

# Tuscarora Area CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

## chamber news

www.mercersburg.org  
www.tuscaroraareachamberofcommerce.org



Don MacAskill with his Whitetail Resort team!

### Whitetail Resort President is the TACC Business Person of the Year

Congratulations to the Tuscarora Area Chamber of Commerce's 2011 Business Person of the Year, Don MacAskill. The following is the speech as delivered by Judy Boyd of Whitetail Resort and Secretary of the TACC Board of Directors.

"It is my pleasure to present the Business Person of the Year Award tonight. Typically, when I speak before a large group is during one of our many preseason employee orientations. We always start each orientation with our mission statement "our mission is to provide a recreational experience so enjoyable that our guests choose to return again and again". In addition, we always let our returning and first time employees know what the expectations are for being part of the Whitetail team, and then I continue with the five values we as a resort adhere to- STEEP-Safety, Teamwork, Efficiency, Enthusiasm and Professionalism.

Many members of our Whitetail team contribute to our successful orientations, especially our General Manager, Don MacAskill, who welcomes each and every department personally during the orientations procedure. Don is our leader at Whitetail and a leader in the community.



He is also the 2011 Business Person of the Year. Congratulations!

Continued Page 4



Mark Story - Habitat for Humanity

### HABITAT FOR HUMANITY HELPS A MERCERSBURG FAMILY

As a county-wide housing agent, Habitat For Humanity of Franklin County is pleased to announce that a project is being planned in the Tuscarora area. Jason and Amy Seville, along with their four children, have been Mercersburg residents for many years. The family has been approved by the Habitat board of directors for the housing partnership program. Following Christian principles Habitat provides homeownership solutions and support for low-income partner families in need throughout Franklin County by pairing and sharing the power of volunteer labor with generous charitable gifts. Currently the board of directors is planning to acquire an existing home in Mercersburg (in need of repair) and rehab it for the Seville family. It is hoped that this project will take place this summer. Volunteers and cash donations will be needed to make this possible.

For more information about Habitat or the Seville family project contact executive director Mark D. Story at 717-267-1899 or visit: [www.yourlocalhabitat.com](http://www.yourlocalhabitat.com).

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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.

## WHAT DOES THE CHAMBER DO?

**What does the Chamber do?** ... You have probably heard that question asked at one time or another and you may have wondered about it yourself. Many have no real concept of exactly what the Chamber of Commerce is, how it works or why it exists.

There are a lot of misconceptions about the Chamber. For example, there are those who believe the Chamber gathers statistics, prints nice brochures, visits new businesses, answers inquires and advertises what a great place the Tuscarora area is to work, live and enjoy life.

They are right, up to the point. We do all those things, and proudly so. All of those jobs are important, but they aren't why the Chamber is here. They're fringe benefits of the Chamber, the things we do as a matter of routine because they need doing and we are good at doing them. The primary functions of the Chamber go far deeper than those niceties. The Chamber is a catalyst—a common vehicle through which business and professional people work together for the common good of the community.

A better community means better business conditions, and we work for a better community for everyone. That's why we do what we do. This brings us back to that original question: **What does the Chamber do?** There is one reason for the Chamber to exist...to do whatever is necessary to keep our area's economic condition at a level where business will risk their resources here in hope of making a profit...everything else is just frosting on the cake.

That leaves one final question: Who is this "we" that do all of this? We are you.

You are the Chamber of Commerce. You provide the ideas, the drive, the goals, the funds and voluntary services to keep the Chamber doing what it does. You are the Chamber, and without you, there wouldn't be any Chamber, and just who would do all those things if the Chamber didn't? We invite you to become a part of the Tuscarora Area Chamber of Commerce...but our hope is that you do more than pay for a membership. We want you to join with us: to participate, get involved, and make the chamber your own. Whether your interests are in networking and events or advocacy and economic development, we want you to affect your chamber and thereby your community.

**Join us in making the greater Tuscarora area a better place to live, work and visit.**

By – Mary-Anne Gordon, Executive Director TACC

## 2011 CHAMBER CHAIR ANNUAL DINNER SPEECH -

“My name is Nate Fochtman, 2011 Chair of your Chamber of Commerce. I moved to Mercersburg in the summer of 2008, with my wife Gina, who is a 5<sup>th</sup> grade teacher in the Tuscarora School District. We came here with a side business, helping independent musicians promote and book their music, as well as helping small independent businesses develop their own professional quality marketing programs – comparable in quality of any major corporation – we’ve always strongly believed in building quality service – no matter the size. I also worked for Mercersburg Academy for two years in the Alumni & Development department on their Annual Fund & volunteer management programs. Prior to moving here, I worked for Origlio Beverage in Philadelphia, a beer wholesaler - assisting in the operational transition to accommodate the rising demand of craft & specialty beers here in America – I will continue this passion, starting in May, where we will be creating and I will be leading a new Craft & Specialty division for DM Evans in Chambersburg, and Ace Distributing in York.

I serve on this board, as a testament to my belief in this community and what future it holds. I talk with a lot of younger community members, as they return from college breaks, or just visiting family, and ask why they don’t live here – all state the same “not enough to do.” I think that in the past few years, the entertainment value of this town has drastically increased, as well as the awareness of support of growing businesses in all industries – giving opportunity for greater retention in years to come. I raised my hand to serve as Chair this year, as I felt it necessary to make an effort to bring the community together, no matter from where – I get excited about building things – and strongly believe in the support that I see my fellow board members give each other, and that of its membership, driving me to give whatever I could.

One of the programs I felt necessary for this town was First Fridays, which we began last year – its necessity came from living here, and realizing that outside of a few festivals, not often was the town brought together outdoors to enjoy the town, its history, its commerce and its people.

How many of you have been able to attend at least one of the events?

Its just a great wholesome time for the family – and an opportunity to network, collaborate, or just spend quality time.

A second program to support through our chamber, is our membership campaign – in the past few months of its inception we have increased our membership base by 45 members, with 257 to date in total and well on our way to our goal of 300 by 2012 – FOUR YEARS AGO THERE WERE 87 MEMBERS - but we do need your support – this is a very easy request. All of you enjoy your time as a member of the chamber, you know your benefits, and you participate in the activities, hence you are here. So what we would ask of your help, is in your daily business, if you come upon a friend or business partner in a business that is not a member, find out why, share that with us, and share with them how great it is!

Certainly not least, we are in the development stages of our first ever “workforce development” program in partnership with the Tuscarora School District placing current 11<sup>th</sup> & 12<sup>th</sup> graders with local businesses to gain work experience geared towards their areas of interest – whether it be to help them transition smoother into work after high school, or building a quality resume/portfolio for college. We need to be a part of these students’ lives while they are in school and not wait until they graduate – our community can benefit immensely from improving not only our workforce, but setting a precedence for producing quality workers wherever they may go.

2011 is sure to be a year of growth and I look forward to serving and getting to know all of you.”



## TACC BUSINESS PERSON OF THE YEAR CONTINUED -

Don was born in Saint Johnsbury, Vermont, March 6, 1955. He had a typical 50's type of New England childhood: Sundays were for church and the "Sunday afternoon ride"; the 60's and 70's brought a variety of jobs and activities, an occasional Aerosmith Concert at Lake Sunapee, New Hampshire and of course a lot of time on the slopes of New Hampshire and Vermont.

Don graduated from the University of New Hampshire with a degree in Recreational Management. Shortly after graduating he entered the ski industry to learn all aspects of operating a resort. He spent the next 17 years at Okemo Mountain Resort in Vermont; for 12 of those years he was Vice President and General Manager.

When the General Manager position became available at Whitetail in 1998, Don applied. He got the job. He packed up his family, wife Deb and son Micah and settled in Franklin County. Daughter Kayla completed the family soon after.

His first day at Whitetail was October 5, 1998-he was asked why he moved and made the change "I was at a point where I was ready for a change" and changes were certainly ahead for Don and the Whitetail team. Don's first season at Whitetail was challenging for the resort and community as well. Then Snow Time purchased Whitetail in the fall of 1999. It was Don who led his team to bring the Resort back to its original concept and then some.

Over the past years Whitetail has become a state of the art ski area, has supplied many seasonal jobs to the community, especially our seniors and young adults. During the winter season Don has always inspired our winter staff of over a thousand, by making everyone feel they are an equal and vital part of the team. This same positive attitude is extended to year round, part-time, full-time staff and our large team of volunteers.

Don has served and is a current or former participant of many organizations and to name a few: Franklin County Area Development Corporation, Franklin County Red Cross, Potomac River Water Basin committee, the Boy Scouts, the King Street Church, Tuscarora Area Development Association, and many ski industry organizations including the National Ski Area Association and the Pennsylvania Ski Area Association.

As the General Manager and President of Whitetail he has been responsible in making sure his staff and Snow Time, give the commitment of time as well as financial resources to the community. **The volunteer effort may not always be by his hand, it is always by his direction.** Whenever a community group is looking for someone from Whitetail to speak at a local function Don is always willing to share his love of Whitetail.

Ron Hawkes is the General Manager of Roundtop Mountain and the former Ski School Director at Whitetail for the first several years of operation. Here are his comments: "Don is well deserving of this award. Don is always the consummate professional and gentlemen both within and outside the workplace. He is also worthy of this award for the high standards set for himself, his staff, and all those he comes in contact. Don has had significant and positive impact on his place of business and the local community. A true leader and visionary. It is a privilege to be associated and work with Don as part of the Snow Time, Incorporated family. I wish I could have been present for the celebration. All my best and congratulations for being honored as the Business Person of the Year."

From Eric Flynn, Chief operating officer of Snow Time and General Manager at Liberty Mountain: "Don's commitment to our company, his employees and the local community is obvious and apparent every day, in many ways. Seldom does a day go by, that you don't get a call, an email or a note from Don about some project that he is working on. This was true even before he went "live". Now that Don has a smart phone, there really is 24/7 Don MacAskill! Congratulations Don from all your friends at Liberty Mountain!"

My presentation wouldn't be complete without sharing some of Don's favorite things: Favorite Holiday-Groundhog Day-Don's groundhog always sees his shadow. Also, Don is a life member of the Puxatawney Groundhog Club. Favorite website-Accuweather, Favorite attire-Whitetail uniform, Favorite place at Whitetail-Almost Heaven bakery, Favorite music-the sound of Snow Guns

Thank you Don for your leadership, dedication, patience, and sense of humor.



Congressman Shuster, Don MacAskill, Eric Flynn



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**TUSCARORA AREA CHAMBER'S**

**MOCK INTERVIEW DAY**

**JBHS**

**MAY 25, 2011**

**8AM-NOON**

**10 VOLUNTEERS NEEDED!**

**328-5827 OR**  
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# FCADC ANNUAL INDUSTRY APPRECIATION DINNER

September 8, 2011

Green Grove Gardens

1032 Buchanan Trail East, Greencastle, PA 17225

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717-263-8282 or judy@fcadc.com



The 2011 Tuscarora Area  
Business Directory  
is now available!

## MANAGER'S CORNER: *LEADERSHIP CLASHES*

In meeting with a prospective client this week, an all too common issue presented itself: The client wants to tweak the organization's culture. The leaders want to enhance their managers' and front-line team members' ability to work together, communicate with one another, and generally create a more comfortable workplace. Wonderful. However, to achieve this, they believe leadership training for their supervisors and managers is the answer. Not in this case. Well, at least not yet.

Leadership training isn't the answer to this client's issue or the answer for a number of other organizations. Not when the cause behind the tense culture, lack of team work, and poor cross-departmental communication stems from tensions between the top two people in the organization. The tension between the two of them was subtle but clear to me -- and I was meeting them for the first time! As I shared with the two of them, "If your differences in leadership styles and perspectives are apparent to me -- believe me -- they're apparent to everyone who works here. Because of these differences, the organization has probably broken into unspoken teams -- one for you, the top dog and one for you, the second in command." They looked at me somewhat stunned. How could I know that without them mentioning that as one of their issues? Incredible intuitive insight on my part? Sorry no.

Employees are not stupid. Employees watch everything -- and I do mean everything -- their leaders do every day. It only takes two or three situations to occur for employees to spot a trend. It only takes the top dog usurping the second in command's directions two or three times for team members to start thinking: Why bother doing anything until we're told by "Numero Uno" what to do? She's going to stick her nose into our departmental issues sooner rather than later anyway. In fact, you know what we should do? Why don't we start limiting what information we provide to "her people" and to her so she can't butt in and mess up "our guy's" plans? Why don't we protect ourselves and him from "her"? Do you think this sounds childish? It does, but it happens more often than you may believe. When leaders clash, their respective teams clash.

So if you have leadership clashes in your organization, don't expect the 'fix' to the tensions to start with teambuilding and communications training for the front-line staff or managers. If you do, be ready for them to resent the training; they're not the ones who need to be "fixed". The "fix" needs to start at the top. Training isn't your solution -- not yet. Executive coaching and consulting is. Several off-line conversations facilitated by an executive coach or consultant need to occur to align perspectives and behaviors at the top. Until the top leaders recognize the negative impact their individual behaviors are having on the organization and agree to support one unified vision and subsequently change their behaviors, things won't change. These conversations and work sessions may work - they may not. At times, transitions in staff need to occur. But don't 'force' your employees to attend any training session to change their behaviors until you -- as the leaders -- change yours.

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# Tuscarora Area CHAMBER OF COMMERCE

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May 18, 2011



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## PET FUN FEST Saturday, May 7th 10am-2pm

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Pet Fun Fest provides a wonderful opportunity to purchase some extraordinary products. There are displays that include animal themed artwork, quilted items, pet treats, candles, leashes and more. A pet photographer will be on hand to snap a shot of your pet looking his best.

Vendor displays will include: DogWatch underground fencing, Home Again microchip identification for pets, as well as Purina, Butler, Merial and Novartis. The Mason Dixon Kennel Club will demonstrate Fly-ball, Rally-O, and Agility, along with basic training and advanced obedience.

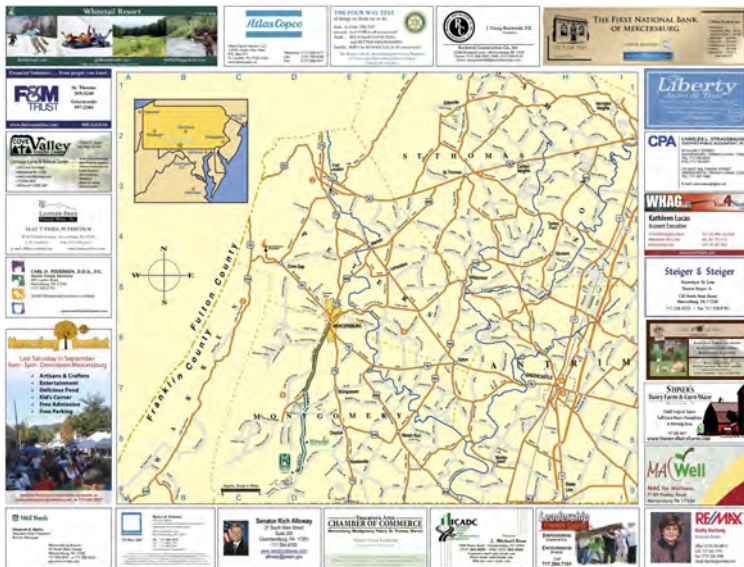
In addition to pony rides and a goat milking demonstration, there will be face painting, sidewalk chalk, bean bag toss, crafts, and more featured in the Kids Korner.

Food will be available sponsored by Antietam Humane Society and ice cream from Antietam Dairy. Donations will be accepted for the humane society and all proceeds will be donated to local animal charities. If inclement weather, Pet Fun Fest will be rescheduled to May 14.

(717) 328-5171 [mvcinfo@mercersburgvetclinic.com](mailto:mvcinfo@mercersburgvetclinic.com)  
[www.mercersburgvetclinic.com](http://www.mercersburgvetclinic.com)

# 2011 Tuscarora & Mercersburg Area Map

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**Reservation must be received by May 27, 2011.**



# Cinco de Mayo

## Regional Mixer Fiesta

**Thursday, May 5, 2011**

**5:00 p.m.- 7:00 p.m.**

**The Conference Center  
at Shippensburg University  
(500 Newburg Road, Shippensburg)**

**R.S.V.P. to 717.532.5509 or  
[chamber@shippensburg.org](mailto:chamber@shippensburg.org)**



Celebrate Cinco de Mayo (5th of May) with food, music, drinks, and more...while mixing with others from the region!

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at Whitetail Golf Resort  
May 18, 2011



Enjoy your Monthly Chamber Networking Lunch  
at our new Clubhouse and enjoy a round of golf  
at our special Chamber Rate, valid this day only.

\$35 anytime during the day  
\$25 for persons ages 55 and over  
\$5 for lunch only (served at 12 noon)

Please RSVP for lunch only to Mary-Anne Gordon  
at Tuscarora Area Chamber of Commerce.  
[mgordon@tatchamber.org](mailto:mgordon@tatchamber.org) or 328-5827

Must present invitation to receive discount

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