

# Tuscarora Area CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

## chamber news

www.mercersburg.org  
www.tuscaroraareachamberofcommerce.org



### Annual Legislative Breakfast Friday February 20, 2010

Gene Barr, vice president of government and public affairs for the Pennsylvania Chamber of Business and Industry, and Senator Rich Alloway addressed more than 100 people turned out to learn about issues affecting Pennsylvania businesses at the Southern Franklin Chamber of Commerce Legislative Breakfast Feb. 19. The Greencastle-Antrim, Tuscarora Area and Greater Waynesboro hosted the annual event at Antrim House Restaurant.

Barr linked recent and proposed actions in the General Assembly to businesses back home. "Government functions one way: to take money from the private sector and spend it," he said.

Stating that the problems in Pennsylvania stem less from lacking revenue and more from indiscriminate spending, Barr worked through a list of policies, blaming the status quo on Gov. Ed Rendell and Pennsylvania House Democrats. "There are too many people in Harrisburg who think they can spend your money better than you can," he said.

Barr advocated for changes in 2010 that would put the interest of business in the forefront. Among his ideas were increasing competition in state education among schools and educators, regulating unemployment benefits, repealing the prevailing wage act, and building a government that "gets out of the way" and lets business "do its thing."

Alloway said the budget is back on the plates of Pennsylvania lawmakers and that he hopes compromise can be reached by June 30, in light of Rendell's term coming to an end. "The difference will be that House Democrats will not stick so close to Rendell and will come to the table to work," he said.



Gene Barr

### Grand Opening

Marcy's Creative Touch Salon and Flower Basket Gift Shop celebrated their grand opening in their new location, 331 N. Main St. Mercersburg, with staff, family, friends and members of the Tuscarora Area Chamber of Commerce Monday February 22, 2010.



# CITIZENS TO PROTECT PA JOBS

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Tuscarora Family Practice

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Borough of Mercersburg

Melanie Gordon

F&M Trust

### 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 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

## Launching the 2010 Membership Drive

### **What is a Chamber of Commerce?**

A Chamber of Commerce is an advocate for its broad and diverse member businesses. Chambers leverage and enhance members' talents and resources to create a climate of growth and success in the community. Through leadership opportunities, volunteer efforts and business-building programs focused on critical business, civic and social priorities, the Chamber strives to improve the economic vitality and quality of life for its members and community.

### **What does the Tuscarora Area Chamber do?**

The Tuscarora Area Chamber is the only unified voice of advocacy for business and economic development in the Tuscarora region of Franklin County, Mercersburg, Montgomery, Peters, St. Thomas, and Warren. The Chamber works to create value-added membership opportunities and a business climate that attracts new business, community investment and enhances growth and expansion opportunities for existing businesses.

### **What kinds of businesses and organizations join the Chamber?**

Businesses of every size and industry, as well as civic, religious, trade, professional associations and individuals are Tuscarora Area Chamber members. Nearly 80 percent of Chamber member companies have fewer than 40 employees.

### **How do I join?**

Fill out an online form <http://www.tachamber.org/chamber/join> or call (717) 328-5827.

### **Is my Chamber membership tax deductible?**

Yes 100 percent of chamber membership is tax deductible as a "normal business expense".

### **Why should I join?**

The Tuscarora Area Chamber is a regional chamber and supports and serves businesses throughout Mercersburg, Montgomery, Peters, St. Thomas, and Warren. The Chamber connects members to important community issues, and provides unique opportunities for individuals and businesses to make a difference. Learn about member benefits - <http://www.tachamber.org/member-benefits.php> and learn more about investing in the Tuscarora Area Chamber - <http://www.tachamber.org/media/docs/MembershipApplication-2010.pdf>.

## HISSONG PROMOTED TO AREA MARKET MANAGER

Jeff Shank, president and CEO of Tower Bank, a division of Graystone Tower Bank, announced the naming of Amy Hissong to the position of market manager for the Greencastle and Mercersburg area. As the market manager, Hissong will be responsible for the execution and coordination of all branch sales and deposit growth, including small business development, partnership banking presentations, and proactive consultative selling.

She will also handle the development and implementation of the branch sales plan to gain and expand customer relationships by providing customer service. In addition, Hissong will work with the Greencastle and Mercersburg teams to provide referrals to business partners in helping to achieve bank-wide sales, deposit, and service goals.

Prior to Hissong's promotion, she served as the branch sales manager of the Mercersburg office. She steps into the market manager role with eight years of banking experience. Hissong is a graduate of Penn State University and the PBA Advanced School of banking. She has completed several courses through the Pennsylvania Bankers Association.

An active community member, Hissong currently serves as a board member and vice president of the Tuscarora Area Chamber of Commerce board of directors. She is a member of the Rotary Club of Mercersburg and serves on the board of directors for First United Daycare. Amy lives in Mercersburg with her family.



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## WELCOME NEW MEMBERS

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32 East Baltimore St  
PO Box 117  
Greencastle, PA  
Phone - 717-597-2745  
Fax - 717-597-5332

Email - carolyn32@embarqmail.com  
*Accounting & Bookkeeping Services*

### JAMES BUCHANAN HOTEL, PUB & RESTAURANT

Caitlin & Judy Bonciu - Owners  
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Mercersburg, PA 17236

Phone - 717-328-0011

Email - jbonciu@comcast.net

Web - www.jamesbuchananhotel.com  
*Restaurant & Lodging*

### KAYMAP LLC

Yin K. NGeow  
6307 Fairway Dr.  
Fayetteville, PA 17222  
Phone - 717-352-7576  
Fax - 717-352-4030

Email - ykn911@yahoo.com  
*Medical Services*

### THOMAS SALES INC.

Barry R. Thomas  
124 South Washington St.  
Greencastle, PA 17225  
Phone - 717-597-9366  
Fax - 717-597-9962

Email - bthomassales@earthlink.net  
*Manufacturers Sales Representative*



## The State of Entrepreneurship

On January 19th, Carl Schramm, President and CEO of the Ewing Marion Kauffman Foundation, delivered his "2010 State of Entrepreneurship Address." His fundamental message was that "while entrepreneurs are not the sought-after silver bullet, economic recovery will not happen without them."

Schramm noted several, perhaps little known, facts, including: Entrepreneurs are the primary engine of job creation (companies less than five years old have been responsible for all net job creation in the past 30 years)

Entrepreneurs continue steadily creating new businesses during recessions. Half of today's Fortune 500 companies were founded in a recession or bear market.

Entrepreneurs are not necessarily young people. There are more people aged 55 to 64 starting businesses than there are people aged 20 -34.

Schramm discussed how the dominant economic thought of the 20th century downplayed the role of the entrepreneur, focusing more on "big business, big labor and big government." He noted that "forgotten in this equation was the fundamental fact that every big company had to start small."

Schramm went on to note that entrepreneurs today do paint a pretty grim picture, with decreasing sales volumes, profitability and access to capital. Schramm suggested several governmental reform ideas that he feels would stimulate entrepreneurial activity, but regardless, optimism is high among entrepreneurs and history shows that they will continue to be the economic engine of our economy.

In recognition of this fact, and to enhance business success, Small Business Development Centers exist to provide confidential no-cost, professional consulting assistance to entrepreneurs in all stages of business evolution. For a confidential consultation, contact the Shippensburg University SBDC at sbdc@ship.edu or 717-477-1935. www.ship.edu/sbdc



## MEMBERS NEWS.....

### AMERICAN RED CROSS

Franklin County Red Cross Leadership Luncheon at Global Data with a gift of \$10,000 to the Red Cross from Global Data.



### MERCERSBURG HAIR STUDIO

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### SUMMIT HEALTH

Chambersburg Hospital has earned the Quality Respiratory Care Recognition (QRCR) from the American Association for Respiratory Care (AARC) for 2010. Only 15% of hospitals in the United States have applied for and received this award.

According to Ray Barber, Manager of the Respiratory Care Department at Chambersburg Hospital, "This designation identifies Chambersburg Hospital as a facility that uses qualified respiratory therapists to provide respiratory care."

Barber explained that respiratory therapists are specially trained health care professionals who work under physician's orders to provide a wide range of breathing treatments and other services to people with asthma, chronic obstructive pulmonary disease, cystic fibrosis, lung cancer, and other lung and lung-related conditions.

Members In The News is a free section of this newsletter devoted to our membership. Please submit photos and news about your business by the 15th of each month for inclusion.

## PA Chamber: renewable energy, yes, mandates, no

The Pennsylvania Chamber of Business and Industry today urged the Commonwealth to embrace an energy strategy that includes both traditional and renewable sources within the framework of the free enterprise system. "While some lawmakers and environmental groups continue to advocate government mandates and taxpayer subsidies as the best solutions for Pennsylvania's energy future, the long-term interest of the Commonwealth and its residents will be best served by allowing market forces to determine viable and affordable energy options," said Gene Barr, PA Chamber vice president of government and public affairs. "This includes alternative and fossil fuels, as both will be needed to meet the ever-increasing demand for energy."

Barr said the business community's opposition to legislation (H.B. 80) that would extend government mandates for specific forms of alternative energy has been mischaracterized by proponents who mistakenly interpret commonsense arguments against a well-meaning but misguided bill to mean blanket opposition to alternative energy in general.

"The problem with House Bill 80," Barr explained, "is the approach to alternative energy policy it espouses – having government create a market for specific types of energy, and then subsidizing it to the tune of hundreds of millions of dollars."

Barr said this approach thwarts innovation and leads to inflexibility with regard to alternative energy.

"By shutting out one-third of the market, which would occur under House Bill 80, Pennsylvania is essentially shutting out alternative energies that may not even be developed yet and may not get developed because they wouldn't be included on some arbitrary list of qualifying alternative energy sources," he said, stressing that government cannot adequately predict what the next alternative energy breakthrough might be next year, let alone five or 10 years from now.

In addition, estimates are that the additional mandates could add as much as \$9 billion to \$12 billion to the cost of electricity purchases in future years at a time when job creators and residents can least afford it.

Barr said the related job creation debate also needs to be put into perspective.

"Of course government mandates create jobs," Barr said. "But those jobs are paid for with taxpayer dollars and come at higher costs for consumers. Looking long-term, this is not a strategy for success. Government and/or government subsidized job creation cannot occur at the expense of private sector job growth."

Barr said lawmakers should learn a lesson from some European countries in which the government mandate approach to energy policy has proven more expensive than beneficial.

Pennsylvania will need all forms of energy in its mix. The free market is best for ensuring the availability of affordable, viable options from which businesses and individuals can make the best choices to meet their needs. With deregulation, consumers can already purchase energy from alternative sources if they desire to do so. Under H.B. 80, the ability to choose would be diminished.

## MANAGER'S CORNER: *The Test of Leadership Power*



No matter how you say it:

- When the rubber meets the road;
- The proof is in the pudding; or
- Actions speak louder than words

the truth is, we will never know who will be an effective leader until that person is given power. Then the test of leadership begins. As Abraham Lincoln said, "Nearly all men can stand adversity, but if you want to test a man's character, give him power."

You see, even though an individual with leadership potential may possess numerous desirable leadership attributes, from incredible vision to great communication skills, those attributes fade into insignificance if the 'leader' fails to remember the role of a leader.

A leader is only a leader when others say she is one. A leader is only a leader when she keeps the primary responsibility of leadership clearly in mind, and that role is to lead a team, company, organization, community or country toward its future – not hers.

We've all experienced working with someone who changed once she was given a taste of power. Suddenly, the person who used to work so well and openly with us, becomes controlling, uncommunicative, and egocentric. She is now entitled, all-powerful, and right in her interpretation of strategic issues. The team's insights and support she had sought and welcomed, are now wrong and unwanted.

Power is an amazing test of character. Power is an amazing test of leadership and it's an amazing test each of us as leaders needs to undertake ourselves every now and then. So the next time you hear your team members or colleagues say, "You've changed" or they seem to "block" your actions as they never used to before, stop and ask yourself a few honest questions:

- "What have I done as the leader to cause such conflict and frustration?"
- "Have I changed or have they?"
- "Is what I'm trying to accomplish truly right for the organization or just right for me and my legacy?"

For solid, effective leaders, the answers to the above will probably indicate a need to communicate more clearly or renegotiate strategies. However, for a leader corrupted by power, the answers to the above – the honest answers to the above – will indicate a loss of leadership purpose and focus. It's time to acknowledge the test and become the leaders others need us to be. It's time to appreciate the test of leadership power.

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## APPI Energy Partners with many local Chambers of Commerce in Pennsylvania to Offer Energy Procurement Program

Affiliated Power Purchasers International, (APPI Energy), has recently partnered with several additional local Chambers of Commerce in Pennsylvania to immediately begin providing the Powerful Solutions Program. The Program is a chamber member benefit designed to manage electricity supply costs and mitigate upcoming price increases in Pennsylvania.

APPI Energy recently entered into partnership with the following local Chambers of Commerce: **Tuscarora Chamber (formerly Mercersburg Chamber)**, Mechanicsburg Chamber, and Juniata River Valley Chamber. These additions push the number of local PA Chambers to 10. Having the endorsement of the Pennsylvania State Chamber of Commerce has led the way for additional local chamber partnerships.

With the changes in the energy markets in Pennsylvania, APPI Energy is providing Pennsylvania chamber partners and their members with the education and resources necessary to proactively manage and mitigate the upcoming electricity supply tariff rate increases. APPI Energy is providing members free webinars, educational articles and regional visits to educate members on the current electricity deregulation status throughout the state.

As an independent energy consulting firm, APPI Energy provides commercial and industrial clients the market insight and real-time information needed to make prudent business decisions regarding electricity procurement and natural gas management. Since 1996, APPI Energy has assisted more than 2,500 clients in reducing and managing energy costs in all deregulated markets, including many Pennsylvania businesses.

Explains Walter Moore, APPI Energy president, "We customize solutions for each member by providing a thorough, real-time analysis of the clients energy usage, vetting competitive electricity suppliers, recommending cost-reducing solutions, and managing the entire process. APPI Energy represents the best interests of our clients and is not affiliated with any one supplier. The final decision is always the client's."

### 3/10/10 - PA Webinar - March 10, 2010

Who should attend? - Presidents/Owners, CFOs, Facility Managers, Energy Managers

**This there is no cost to attend this webinar but registration is required.**  
Sign in instructions will be provided upon registration.

Affiliated Power Purchasers Int'l (APPI) is an independent utility consulting firm with over ten years of consulting experience in the state of Pennsylvania. In this one hour webinar, learn about the emerging deregulated electricity market in PA and what decisions you can make to prepare for rising costs. Other valuable ideas for reducing costs will be presented. The webinar includes:

- Introduction to APPI
- Status of Electricity deregulation in Pennsylvania
- Where deregulation is active
- How deregulation affects your business
- What questions to ask
- Energy Procurement Process
- Pricing
- Contract negotiations
- When to take action
- Demand Response Programs
- Summary and Q&A



<http://www.appienergy.com/appi-webinar-registration>

# Tuscarora Area CHAMBER OF COMMERCE

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# TUSCARORA AREA CHAMBER OF COMMERCE ANNUAL DINNER BANQUET

Mercersburg Academy  
Keil Hall, The Edwards Room  
Thursday April 22, 2010

## Sponsorship Opportunity

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**Richard Rockwell Sr.**, Owner, Laurich Company

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#### **Norland Avenue**

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262-2085

#### **Philadelphia Avenue**

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264-5122

#### **Orchard Park**

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## COME MEET OUR NEWEST PARTNER, APPI

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**RSVP is REQUIRED no later than 2p.m. on Monday, March 15, 2010**

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