



# Chamber News

March/April 2008

## Mercersburg Area Chamber of Commerce

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

### NEW BUSINESSES IN MERCERSBURG AREA



O'Donnell & Associates Tax Preparation & Bookkeeping, LLC



Curves of Mercersburg

This is an exciting time in the Mercersburg Area Business community! We have recently welcomed new businesses: Chace + Smith Photography, Nelson's Pet Supply and More, O'Donnell & Associates Bookkeeping and Tax Preparation, Zazzy's K-9 Kitchen and new business owner: Trudy Spielman of Curves on Main St. Brent and Jody Smith just opened a new business as well "Liberty Auto & Tire" on Landis Rd. and Michelle McFadden of Briar Patch Primitives closed her

store front and now operates the business via the web; <http://www.briarpatchprim.com/>.

The chamber is aware of several more businesses and new business owners who will be coming soon. One we have all heard of: Lake Insurance. Sherie will be opening an office right here on Main St.

The chamber offers ribbon cutting ceremonies and publicity services to members at no fee. 328-5827.

### TOURISM DIRECTOR SPEAKS

Franklin County Visitors Bureau Director Janet Pollard was the first speaker for this year's Power Lunch and Speaker Series, Wednesday February 13, 2008 at the VFW # 6241. Ms. Pollard explained the mission of the Visitors Bureau and how it impacts Franklin County business and residents.

*"The Mission of the Franklin County Visitors Bureau is to promote, advertise and educate, the general public on the scenic and historical value of Franklin County and to promote collaboration within the county's tourism industry with a unified effort in achieving a common goal; and develop a strategic plan to market the travel industry to include the residents of Franklin County. "*

Attendees were treated to a presentation explaining successes of the of the Visitors Bureau's first year of operation: the Underground Railroad Coalition, Franklin County Visitor's Guide, partnerships with the 5 county chambers of commerce and sponsorships of area events like: Townfest, Ice Fest and Harvest Farm Festival. Interested in finding out more? Visit their website @ <http://www.explorefranklincountypa.com/>

### ANNUAL DINNER APRIL 15, 2008 KEIL HALL

Undoubtedly Mercersburg Area Chamber of Commerce's premier event each year, 2008's Annual Dinner is sponsored by The First National Bank of Greencastle and promises to be the biggest to date. Invitations will be mailed the first week of March, so mark your calendar to join us Tuesday April 15th at Mercersburg Academy's Keil Hall. The reception, sponsored by the First National Bank of Mercersburg, starts at 6:30, CVSM Jazz Quartet sponsored by Summit Health will entertain us, dinner starts at 7:30 with our Annual Meeting and presentation of Business Person of the Year Award, sponsored by F+M Trust, to follow. For those who have provided centerpieces in the past they will only be accepted from sponsors this year. Membership Sponsors are still available, see page 10 for details.

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### Upcoming Events

- Monthly Lunch**  
March 12, 2008  
American Legion  
Noon-1pm \$5 at door
- Legislative Breakfast**  
March 28, 2008  
Antrim House
- Annual Banquet**  
Tuesday April 15th  
Mercersburg Academy

# 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

## MCFA

Members and Friends,

We are happy to announce our newest committee "Mercersburg Council for the Arts". Please read the letter below from the committee and look for more information about them and their events soon.

Respectfully,

*Mary-Anne*

"Dear MACC Members,

As you are well aware, we live in a very special community. The majestic mountains and valleys, the vibrant and friendly people, and the peaceful but lively streets of Mercersburg all inspire us to do great things for our town. The building blocks that make our community successful and unique include our growing businesses, first-rate, safe schools, and healthy, happy people. The Arts are another important ingredient in community development.

We believe the Arts act as a vehicle through which the important tenets of a strong and vibrant community are expressed and manifested. They are embedded in education, environmental responsibility, tourism, and civic development, to name a few. Moreover, the Arts offer a respite from the tedium of everyday life, fostering a sense of hope and wellbeing in people, young and old.

It is under the auspices of the Mercersburg Area Chamber of Commerce that the Mercersburg Council for the Arts was formed and made an official committee in January 2008. The committee is thrilled to have the opportunity to serve this community via the organization of Arts events. Our mission statement reflects our fundamental goals:

*"To facilitate dialogue between Mercersburg area artists and the community through the organization of events and exhibits; to encourage local artists to develop and showcase their unique talents; and to enrich our community with cultural and ethnic diversity via the arts."*

The continued input of Chamber members and community citizens alike will be a major asset to our success. We are eager to begin project development in areas including music, visual arts, dance, theatre, and creative writing, taking a wide variety of ages and ethnicities into account. We are here for Mercersburg – we are here for the Arts!

Yours in Creativity,

The Mercersburg Council for the Arts (MCFA) Executive Committee"

Larissa Chace Smith, President, Allison Hall Zeger, Vice President, Kelly Schoenberger, Secretary, Jenn Flanagan, Treasurer, Ryan Smith, Historian

LEADERSHIP FRANKLIN COUNTY  
PARTICIPANTS COMPLETE  
ETHIS, POLITICS & POWER TRAINING



Leadership Franklin County participants meet once a month, September through May, for a full day of training. The curriculum is structured to give them a well-rounded experience and prepare them for community leadership positions.

In January, Leadership participants learned about ethics, politics and power. Moderated by Chambersburg Borough Manager Eric Oyer, the session on ethics addressed personal, societal and organizational ethics. Unique perspectives were presented by area lawyers William Dick and Shawn Meyers, relating to estate planning and public process, respectively. Bill Pukmel, former newspaper editor, shared anecdotes from a media angle, and its tenuous yet powerful role as a gatekeeper of information.

The political session gave students an opportunity to engage with area elected officials: Rich Alloway, former district magistrate; Rob Kauffman, state representative for the 89th Legislative District; and Frank Stearn, a St. Thomas Township supervisor. A mock press conference allowed participants to query the panel of elected officials about their credentials, motives and day-to-day challenges of they face.

The final session of the day delved into power and abuses and was moderated by Bob Whitmore, CEO of Manito Inc. and a former township supervisor.

To learn more about Leadership Franklin County, contact Noel Purdy, executive director of the Chamber Foundation and Leadership Franklin County, at 264-7101 or e-mail her at [npurdy@chambersburg.org](mailto:npurdy@chambersburg.org).

Leadership Franklin County will be hosting a prospective student reception Tuesday, April 9th. If you or an employee are interested in attending please contact Mary-Anne @ [info@mercensburg.org](mailto:info@mercensburg.org)



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### STATE FAIR QUEEN GETS \$1,500 SCHOLARSHIP

JBHS senior Katy Mitchell, the 2007 Franklin County Fair Queen, became the first woman from the county to wear the crown in the 22-year history of the Pennsylvania State Fair Queen pageant. As state fair queen, Mitchell will receive a scholarship worth \$1,500 at the end of her reign, which she will use at Penn State Mont Alto, she said. From now until the next queen is crowned, she will travel to county and community fairs, agricultural exhibitions and legislative events. It will involve a lot of time and travel, but Mitchell said the title carries benefits beyond the value of the scholarship. "I get paid back in memories and new experiences," she said.

## **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.**

### **AM I COVERED?**

Have you ever considered if your company's insurance policy provides coverage in the event you suffer a loss? Frequently, business owners seek to cut costs by purchasing insurance coverage that is obtained through lower annual premiums. But as the old adage warns: "You get what you pay for."

It is easy to look at a policy and see what is covered. But remember, each policy has two important sections that may limit your coverage, 1) Exceptions and 2) Definitions of the words that are used in the policy to establish the acts that will or result in coverage.

Policies often contain very short sections setting forth what incidents your policy will cover and then are followed by pages of exceptions. The exceptions can then contain exceptions to the exceptions that are often confusing for the policyholder to understand. Before purchasing a policy, whether it is for liability or casualty, be sure to review the exceptions and ask if riders can be purchased to cover the exceptions that you would like to have covered in the event of a loss.

The same can be said for the Definitions section of each policy. Many policy holders are surprised to learn that their definition of a word whether it be "wind" or "structure", is not the same as their insurance company. So be sure to review the policy definitions and determine whether or not you can obtain a rider to cover an omission in a definition.

Unfortunately, you can't purchase insurance to cover all situations or realistically afford insurance to cover all circumstances or losses but it is disappointing and financially ruinous to a company to not have coverage after a loss due to a simple misunderstanding or a failure to consider what is or is not covered. Unfortunately when issues of denied coverage arise, the only remedy is to file a law suit and ask a judge to review the policy language and the facts surrounding the loss to determine if your company is entitled to coverage. The litigation can be time consuming and expensive. So take the time to review your policies at the time of purchase to avoid denials of coverage in the future.

Courtesy of

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

# MEMBERS IN THE NEWS

## CRAIG, FRIEDLY, POTTER & MOORE INSURANCE AGENCY

The Craig, Friedly, Potter and Moore Insurance Agency that's located at 3 West Main Street, Waynesboro, Pa. is proud to announce that Brittany Flasher is promoted to a licensed agent status in the Commercial Lines Department. For more information on how Brittany or any member of the C.F.P.&M. agency can help you with your insurance needs please call our office at 717-762-3147 or visit us on our website [www.cfpanm.com](http://www.cfpanm.com).



## THE FIRST NATIONAL BANK OF GREENCASTLE

### NEW EMPLOYEES HIRED

The First National Bank of Greencastle recently hired Stephen Bash as Information Technology Manager. Bash has been working in Information Technology for more than 12 years. His experience includes work as a computer network engineer, a Wintel engineer, a support analyst and a programmer.

At the bank, he will be responsible for managing the Information Technology



Department in order to provide quality information services technology and support within the Bank; insuring the department's compliance with operating policies and procedures and outside regulatory requirements; and organizing the work, activities, and human resources of the department. He is a graduate of Kiski Area High School, Vandergrift, Pa. and earned a Bachelor of Science degree in Computer Information Systems from DeVry University, Columbus, OH. He also earned a Master of Science degree in Network and Telecommunications Management from Keller Graduate School of Business and also holds several software certifications. Bash is a deacon and classroom teacher at Great Hope Baptist Church, Carlisle. He also is coach of the church's softball team. He and his wife, April, have two children, Hannah and Daniel.

Carmen Fox of Cascade, Md recently was named community office manager of the Eastern Boulevard office of The First National Bank of Greencastle. Fox has been employed in banking for 20 years and brings branch management experience to her new position. Her job responsibilities will be to grow the existing relationship of the office through recommendations of the bank's product line, to attract new customers through community outreach, to support and supervise the office staff and to keep the bank's existing customers through the delivery of superior customer service. A graduate of Smithsburg High School and Hagerstown Community College, Fox also is a notary public. She has served on the Hagerstown-Washington County Chamber of Commerce and the United Way of Washington County committees. She is an Isaak Walton League and Cascade American Legion member and a Smithsburg Middle School PTA volunteer. She also helps with the Waynesboro Children's Theatre Troupe. Married to Mark L. Fox, she has a daughter, Kaylee.



### DONATES TO HABITAT FOR HUMANITY

The First National Bank of Greencastle has contributed \$5,000 to the county's chapter of Habitat of Humanity. Michelle Bowen, executive director of the Habitat for Humanity of Franklin County, said the average house built by Habitat in the county costs \$73,000. "We've reached out and asked financial institutions for a minimum contribution of \$5,000 in our new community, 'banking on our community.' Habitat for Humanity of Franklin County's focus is on a 'hand up, not a hand out.'" "Habitat makes a difference in the community by making available affordable housing for those families who qualify," Bowen added. "This is made possible through the generous financial support from our community banks, churches, synagogues, community organizations, local business and foundations." "Habitat does so much to provide housing opportunities for people who would not otherwise afford a home of their own," said Jeff Shank, President and CEO of The First National Bank of Greencastle. "We're proud to have our employees involved and we look forward to Habitat's future projects in Franklin County."



## FIRST NATIONAL BANK OF MERCERSBURG

### ANNOUNCES 2007 FINANCIAL RESULTS

Mercersburg Financial Corporation, parent company of The First National Bank of Mercersburg, ended 2007 with impressive results. The financial performance for 2007 resulted in Return on Average Assets at 1.14% and Return on Average Equity at 11.13%. Net income of \$1.5 million was nearly 5% ahead of last year with Earnings Per Share at \$2.10. Positive growth was reported in loans and deposits at 8.98% and 6.95%, respectively. Total Assets rose to \$139 million, an increase of 7%. Marelín K. Sites, President & CEO, stated, "I am very proud of all the employees and their efforts over the past year. To end the year with impressive results in all key areas, while increasing the size of our staff by 40% for branching and other opportunities, along with the CEO transition, is very commendable." Their Waynesboro Office opened on July 30, 2007 and contributed to the overall success of the organization.

### BANK DIRECTOR RETIRES AFTER 18 YEARS



John R. Stoner, Mercersburg, recently retired from the Board of Directors of The First National Bank of Mercersburg after 18 years of faithful and dedicated service to the Bank as well as 12 years of service on the Board of Directors of Mercersburg Financial Corporation, parent company of The First National Bank of Mercersburg. Mr. Stoner was honored by being elected Director Emeritus at the January 23, 2008, Board of Directors meeting. Marelín K. Sites, President and CEO, stated that Mr. Stoner exemplified diligence, leadership and honor as a Director. During his directorship he served on various committees where his agricultural expertise as well as political insights were invaluable. His strong commitment to the community, both in and out of the boardroom, was widely recognized.

### RECOGNITION OF RETIREMENT

The Board of Directors and management of The First National Bank of Mercersburg would like to announce the retirement of Patricia M. Walker from her role as Consumer Loan Manager. Since joining the bank in January 1994, Pat has provided the community with a superior level of dedication and customer service. Her professional knowledge and leadership ability has produced an extremely effective Consumer Department, and, more importantly, has resulted in numerous customers realizing their dream of home ownership. With this in mind, we are pleased to announce that Pat has agreed to continue her relationship with the bank. Effective February 1st she will assume a part-time role which will allow her to continue doing what she enjoys the most, helping our customers. We would like to thank Pat for her many contributions and wish her well in her future endeavors.



## SHIPPENSBURG UNIVERSITY, SBDC

### EDUCATION PROGRAM COORDINATOR HIRED

Rita Sullivan has been named educational program coordinator at the Shippensburg University Small Business Development Center. Sullivan has a Master of Science Degree in organizational development and leadership, with a concentration in higher education, from Shippensburg University. She has a Bachelor of Arts degree in communications/journalism from SU. She also has been an entrepreneur and instructor of adult education courses. For more information about the Shippensburg center, visit <http://www.shipsbdc.org>.

# SPOTLIGHT ON NEW MEMBERS

## ADVANCE REAL ESTATE SERVICES

### ADVANCE

10996 Welsh Run Rd.  
Greencastle, PA 17225  
717-328-5062  
Fax 530-425-3407  
advanceres@yahoo.com  
Annette Dorty - Owner

Advance Real Estate Services, LLC is owned and operated by Annette Dorty. Started in 2003 the business provides real estate abstracting needs for local and national companies. Annette has been working in the business since 1998. ARES covers four counties including Adams, Cumberland, Franklin and Fulton and tries to meet each client's individual needs with a quick turnaround and accurate searches.

## AMERICAN RED CROSS FRANKLIN COUNTY CHAPTER



### American Red Cross

of Franklin County

25 Penncraft Ave. Suite A  
Chambersburg, PA 17201  
OR

323 East Main Street,  
Waynesboro, PA 17268  
(717) 264-6214

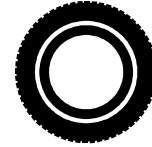
Fax (717) 264-4654

E-mail: [info@franklin-redcross.org](mailto:info@franklin-redcross.org)

Allen White - Emergency Services Director

The American Red Cross Franklin County Chapter serves all of Franklin County, PA (with the exception of South Hampton Township which is served by the Cumberland County Chapter). They provide life saving Red Cross Services including: Disaster Services, Armed Forces Emergency Services, Health & Safety Services, and Blood Services. American Red Cross is volunteer led and is there when help can't wait.

## LIBERTY AUTO & TIRE



235 Landis Dr.  
Mercersburg, PA 17236  
(717) 328-5514  
Fax (717) 328-4299  
[libertyautoandtire@comcast.net](mailto:libertyautoandtire@comcast.net)  
Brent & Jody Smith - Owners

After 9 great years of serving the community B&J Liberty is now Liberty Auto & Tire and has a new location on Landis Dr. Same great service and products!

## NELSON'S PET SUPPLY & MORE



9396 Heisey Rd.  
Mercersburg, PA 17236  
(717) 328-2555  
[rlcarnes@comcast.net](mailto:rlcarnes@comcast.net)  
Lori Carnes - Owner

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# SPOTLIGHT ON NEW MEMBERS

## O'DONNELL & ASSOCIATES BOOKKEEPING AND TAX PREPARATION, LLC.



5900 Fort Loudon Rd. Suite 2  
Mercersburg, PA 17236  
(717) 498-0229  
Fax (717) 498-0231  
trudy@odonnellassociates.net  
Trudy O'Donnell - Owner

O'Donnell & Assoc. opened in October 2007 and provides tax preparation, small business bookkeeping and payroll services. Owner Trudy O'Donnell has worked in the Mercersburg area for several years and is looking forward to many more. Office hours are currently Monday - Friday 9am to 5pm and Saturday 9am - noon. Limited hours will follow after tax season.

## RICHARD'S WORLD TRAVEL



1201 Potomac Avenue  
Hagerstown, MD 21742  
301-791-1010  
800-638-3502  
Fax (301) 791-6304  
connie@richardsworldtravel.com  
www.richardsworldtravel.com  
Connie Richards - Owner

Richards World Travel has been taking care of the details for over 30 year, providing our customers with worry-free vacations, tours, cruises, and even quick weekend getaways. Not only will we arrange an incredible vacation for you, but we will do it at a price you will find difficult to beat anywhere! When you book through Richards World Travel, you can be assured of a wonderful and relaxing vacation that will be remembered for years to come.

## VALLEY QUARRIES



297 Quarry Road  
P.O. Box J  
Chambersburg, PA 17201  
(717) 267-2244  
Fax (717)-267-2521  
info@valleyquarries.com  
www.valleyquarries.com  
Jim Zimmerman - EVP

Valley Quarries, Inc. has been an integral part of the local community for 50 years. The company's rich heritage began in 1952 with the vision of three men, S. Howard Brown, Richard L. Davis, and Paul E. White. The trio, most notably Paul White, who became synonymous with the company, purchased Chambersburg Stone and Shippensburg Stone from Paul and Frank Walker on March 1, 1952. Mr. White immediately took charge of the quarry, and D. Lyman Howard became the superintendent. Under the direction of White and Howard, Valley Quarries, Inc. grew into a major contributor to the local economy. In 1959, the company continued to expand. Four concrete plants - Chambersburg, Shippensburg, Waynesboro, and Greencastle - were purchased. Between 1967 and 1972, Mt. Cydonia Sand was purchased. Also during the period, Valley Transit Mix and Mt. Cydonia Sand were made divisions of Valley Quarries, Inc. and continued to operate under their names. More acquisitions followed, building Valley Quarries, Inc. into the major employer that it is today.

Trudy Spielman  
*Owner*

**Curves**  
*Independently Owned*

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

# MORE NEWS.....

## Monthly Power Lunch Dates - Speakers - Locations

- **March 12** - Chris Corcoran - Innisfree Performance Group - "Team Building Workshop" @ the American Legion Post #517
- **April 9** - Mick Unruh - Small Business Development Center of Shippensburg University Center will provide an overview of services and resources available via SUSBDC @ the VFW Post #6241
- **May 14** - First National Bank of Mercersburg - Location TBD
- **June 11** - Dr. Kent - Summit Health - Location TBD
- **July 9** - Cheryl Shields - Waste Management - Location TBD
- **August 13** - Kathleen Berard - V.P. for Corporate, Foundation and Community Relations Wilson College @ the VFW Post #6241
- **September 10** - Don MacAskill - Whitetail Resort - Location TBD
- **October 8** - Embarq - Location TBD
- **November 12** - Available
- **December 10** - Available

RSVP on or before 2nd Monday of each month required. Members and public invited. No shows will be billed. Invoicing available. \$5 each.



## Interested in Speaking at or Sponsoring a lunch?

Contact the Chamber for more information.

Sponsor a lunch and get 5 minutes to speak, provide literature and company's name on flyers/website = \$100.

## May of Caring FAQ Sheet

### What is May of Caring?

May of Caring is a month long series of events that focus on volunteerism and connecting people and business in our community to non-profit services through meaningful interactions.

### When is May of Caring?

May of Caring occurs annually, throughout the month of May. Most projects last from several hours to a full day, but can be coordinated to work with a variety of schedules. Daytime, evening and weekend projects are all available.

### Can my club or work group get involved?

Groups are welcome. Many projects are assigned to clubs, churches, or business groups, and are coordinated between the group leader and the United Way of Franklin County office.

### How much does it cost to participate?

Volunteering costs only the time that you are willing to invest to complete a project. Sponsorships are available to companies and groups to help offset the cost of project materials.

### What types of projects are available?

Projects vary from year to year, but typically both outdoor and indoor projects are available—painting, gardening, construction, placing inventory, or helping with administrative tasks. Mentorship projects are often available as well—teaching children, helping scouts earn merit, or coaching individuals.

### What if I have limited skills?

Volunteer projects can be a learning experience, and you are not expected to be an expert in any area. Projects can often be tailored to fit the experience you have.

### Can I select my non-profit project location?

Projects are limited only by availability. If work is available, you may volunteer for the non-profit of your choice. United Way works to coordinate volunteers so that projects can be completed in as many places as possible with the volunteers we have. Projects are assigned on a first call, first placed basis.

### Can I get a certificate signed for my workplace?

Many employers reward their employees for participating in "May of Caring" events. Your slip can be signed by staff of United Way of Franklin County or by the managing director at the non-profit where you volunteer.

Amy Hicks

United Way of Franklin County

183 S. Coldbrook Avenue

Chambersburg, PA 17201

E-mail: ahicks@franklincountypaunitedway.org

Phone: 717-262-0015

Fax: 717-262-0018

## 5 TIPS TO ORGANIZE YOUR BUSINESS

Whether you have been a business owner for years or are just starting your business, learning and practicing the 5 tips to organize your business will reduce the telltale bodily signs of disorganization: Anxiety, Fatigue, Irregular Eating Habits, Sleepless nights, and, Stress.

### Tip #1: Identify Your Business Mission

Purpose and objective are good words, but mission gives them a bit of a push.

### Tip #2: Set Goals

Set realistic goals. Prioritize goals in order of importance. This will help you to keep focused on your business mission. Use achieved goals as milestone markers to help plot the “organizational” growth of your business.

### Tip #3: Make A List of What You Consider Is Unfinished Business List

Add everything you can think of to this list, such as ordering office furniture, picking up office supplies, contacting the phone company, etc.

### Tip #4: Make a Projects List

Transfer anything more complicated than making an appointment to see your accountant from your unfinished business to the project list.

### Tip #5: Schedule a Plan

Some projects can be complex. Prioritize project items. To keep focused: List individual steps needed to complete each project.

It may take time to implement the 5 tips. Do not give up. You and the success of your business are worth the investment!

Rita Sullivan  
Education Program Coordinator - Shippensburg University SBDC  
Suite 405 Grove Hall  
Shippensburg University  
1871 Old Main Drive  
Shippensburg, PA 17257  
717-477-1935 Voice 477-717-4010 Fax Email [rjsullivan@ship.edu](mailto:rjsullivan@ship.edu)

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### WINTER WORKSHOP SCHEDULE

|   |  |
|---|--|
| The Penny Pincher's Secrets for Increasing Sales and Making Customers Happy<br>Location: Premier Events, Shippensburg, PA | March 11, 2008   1:30-4:00 PM<br>Cost: \$10 for Shippensburg Chamber members<br>\$20 for non-Chamber members |
| Writing an Effective Business Plan<br>Location: Chambersburg Chamber of Commerce, Chambersburg, PA                        | March 18, 2008   9 AM-Noon<br>Cost: \$15   |
| Doing Business with the Commonwealth<br>Location: Shippensburg University, Shippensburg, PA                               | April 23, 2008   9 AM-12 PM<br>Cost: Free  |
| The First Step: Starting a Small Business<br>Location: Chambersburg Chamber of Commerce, Chambersburg, PA                 | April 29, 2008   9-11:30 AM<br>Cost: \$10 (Free to veterans)   |

## MANAGER'S CORNER: *DO YOUR JOB*

A manager approached me this week after a work session to seek my advice on how he should address one of his employees. This employee is increasingly becoming trouble; he's more often than not selecting which projects and which elements of each project to work on. When the manager has asked the employee to redirect his efforts, the employee has replied in patronizing tones in front of other staff members. This employee has also failed to complete the primary project his position was created to address more than four years ago. Now other team members are complaining about this employee too. The manager asked me, "What can I do except fire him?"

Without knowing specifically what this manager has been doing to guide and develop this employee over the past four years, it's hard to give solid advice. However, given what the manager shared, it doesn't sound as if he has been doing a key part of this job as a manager. So, here are a few general things I shared with him:

1. First - What kind of relationship have you developed with this employee over the past four years? If you've not developed one that allows for you to talk honestly with him about his performance, your expectations, and specific project needs, you've put yourself at a disadvantage and you've not done any favors for this employee. As a manager, you have an obligation to immediately work on developing a professional rapport with each employee you hire which will enable you to regularly and honestly discuss your performance expectations, needs, and concerns with each of them. That first, basic step will go a long way in avoiding situations like this. Without that type of foundation to work from, you need to consider a second step that's often more difficult for many managers...

2. Second - Start holding yourself and your employees accountable to do the jobs you are all paid to do. For you as the manager, part of your job is to ensure your employees do the jobs they were hired to do and that you help them determine the key priorities of their jobs and then to do them. If this means you have to over-rule your employees' opinions on what is most important, so be it. That's part of your job – and that's how you help them succeed at theirs – by doing what's important when it's important. So if you need to have a conversation with an employee who has differing opinions than you, do it. The conversations need to occur sooner rather than later to avoid future lingering problems that become an entire department's problem.

3. Third - Another key idea to consider in situations like this is to also ensure that all of your employees understand that most work environments do not revolve around the desires and needs of any one employee. Most work environments are focused on doing what's important and right for the customers, the company, and all of the employees – not what's important to any one employee. The saying, "It's not about you; it's about them" helps sum up this idea. Help your employees understand you are there to help them help the company, the customers, and their colleagues. When you can all focus on that, everyone will benefit.

As you reflect on this situation, ask yourself, "Am I doing my job? Am I building comfortable work relationships with my employees? Can I honestly talk with them about my concerns and expectations? Do I hold them accountable for certain tasks and performance standards? Do I support them individually, while ensuring the entire organization moves forward?"

Being a manager is a tough job, but someone has to do it. Do it well.

Copyright 2007 - Liz Weber, CMC - Weber Business Services, LLC. Liz can be reached at [liz@wbsllc.com](mailto: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>



## Annual Dinner April 15th Sponsorship Opportunity

**Membership Sponsor \$200** 2 tickets to the event (a \$60 value), 1 sponsored centerpiece (not to exceed \$50 including tax, must be ordered from approved florists who will bill the chamber), special mention in all publicity prior to the event, at the dinner and all publicity following the event and on our web site. Interested? Call 328-5827 to sign up.

Thank you to Membership Sponsors who have signed up to date: Modnur's Pharmacy, Stoner's Hijos Hill Farm, Harvest Farm Festival, Steiger, Steiger & Meyers, Auto Sales Unlimited, Bell Insurance, PCI, Mercersburg Academy, Mercersburg Printing, Valley Quarries and M&T Bank.

*Invitations to the dinner will be mailed after March 1st.*

ETC.....



The 29th Annual Townfest planning has started. Look for vendor applications to be available in March and mailed in April. Are you interested in being involved? Let the chamber know!

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### PCI In-house Insurance Day

Date: Thursday, March 13th

Time: 1 to 4:00pm

Topic: PCI will discuss the options available for business owners in selecting the best benefit programs and upcoming trends in the industry.

Place: Chamber office  
19 N. Main St.  
Mercersburg

To make an appointment call: 328-5827

## MACC 2008 MAJOR EVENTS CALENDAR

Monthly Power Lunch and Speaker Series  
2nd Wednesday of Each Month

Legislative Breakfast March 28  
Sponsored by F+M Trust  
Antrim House

Annual Banquet April 15  
Sponsored by First National Bank of Greencastle  
Mercersburg Academy

Midyear Chamber Breakfast June 3  
Speaker - Mike Ross President FCADC  
Sponsored by Embarq  
VFW #6241

Townfest September 27  
Downtown Mercersburg

2nd Annual Autumn October 3  
Golf Tournament  
Sponsored by CFP&M  
Whitetail Golf Resort

Annual Breakfast Meeting November  
Sponsored by First National Bank of Mercersburg  
TBD

Merry Christmas Mercersburg Weekends  
Downtown Mercersburg 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](mailto:info@mercersburg.org)!

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Reservation must be received by March 15, 2008 to hold advertising space.

Mercersburg Area Chamber of Commerce  
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