

March 27th Chamber Luncheon

Featuring Doug Harbach, Communications Director
PA Gaming Control Board



TACC Supports Whitetail Resort

The Board of Directors of the Tuscarora Area Chamber of Commerce endorses Whitetail Resort's effort to pass the Montgomery Township Referendum. We are blessed in Montgomery Township to have this unique jewel of a resort. They have given so much to our community over the years, and have never let us down. In fact, they always exceed our expectations.

This referendum will help Whitetail increase its non-ski revenue, protect jobs, and ensure the long-term stability of Whitetail Resort. Whitetail employs 1,100 people during peak ski season. With the passage of this referendum they will be able to diversify the resort's recreational offerings on a four-season basis and provide a year-round dining experience for local residents and visitors; thus increasing the year round employee numbers.

The Chamber is confident that passage of this referendum will not mean bars will pop up in Montgomery Township. It's not a possibility. Pennsylvania laws limit the number of liquor licenses in a county based on population. If the referendum is passed, Whitetail Resort would more than likely be the only location with a liquor license in the township.

The Chamber does not doubt Whitetail Resort will remain family friendly and the premier place for our children and grandchildren to play, as well as work. This referendum will not change the culture of Whitetail Resort. They have been owned by the same company for 15 years, the Chamber trusts Whitetail, their management, and their owner.

TACC has no reservations what so ever about supporting this referendum. We look forward to the jobs this will bring as Whitetail grows, the stabilization of township and school taxes, and the positive impact this will have on our neighboring businesses and communities. The Tuscarora Area Chamber of Commerce Board of Directors who reside in Montgomery Township hope you will join them on May 21st to vote "YES" on the Montgomery Township Referendum.

Upcoming Events

Chamber Lunch

PA Gaming Control Board
March 27, 2013
VFW, 20 Veterans Way
\$10 paid at the door only
RSVP by March 24th
328-5827

Business Person of the Year Gala

April 25th 5-8pm
Whitetail Ski Resort
\$35 per person
RSVP 328-5827



Tuscarora Area Chamber of Commerce

3 South Main Street, PO Box 161 • Mercersburg, PA 17236

www.tachamber.org • Phone 717-328-5827

BOARD OF DIRECTORS

Executive Board Members

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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. eZine: *No Appraisals? OK. But How Will You Keep It Fair?*

I've recently had interesting conversations with a few organizations that want my company to work with them in developing their leaders. That's great but we're running into an initial roadblock as each company's leadership team has basically said, "We're hearing more and more that performance appraisals are a thing of the past. They're demoralizing, time-consuming, and ineffective. No one here likes to do them, so as a leadership team, we've decided we're not going to do them anymore." That's fine. And by the way, that's very trendy.

However, let's think about the reality of this type of personnel management strategy. If you as a leadership team decide to no longer use an objective performance review system that aligns performance to your organization's values and goals, how do you plan to ensure there are no surprises for your employees or management team? How do you plan to keep things fair? By keeping things fair I mean, what's your plan to ensure:

- your employees *know clearly and specifically what is expected of them* (What's expected of them not only before they were hired, but while they're on the job, and also going forward)?
- your leadership team is *continuously* providing feedback to employees on what each employee and team is doing well to drive the organization forward and what areas are starting to be a concern?
- your human resources team *has the appropriate and adequate documentation* to address any legal actions that may be taken by disgruntled or terminated employees?

If you are one of the fortunate few organizations that has an established culture where every employee just "gets it," and knows and does the right things day in and day out, you may not need a performance review and planning system. However, if your organization is like most, you probably deal with personnel "issues" small or large on a regular basis. So my question to you is: *Are you eliminating performance reviews because you really don't need them, or are you eliminating them because as an organization and leadership team, you've never created and used them effectively before?* If your organization views them as punitive, you've not managed their use correctly. If your organization views them as a collaborative planning and development tool, why are you doing away with them?

So again, if you don't want to use performance appraisals, fine. But what's your plan to keep things fair?



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TUSCARORA AREA CHAMBER OF COMMERCE PRESENTS



MERCERSBURG SPRINGFEST

SATURDAY MAY 11, 2013

9AM-3PM DOWNTOWN MERCERSBURG

WELCOME NEW MEMBER

Agronomy Inc.

28 Fry St.

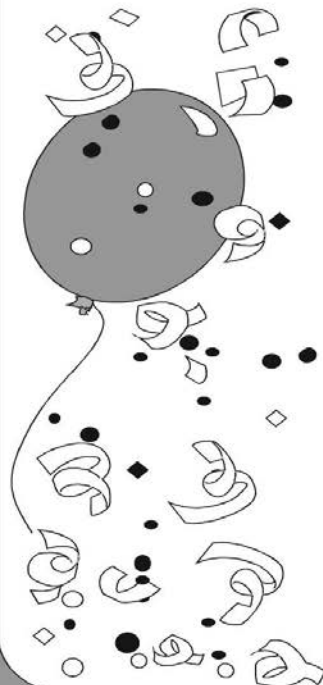
PO Box 210

Mercersburg, PA 17236

717-328-3145

agronomy@embarqmail.com

CONGRATULATIONS MERCERSBURG BUSINESSES AND CITIZENS!



NO MORE DOT INSPECTIONS!

Keep working together for the goal of Community Oriented Policing. The next Borough meeting is March 11th. We hope to see you all there!

**BRING BACK
MAYBERRY**

TUSCARORA AREA CHAMBER OF COMMERCE

BUSINESS PERSON OF THE YEAR GALA

Whitetail Lodge
13805 Blairs Valley Rd., Mercersburg
Thursday April 25, 2013

Silent Auction, Reception & Heavy Hors D'hoecurves 5:30-7pm
Speakers & Awards 7-8pm

2013 Business Person of the Year Award Sponsor

Award Sponsor

\$100

20 available

1 ticket to the event (a \$35 value), special mention in all publicity prior to the event, at the dinner and all publicity following the event and on our web site.

Sponsorship Commitment

Sign up for:

Price

Award Sponsor

\$100.00

Method of Payment

Bill Me

Payment Enclosed

Name

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Return to -
Tuscarora Area Chamber of Commerce
PO Box 161
Mercersburg, PA 17236
E-mail: mgordon@tachamber.org Phone: 717-328-5827

TUSCARORA AREA CHAMBER OF COMMERCE PRESENTS



MERCERSBURG SPRINGFEST

SATURDAY MAY 11, 2013
9AM-3PM DOWNTOWN MERCERSBURG

Sponsorship Opportunities

**Springfest
Partner
\$250**

10x20 spot included, partners will help us fund children activities, marketing, event map, etc., special mention as "Event Partners" in ads, press release, web site and newsletter, and on the map

Tuscarora Area Chamber of Commerce

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

Name _____

Address _____

Phone _____

Method of Payment

Bill Me Payment Enclosed

Sign up for:

Springfest Partner

Price

\$250.00

Signature _____

Improving your facilities is easier when you improve your financial partner.



Left to right:
Dwain Koser, Manager, CFJMA
Lisa E. Suders, Assistant Manager & Treasurer, CFJMA
Thomas Ginnick, Member, Board of Directors, CFJMA
Dianne Cornman, CTP, Cash Management Specialist, F&M Trust
Dave Zimmerman, Commercial Services Relationship Manager, F&M Trust

Recently, **Cumberland-Franklin Joint Municipal Authority** decided to add capacity to their service network to allow for future growth in the Shippensburg region. Also, the Authority saw an opportunity to be at the forefront in meeting important Chesapeake Bay watershed quality standards. When planning enhancements, the Authority met with several financial resources, including F&M Trust.

Dave Zimmerman and **Dianne Cornman** of F&M Trust worked to not only bid on the financing of the project, but also recommend a *total financial solution*. By combining multiple loans into one, and implementing a better Cash Management process, the Authority could enhance their facilities and streamline office operations.

After considering all bids, F&M Trust was selected as the best overall choice – providing superior bottomline value, local convenience, and well-designed financial tools. Since switching to F&M Trust, the Authority has been thrilled with the level of personalized service received from their 100% local banking team.

If this is the kind of solution-based relationship you prefer with your bank, talk to F&M Trust about your ideas. For a no-obligation meeting, call Dianne Cornman at (717) **261-3536**, 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 are automatically credited to your checking account.
- No annual fee, no points to track, and no extra hassles!

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Dianne Cornman
Certified Treasury Professional
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