Management tools, call (717) **261-3536**.



Franklin Busine\$\$Card Cash Rewards makes your purchases more rewarding. Our enhanced debit MasterCard® business card puts all the best features at your fingertips:

- Earn cash rewards on signature-based purchases over \$10.
- Rewards automatically credited to your checking account.
- No annual fee, no points to track, and no extra hassles!

Ask Dianne for the complete list of features and benefits.

Dianne Cornman
Certified Treasury Professional
VP – Cash Management Specialist
(717) **261-3536**



fmtrustonline.com



Annual Industry Appreciation Dinner

Thursday, September 5, 2013

Green Grove Gardens

1032 Buchanan Trail East, Greencastle, PA

Sponsorship Opportunities

The Franklin County Area Development Corporation (FCADC) invites you to help us celebrate our 27th Industry Appreciation Dinner! Here is your chance to be a vital part of one of the most anticipated dinner events of the year. This year's event will celebrate our 27th year and honor those employers who make Franklin County a great place to live, work, and raise a family.

Platinum Sponsor—\$7,500

- Corporate Name and Logo Recognition on Tickets and Programs
- Corporate Name on Digital Marque
- Reserved Seating for 10
- Remarks the Night of the Event
- Event Banner or Sign (provided by sponsor)
- Promotional Materials on Tables (provided by sponsor)
- Recognition in FCADC Printed Materials and Website

Gold Sponsor—\$5,000

- Corporate Name Recognition in Program
- Reserved Seating for 8
- Promotional Materials on Tables (provided by sponsor)
- Recognition in FCADC Printed Materials and Website

Reception Sponsor—\$2,500

- Signage in Reception Area (provided by sponsor)
- Reserved Seating for 4
- Corporate Name in Program
- Recognition in FCADC Printed Materials and Website

Corporate Sponsor—\$1,000

- Recognition in Program
- Reserved Seating for 2
- Recognition in FCADC Printed Materials and Website

**For more information,
contact Judy Evans
(717) 263-8282
judy@fcadc.com**

***Sponsorship needs to be received by August 2, 2013.**

34th
Annual

Mercersburg Townfest

Saturday September 28th, 2013 • 9am-4pm Downtown Mercersburg

2013 EXCLUSIVE SPONSORSHIPS		
Event Map Sponsor	10x20 vendor spot included, special mention with logo as "Map Sponsored by" on the map, in ads, press release, web site and newsletter.	1 Available \$500
SAW JAC Sponsor <small>Chain Saw Carving</small>	10x20 vendor spot included, special mention with logo as "Saw Jac Sponsored by" on the map, in ads, press release, web site and newsletter.	1 Available \$500
Entertainment Sponsor	10x20 vendor spot included, special mention as "Entertainment Sponsored by" in ads, press release, web site and newsletter	1 Available \$500
Scavenger Hunt Sponsor	10x20 vendor spot included, special mention as "Scavenger Hunt Sponsored by" in ads, press release, web site and newsletter, signage in reptile area.	1 Available \$500

Tuscarora Area Chamber of Commerce

Phone: 717-328-5827
E-mail: mgordon@tachamber.org
PO Box 161
Mercersburg, PA 17236

Name _____

Address _____

Phone/Email _____

Bill Me Invoice Me

Sign up for: Price

- | | |
|---|----------|
| <input type="checkbox"/> Event Map Sponsor | \$500.00 |
| <input type="checkbox"/> Saw Jac Sponsor | \$500.00 |
| <input type="checkbox"/> Entertainment Sponsor | \$500.00 |
| <input type="checkbox"/> Scavenger Hunt Sponsor | \$500.00 |

Call to confirm availability!

VENDOR'S CONTRACT

1. The morning of the "Townfest," volunteers will be on the Square at 5:00am. Food vendors must check in and start set up by **6:30am**. All other vendors must check in and start set up by **7:30am**.
2. Each vendor space is 20 ft. long by 10 ft. deep, as designated by TACC.
3. All booth assignments will be made on a first come/first serve basis by the order of receipt of full payment for space.
4. No vendor may sublet or apportion space in whole or in part without committee approval.
5. No alcohol is permitted at "Townfest".
6. Vendor's space must be left clean and clear of debris. **All food vendors are responsible for clean up and are asked to provide garbage cans/bags for their customers.** Vendor's spaces that are left untidy will be charged a **\$10.00** clean-up fee.
7. "Townfest" space must be open and staffed for the duration of the show.
8. **Breakdown is 4:00pm sharp. Vendors may not breakdown or leave prior to this time. A \$35.00 penalty will be charged.**
9. No refunds will be given under any circumstance.
10. The committee reserves the right to approve or disapprove any application for space in regard to character of exhibit.
11. The Chamber will provide **NO INSURANCE**. Any insurance must be contracted by the vendor through his/her own insurance agent. **Food Vendors must provide proof/certificate of food serving/event insurance.**
12. The Chamber will not be responsible for any injury or loss that may arise to a lessee, his/her employees or his/her property for any cause, while said persons or property is in the Borough of Mercersburg. The Vendor, by execution of the agreement waives any and all claims for damages or loss against the Tuscarora Area Chamber of Commerce, its officers, agents and employees and does indemnify and hold harmless the Tuscarora Area Chamber of Commerce, its officers, agents and employees from all claims of loss or damages resulting from vendor's participation in Townfest.
13. Confirmation of participation and/or booth assignment may be verified by calling the Chamber office one week prior to the event at **717-328-5827**.
14. **"Townfest" will occur rain or shine.**
15. "Townfest" cannot guarantee any space availability after August 30, 2013.

KEEP THIS PORTION
FOR YOUR RECORDS.

Tuscarora Area
Chamber of Commerce
PO Box 161
Mercersburg, PA 17236



**Saturday September 28th, 2013
9am-4pm Downtown Mercersburg**

*A CELEBRATION OF SMALL TOWN
MAIN STREET AMERICA*

*ARTISANS, CRAFTERS, JEWELERS, FOOD
VENDORS, CIVIC GROUPS,
LOCAL BUSINESSES
AND MUSICIANS ARE INVITED
TO PARTICIPATE IN THE EVENT*

Coordinated by:
**THE TUSCARORA AREA
CHAMBER OF COMMERCE**

www.mercersburgtownfest.com

NAME: _____

ADDRESS: _____

EMAIL: _____

PHONE: _____

I have read the contract on the reverse side and agree to all the terms.

(Signature Required)

Please check, which applies below and specify a type:

Vendor/Exhibitor/Non-Profit Group
_____ \$50

Food Vendor
_____ \$75

TOTAL _____

What do you sell? _____

Electricity is not available.



*Nestled in the foothills of the
Tuscarora Mountains;
Mercersburg is a quaint town
with a historic past. Our
Townfest is the largest one-day
festival in Franklin County
attracting over 100 vendors and
5000 visitors each year.
What a wonderful opportunity
for you to exhibit your talents!
We invite you to be a part of our
cozy town's annual festival.*



Please read the contract on the back of this brochure and mail your information along with your exhibitor's fee to:

Chamber of Commerce
PO Box 161
Mercersburg, PA 17236

Make checks payable to:
"Tuscarora Area Chamber of Commerce."

Questions?
Call (717) 328-5827 or email
mgordon@tachamber.org

*Whether you're
an artist...*



a musician...



*or a culinary
connoisseur...*



*you won't want to miss this year's
festival. It promises to be bigger
and better each year!*

LOCATION:

From I-81 N: Take Exit 5 in PA. Go West on Rt. 16 for 12 miles into downtown Mercersburg.

From Rt. 70 E: Take I-81 N Exit 5 in PA, Rt. 16 West 12 miles into downtown Mercersburg.

From Harrisburg: I-81 S to Exit 5 to West Rt. 16 12 miles into downtown Mercersburg.

TACC 7TH ANNUAL TOURNAMENT

Whitetail Golf Resort Friday October 11, 2013

11:00 am Shotgun Start 4-Person Scramble Brunch Preceding & Dinner/Awards to Follow

Team Sponsorship Opportunities

Cart Sponsor	\$500	Logo on all cart signs, Complimentary foursome, Special thanks at meal/awards ceremony, Special mention in press release, web site and newsletter 3 available
Brunch Sponsor	\$500	Logo on Brunch Bag (you provide logo/sticker or bag), Complimentary foursome, Special thanks at meal/awards ceremony, Special mention in press release, web site and newsletter 1 available
Golf Ball Sponsor	\$500	Your name on Golf Balls made for the event, Complimentary foursome, Special thanks at meal/awards ceremony, Special mention in press release, web site and newsletter 1 available
Gift Bag Sponsor	\$500	Complimentary foursome, logo on all gift bags (you provide) and item or literature in the bag (you provide), special thanks at meal/awards ceremony, special mention in press release, web site and newsletter 1 available
Game Sponsor	\$500	Complimentary foursome, logo on special signs at each game hole, special thanks at meal/awards ceremony, special mention in press release, web site and newsletter 1 available
Range Sponsor	\$500	Complimentary foursome, sign with logo at the driving range, special thanks at meal/awards ceremony, special mention in press release, web site and newsletter 1 available
Hole Sponsor	\$400	Logo sign at exclusive hole, Complimentary foursome, Special mention in press release, web site and newsletter 18 available
Hole Sponsor	\$200	Logo on sign at exclusive hole, Special mention in press release, web site and newsletter, does not include a team. (no team) 18 available
Tee Sponsor	\$100	Logo on sign at Tee, Special mention in press release, web site and newsletter. This sponsorship is for those who support the chamber and this fundraising event, and does not include a team. (no team) Unlimited

Tuscarora Area Chamber of Commerce

Phone: 717-328-5827
E-mail: mgordon@tachamber.org
PO Box 161
Mercersburg, PA 17236

Name _____
Address _____
Phone _____

Method of Payment

Sign up for:

	Price
<input type="checkbox"/> Cart Sponsor	\$500.00
<input type="checkbox"/> Brunch Sponsor	\$500.00
<input type="checkbox"/> Golf Ball Sponsor	\$500.00
<input type="checkbox"/> Golf Ball Sponsor	\$500.00
<input type="checkbox"/> Golf Ball Sponsor	\$500.00
<input type="checkbox"/> Golf Ball Sponsor	\$500.00
<input type="checkbox"/> Golf Ball Sponsor	\$500.00
<input type="checkbox"/> Hole Sponsor w/Team	\$400.00
<input type="checkbox"/> Hole Sponsor without Team	\$200.00
<input type="checkbox"/> Tee Sponsor	\$100.00

List players on the back of this form.

Bill Me Payment Enclosed

Signature _____

7TH ANNUAL GOLF TOURNAMENT

Players Name:

Phone Number/Email:

Total Amount Enclosed:

Make Checks payable to and mail to:

Tuscarora Area Chamber of Commerce
Attn: Golf
PO Box 161
Mercersburg, PA 17236

Tuscarora & Mercersburg Area Map

Advertising Rates



Business Card \$100.00

Double Card \$200.00

Use this convenient form below to reserve your advertising space.

Ad size: ___ Business Card ___ Double Card

___ Ad enclosed ___ Ad emailed

___ Same ad as my 2013 Chamber Directory ad

Business: _____

Address: _____

Contact Person: _____

E-mail: _____

Scan or mail form to:
 Tuscarora Area Chamber of Commerce
 PO Box 161
 Mercersburg, PA 17236
 mgordon@tachamber.org

Reservation must be received by Feb 29, 2013.