



TACC Awarded Neighborhood Champion Designation

The Tuscarora Area Chamber of Commerce recently applied for designation as "Neighborhood Champion" for Mercersburg via American Express and Shop Small partners. Tuesday, September 9, 2014, the chamber received news and a congratulations from American Express, TACC was awarded this designation. "We couldn't be more excited to be designated Mercersburg Neighborhood Champion by American Express and Shop Small," said executive director of the chamber Mary-Anne Gordon. "Through Shop Small there will be collaborative and cohesive marketing available for the chamber member businesses of Mercersburg." To learn more about Shop Small visit <https://www.americanexpress.com/us/small-business/Shop-Small/>

Upcoming Events Chamber Member Lunch & Learn

Franklin County Visitors Bureau

Wednesday, November 5th
American Legion Post 517
(next to Food Lion)

\$10 paid at the door only
Chamber Members Only

RSVP 328-5827

Or mgordon@tachamber.org



Tuscarora Area CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

BOARD OF DIRECTORS

Executive Board Members

Chair

Tammy Oberholzer

The Rotary Club of Mercersburg

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John Flannery

Flannery's Tavern of the Square

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Alliance Elevator

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Whitetail Resort

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Mercersburg Academy

Chris Shelley

Tuscarora School District

Annalisa Ambrisco

The First National Bank of Mercersburg

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 neces-

The Tuscarora Area Chamber of Commerce was honored to coordinate and host the largest Mercersburg Townfest in history, as well as launch the first ever Mercersburg Beer and Wine Festival Saturday September 27, 2014. These events brought thousands of people to Mercersburg and celebrated what a wonderful community we have.

Townfest only happens every year because of the financial support of Tuscarora chamber members, the dedication of volunteers and our top notch returning and new vendors. This 35th year was no different, and the chamber appreciates all who helped.

The beer and wine festival sold more than 1,200 tickets and had a mission to raise money for the Reese Burdette Fund, a.k.a. Team Reese. Throughout the afternoon a dedicated group of volunteers sold cigars, local cheese and bologna trays, and \$5 brews. By 4pm they raised \$6,542 that has been deposited into the We Love You Reese account at the First National Bank of Mercersburg.

The chamber plans to continue both events annually in conjunction with each other, and allow them to prosper and positively impact Mercersburg. We are always searching for new volunteers and supporters. If you would like to get involved, please email us at info@tachamber.org.

Respectfully,

Mary-Anne Gordon

Executive Director, Tuscarora Area Chamber of Commerce
& President, Development Association
717-328-5827 (office)



WHITETAIL RESORT TO CELEBRATE FALL AT ITS 14TH ANNUAL GREAT OUTDOORS FESTIVAL

Whitetail Resort will host its 14th Annual Great Outdoors Festival at the resort on October 25-26 from 10 am until 5 pm. This event offers fun activities the whole family will enjoy, all within the beautiful mountain setting of the resort.

The line-up of weekend activities include: Kid's craft and fun corner, pony rides, paintball, archery, petting zoo, eating contests, climbing wall, plus craft and food vendors from around the region. Special organizations such as the Penn State Mont Alto Woodsmen Team and the Franklin County 4-H Seeing Eye Puppy Club will be on hand for demonstrations. Boy Scout Troop 95 from Shady Grove, PA will be making fresh apple butter both days. Festival goers can take a chairlift ride to the top of the mountain and enjoy breathtaking views. There will also be tours of our Snowmaking Operations running several times daily.

On Saturday, October 25th, the Harvest Huck Jam returns. This is a pre-season rail jam competition that will begin at 11:00 am. Registration starts at 9:00 am. The jam will consist of two features on crushed ice snow. All participants will be entered in a drawing to win a 2014-2015 Season Pass. Also this year on Saturday is our Antique Car & Truck Show. Registration is from 9:00 am until 12:00 pm. Trophies and dash plaques will be awarded. Musical entertainment will feature the sounds of the Brooklyn based Americana quartet, Runaway Dorothy, taking center stage at 12:30pm. For more information on Saturday's activities visit: <http://www.skiwhitetail.com/events/outdoorfest2>

On Sunday, October 26th, we will host our 3rd Annual Fall 5k Downhill Trail Run. Sponsored by Meritus Health, this challenging course is set on the Whitetail Mountain and includes both uphill and downhill terrain. Entrants receive a free tech T-shirt as well as free admission to the Great Outdoors Festival. All participants must be registered and at the resort by 9:00 am, race begins at 9:30 am. Musical entertainment will feature the great combination of American folk traditions with modern indie rock, as performed by the incredibly talented duo from Mercersburg, PA, The Hello Strangers. For more information on Sunday's activities visit: <http://www.skiwhitetail.com/events/outdoorfest>

The cost of admission to the festival is \$8.00 for adults and \$4.00 for kids aged 6-12 and seniors. Admission is free for kids aged 5 and under. Any person who comes to the festival to pick up or purchase a winter 2014-2015 Season Pass or Advantage Card will also receive free admission to the festival. The festival marks the last weekend of the Season Pass and Advantage Card Early Bird Sale which ends on October 31.



THANK YOU



MERCERSBURG TOWNFEST SPONSORS

APPI Energy	Kuddle Kennels	Pachallina
APX Enclosures, Inc.	Lake Insurance, Inc.	Tim & Bonnie Rockwell
C&T Industrial Supply	Liberty Auto & Tire	Rockwell Construction
Choice Collision Center, Inc	Liedy's Custom Woodworking	Sam's Flooring
Columbia Gas of PA	Lininger-Fries Funeral Home	Snider's Jewelers
Cove Valley Camp	M&T Bank	State Farm Insurance
D.A.B. Builders	Mercersburg Academy	Stoner's Dairy Farm
D.L. Martin Co.	Mercersburg Hair Studio	Subway of Mercersburg
F&M Trust	Mercersburg Lion's Club	Summit Health
The First National	Mercersburg Moose	Susquehanna Bank
Bank of Mercersburg	Lodge #1790	The Dressing Room
First United Methodist Church	Mercersburg Printing	Waste Management
Four Dog Vintage Creations	Mercer-Vu Farms	Welsh Run Builders
Franklin County Visitors Bureau	Musser Mechanical	Witter's Septic and Sanitation
Flannery's Tavern on the Square	Ocker & Associates	
Hydra- Pneu Inc.	P+H Flooring	

Decorate a Wreath for Downtown Mercersburg's Christmas Season!

Any business, not for profit, church, school, etc. in Mercersburg or Franklin County may participate.



Return this form to - Tuscarora Area
Chamber of Commerce
PO Box 161 Mercersburg, PA 17236
717-328-5827

\$25 a wreath

- Bill Me
 Payment Enclosed

Name _____

Address _____

Phone _____

Email _____

How do you get a wreath? - The chamber will drop off your wreath to your business October 29th, or schedule pick up October 30th 10am-1pm at the chamber office.

Questions?
mgordon@tachamber.org

When do the wreaths need to be returned to the chamber? - The chamber will return to your business November 17th to pick them up, or you may drop them off November 19th 10am-1pm.

Fall Fashion Show

presented by

Pachallina

and

Good Morning TriState
to benefit

WIN

October 19, 2014

Doors Open 12:30 PM

Show Starts 2:00 PM

Star Theater

23 W Seminary St Mercersburg PA

Tickets \$10 at the Door or Online

All Proceeds to Benefit WIN

Sponsors

Jim Bailey, Star Theater Owner

Fabio's Events Center & Catering

Joan Smith, Inside Out Spa & Salon

Franklin County Visitors' Bureau

Printaway

ProARTS Advertising & Production



www.Pachallina.com

Manager's Corner™: *Know What You're Talking About*

by Liz Weber, CMC, CSP

On my return flight from a recent speaking engagement, I started talking with the gentleman sitting next to me as both he and I worked on our laptops. Roger was a senior level manager for a 250 person, defense contractor and was traveling to meet with his company's leadership team for an off-site management and strategy meeting. Roger was finishing his notes on what he wanted to present to help create greater clarity, energy, and productivity throughout the employee population. When I shared with Roger what my company did, he asked if I'd mind critiquing his ideas. (*Poor Roger, he had no idea who he'd just asked to critique his ideas!*)

As I read through Roger's ideas, his intent was solid. His passion for helping the employees was clear. His acknowledgement of current and prior management missteps and failures was honest and bare. However, Roger's plan for improvements was flawed by a common leadership over-sight: Roger wasn't using the right terms consistently to enhance clarity, consistency, and action. It became quickly evident, Roger didn't know the strategic planning terms he was using. He was making the same mistake many in leadership make, they believe they know how to use the terms because they've heard them so many times before, but they've not really used them as a management and leadership tool before. As a result, like many others, Roger was setting himself, the leadership team, the employees, and company up for embarrassment, confusion, mixed messaging, and frustration.

Vision - Roger had outlined the very real need to clarify the company's vision for the employees. The employees needed to know what the leadership team expected. That's true and important. However, Roger's company doesn't have a clear vision. Instead they've historically focused on "winning contracts." To provide clarity, Roger outlined their vision as: *Win Contracts; Double in Size; Implement Well; Strive to be the Respected Industry Leader; Integrity; Teamwork; Profitability*. Those are nice ideas, but Roger just blurred goals with values. A vision is the big goal your organization is trying to achieve; how you behave are your values. Roger had, in fact, suggested a vision: *Double in Size*, he had just buried it among everything else.

Mission - The mission statement Roger included in his notes was clear and without fluff. In one sentence, it outlined broadly what his company did; why it existed. Perfect.

Values - Roger didn't have values specified. As noted above, he had included some basic expected behaviors (i.e., values) in his proposed vision. I explained to Roger, that he may want to consider suggesting a handful of behaviors (actions) expected of everyone to help them and all the employees move towards their vision. Things such as: Share Knowledge, Take Risks Wisely, Communicate Clearly and Often, Take Ownership of Problems, Consider the Big Picture Impact, etc are sample values that he and his peers could consider as these behaviors would cause employees to think, learn, share, and grow -- all of which align with an organization that wants to grow.

Strategies - Roger had listed strategies he believed the company needed to pursue, yet, like many managers when outlining strategies, the list of strategies Roger had created was a mix of organizational development changes needed, R&D actions, numerous administrative tactical actions, and a few long-term goals. When I asked Roger to clarify the difference between strategies and goals, he looked at me, opened his mouth, closed his mouth, then said, "I don't know." Strategies are big picture themes of HOW you're going to move forward. So, ideas such as: Improve Employee Engagement, Increase R&D Production, Reduce Waste and Inefficiencies are big picture ideas. To implement them, you need specific actions. You need goals.

Goals - Strategic Goals are the big chunky projects your organization needs to take on (over and above current operations) to move your organization towards your vision. Goals have due dates, specific deliverables, and are comprised of numerous sub-goals and projects. The sub-goals and projects are what are divvied out to staff to help move things forward.

As I walked Roger through the terms, how to use them, and how to tighten up his plan, his eyes lit up. "Thanks. That could have been really confusing to everyone and I wouldn't have been able to defend or clarify my ideas. You really do need to know what you're talking about to be an effective leader." Yes you do.

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* Liz is one of only 12 people in the U.S. to hold both the Certified Speaking Professional (CSP) and Certified Management Consultant (CMC) designations; the highest earned designations in two different professions.



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Security Card Services is a registered ISO/MSP of Fifth Third Bank, Cincinnati, Ohio.

Rotary Club of Mercersburg



Santa's Toy Box

P.O. Box 54
Mercersburg, PA 17236

The Rotary Club of Mercersburg is pleased to again sponsor Santa's Toy Box. This program will provide clothing and toys to area children who would otherwise be without a Christmas.

The Rotary is planning to **provide gifts to 300 children** (293 were helped last year) this year but we need your help. The Club will purchase, wrap and deliver the presents for Santa's Toy Box. **\$70 will be spent on each child.** Gifts are provided for children between the ages of 0-12 years old.

These children will not receive anything for the Holiday this year unless we join forces and raise the funds necessary to purchase the gifts – **The Rotary Club of Mercersburg will do the work.** We feel that considering the economic instability the need will be as great as ever. Therefore we need your help even more than in the past years, so please consider a donation to this worthy cause.

The children selected are from the Tuscarora School District and their names are submitted anonymously as are their wish lists. If however, you know of a family that would benefit from this program and they live in the Tuscarora area please do not hesitate to let a Rotary member know or call Santa's Toy Box Co-Chair, Liza Main @ 328-9009.

If the Rotary Club of Mercersburg receives more funds than are needed to fulfill the children's needs this year, the club will use the extra funds for children's projects in our area.

Thank you in advance for your generous donation.

Sincerely,
The Rotarians

Business Name: _____

Name: _____

Address: _____

Donation: _____ Receipt requested: _____