

Tuscarora Area CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

chamber news

www.mercersburg.org
www.tuscaroraareachamberofcommerce.org

NEW CHAMBER BOARD MEMBERS

The Tuscarora Area Chamber of Commerce welcomed 2 new board members to our team at the August 5th meeting.

Dwayne Johnson of St. Thomas Development, Inc. & Highway Materials Inc. 8153B Lincoln Way West, Saint Thomas, PA 17252



Travis Hall of D. L. Martin Company, 25 E Harbaugh Drive, Mercersburg, PA 17236

BEWARE TOWNFEST SPONSORSHIP FRAUD

It has been brought to the chamber's attention that unauthorized organizations are contacting members and non-members to "sponsor" Mercersburg Townfest. If you are solicited by anyone; business, media, organizations, radio, TV, newspaper, magazine, ad paper, etc., to sponsor Townfest please notify the chamber immediately. The chamber does not partner with anyone to fund publications or events. No business or individual should ever be contacted by anyone other than TACC to sponsor a chamber event like Townfest. The only way to sponsor Townfest is via this chamber of commerce. If you have any questions or would like to be a Townfest sponsor, please contact Chamber Executive Director Mary-Anne Gordon at 328-5827

SAVE THE DATE

Networking Lunch
Speaker - Pheasants Forever
September 21st, \$5 per person
Noon-1pm
VFW Post
Mercersburg, PA
RSVP by 11am September 19th

Golf Tournament
Sponsored by CFP&M and Penn National Insurance
October 7, 2011
Whitetail Golf Resort
More info inside

Networking Lunch
PA Local Government & How it Works! - Penn State Extension
October 19th, \$5 per person
Noon-1pm
Whitetail Golf Banquet Room

Annual Economic Partnership Breakfast
Sponsored by F&M Trust
Key Speaker - Mike Ross FCADC
November 1, 2011
7-9am
Whitetail Golf Resort
\$25 per person
90 person maximum
RSVP toady!
7am doors open to a buffet breakfast.

Board of Directors

Executive Board Members

Chair

Amy Hissong

Tower Bank

Vice President

Melanie Gordon

F&M Trust

Treasurer

Gloria Pine

First National Bank of Mercersburg

Secretary

Judy Boyd

Whitetail Resort

Past Chair

Elizabeth George, MD

Tuscarora Family Practice

Board Members

Theresa Gourley

Auto Sales Unlimited

Liz Martin

M&T Bank

John Flannery

Flannery's Tavern on the Square

Tammy Oberholzer

Borough of Mercersburg

Debra Rutherford

Mercersburg Academy

Dwayne Johnson

St. Thomas Development, Inc.

Travis Hall

D.L. Martin Co.

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.

CHAMBER OF COMMERCE DEFINED

A chamber of commerce is a form of business network, e.g., a local organization of businesses whose goal is to further the interests of businesses. Business owners in towns and cities form these local societies to advocate on behalf of the business community. Local businesses are members, and they elect a board of directors or executive council to set policy for the chamber. The board or council then hires a President, CEO or Executive Director, plus staffing appropriate to size, to run the organization. The first chamber of commerce was founded in 1599 in Marseille, France.

Chambers do not operate in the same manner as the Better Business Bureau in that, while the BBB has the authority to bind its members under a formal operations doctrine (and, thus, can remove them if complaints arise regarding their services), the local chamber membership is strictly voluntary. In addition, Chambers represent the interests of businesses, while the BBB represents the interests of the general public.

Chambers of commerce also can include economic development corporations or groups (though the latter can sometimes be a formal branch of a local government, the groups work together and may in some cases share office facilities) as well as tourism and visitors bureaus.

Chambers of Commerce may be considered local, regional, state, or nationwide (US Chamber of Commerce). Local Chambers work on the local level to bring the business community together to develop strong local networks, which can result in a business-to-business exchange. In most cases, local Chambers work with their local government, such as their mayor, their city council and local representatives to develop pro-business initiatives.

WELCOME NEW MEMBERS

CUMBERLAND VALLEY CHAPTER OF PHEASANTS FOREVER

Heidi Stoner & Brian Brake
717-328-5247
Or 717-816-9184
cvpheasants@hotmail.com
Not for Profit

KIDSLOVEHISTORY.COM

PO Box 84
Mercersburg, PA 17236
717-325-1024
<http://www.kidslovehistory.org/>
Not for Profit

LICKING CREEK STABLES, LLC

Valentino Asuncion & Bernice Brown
11870 Shimpstown Rd.
Mercersburg, PA 17236
1-912-656-5829
vaasuncion@hotmail.com
Stables & Boarding

MULLER ENTERPRISES

Lloyd H. Muller
21 B. N. Main St.
Mercersburg, PA 17236
717-328-3759
lhmuller@aol.com
<http://www.lloydmuller.com/>
Associate Member & Writer

P&H FLOORING

Dan Place
659 Lincoln Way East
McConnellsburg, PA 17233
717-485-4383
dplace@phflooring.com
<http://www.phflooring.com/>
Flooring & Carpet Cleaning

POLLARD SHELVING

John Pollard
316 South Park Ave.
Mercersburg, PA 17236
717-328-4840
jcpollardbookseller@gmail.com
Construction

RUE'S FOOD & SPIRITS

Sue Bender
115 N. Main St.
Mercersburg, PA 17236
717-328-3437
Restaurant



In an effort to expand the campaign, Fix JB Sports will be hosting a JBHS Alumni Weekend on October 7 – 9, 2011. This event is different from a regular class reunion because it will span generations. Graduates from the past five decades will be invited back to tour the newly renovated school and to become involved in the athletic facility renovations. From the homecoming game on Friday night until the closing service on Sunday morning, we hope to have the school and town inundated with alumni of all ages.

If you would like information about the Alumni Weekend call 369-4149. Look for more information on the Fix JB Sports website, www.fixjbsports.org or look for FixJB Sports on Facebook and Twitter too!

NEWSLETTER ADVERTISING RATES

Inserts - \$100
 (and 300 copies and PDF for online version)
 1/8 page - \$25/mth or \$100/yr
 1/4 page - \$35/mth or \$200/yr
 1/2 page - \$60/mth or \$300/yr
 Full Page - \$80/mth or \$400/yr

6 editions printed each year
 January, March, May, July, September, November.
 All editions available online.

Tuscarora Area Chamber of Commerce Presents



Mercersburg Townfest

Saturday September 24th, 2011
 9am-3pm Downtown Mercersburg

EXCLUSIVE MEMBER BENEFITS

APPI Power Procurement

APPI works as your independent electricity consultant, representing your business, not the supplier. In partnership with APPI's network of endorsed associations, our consultants assist clients in every stage of the electricity procurement process. There are no upfront expenditures, hourly fees, or retainers for your business. Contact APPI 1-800-520-6685.

Property and Casualty Insurance

Our Chamber+ program is designed to provide group-buying power for comprehensive business insurance overages, and reward businesses who practice loss prevention and cost containment. How? Purchase your business insurance through Penn National Insurance, and depending on the group earned premium and total claims experience, you could earn an annual dividend. Contact Bell Insurance, Craig, Friedly, Potter & Moore, or Strickler Insurance for details.

Web Design & Hosting

Affordable web design and website hosting. Several member businesses take advantage of this unique benefit. Check out these examples, Rotary of Mercersburg, Steiger & Steiger Law Office, and Kathy Hartung Realtor.

Comcast Spotlight

Comcast Spotlight offers Chamber members unique advertising opportunities. Member TV commercials can help to promote the Chamber of Commerce, too. Call Lori Perkins 264-6425 for information.

KG Media Solutions

10% discount on all video production for web, TV, etc. Call Brad for details 717-372-5033.

CenturyLink

CenturyLink's 2011 Chamber member exclusive program included discounted business class high-speed Internet service and free professional installation and discounted bundle services. For information, contact Lauren Lutz at 267-4683.



Great insurance coverage
 Plus earning a dividend equals
Chamber+
 A great benefit for local
 Chamber of Commerce members.

APPI ENERGY PARTNERSHIP

Today, the entire Pennsylvania electricity market is competitive. The good news is that you have the ability to choose from an array of electricity supply solutions. You can reap the benefits of the competitive market by making the suppliers compete aggressively for your business, helping you reduce and manage costs.

The bad news is that PA has become a “buyer beware market”. There are a multitude of new entrants in the electricity industry that might say or do anything to get your attention. There is much misinformation in the market and many salespersons/entities that are not properly licensed. Many have no prior electricity industry experience.

Our Chamber has selected APPI Energy to assist you with this important buying decision. APPI Energy has 16 years of experience and a staff of dedicated consultants, analysts and business experts. Independent and objective, APPI Energy is trusted by 17 local Chambers in PA, the PA Chamber of Business and Industry, and 130 other trade groups.

For independent consulting advice about the Pennsylvania electricity market, contact APPI Energy at 800-520-6685 or visit www.appienergy.com.



LOCAL AUTHOR MITCHELL KYD TEAMS UP WITH UNITED WAY

United Way of Franklin County and local author Mitchell Kyd have teamed up for the second year to help raise funds for the annual campaign. A new *Chicken Soup for the Soul* collection due to be released on August 24, 2011, includes two more of Kyd's original stories.


The new edition entitled *Inspirations for the Young at Heart* can be ordered at a 20 percent discount from bookstore prices when purchased through United Way. All profits from United Way sales will be channeled into this year's campaign.

“We're delighted to renew our partnership on another *Chicken Soup* project,” said Amy Hicks, executive director of the United Way of Franklin County. “Last year's special events and book signings from the *Family Matters* edition helped raise over \$1,100 for the campaign.”

One of Kyd's new stories tells the tale of her signature purple hair.

“People who read *Dye Hard, Too* are going to get a little glimpse *inside* my head as well,” quipped the author. A limited number of books are available now through the United Way office by calling 717 262 0015 or e-mailing: office@uwfcpa.org. Orders will be accepted through October 31, 2011. Arrangements can be made for books to be signed.

Mitchell Kyd is the pen name of local resident Yvonne Butts-Mitchell. She is a long-time volunteer with United Way and a frequent contributor to *Chicken Soup for the Soul*. She writes and speaks frequently on the value of volunteering as well as the joys and poignant moments of small town living. Some of her stories can be viewed on her blog site at: www.deadmousediaris.com.



You now have *choice* for your electricity supply

Changes in the Pennsylvania electricity markets mean that Tuscarora Chamber of Commerce members have a choice with regard to their electricity supplier. APPI Energy, the chamber's preferred partner, can assist you with your electricity procurement needs with minimal time commitment and no upfront costs to you.

APPI ENERGY


- TRUSTED SINCE 1996
- MORE THAN 2,500 CLIENTS
- MANAGES IN EXCESS OF 2.2 BILLION KWH
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WWW.APPIENERGY.COM

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www.tachamber.org

Picture this Gazebo in your backyard!

Crafted by student volunteers from the Franklin County Career & Technology Center.



All proceeds
benefit Habi-
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to build af-
fordable
homes in
Franklin
County

Habitat For Humanity / Building Hope Giveaway

*How it works: Give \$10.00 and receive a numbered ticket for your opportunity to win
Winning ticket will be drawn by State Rep. Rob Kauffman on Oct 15 at the Chambersburg Apple Fest*

Tickets available at:

Waynesboro Chamber of Commerce:	5 Roadside Ave Waynesboro
Fast Signs:	10 East Walter Ave Greencastle
Sunnyway Grocery Stores:	Greencastle / Chambersburg
Exit Preferred Realty:	Chambersburg / Waynesboro
State Farm Insurance:	26 South Main Street Mercersburg
Habitat For Humanity Office:	23 North Third Street Chambersburg

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Expiration 12/31/11



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City, State, Zip

Phone

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Lowe's in Cham-
bersburg

Habitat For Humanity of Franklin County: 717-267-1899 / www.yourlocalhabitat.com

Our Mission: Following Christian principles we provide homeownership solutions and support for low-income partner families in need throughout Franklin County Pennsylvania and beyond by pairing and sharing the power of volunteer labor with generous charitable gifts. A 501 (c3) Charitable Organization - HFHFC License # 351 / Permit # 2011-1

MANAGER'S CORNER: *MANAGEMENT BY NUMBERS!*

As the saying goes, "What gets measured and monitored gets done." So, what are you measuring and monitoring? As the business owner, CEO, leader, or a manager in your organization, what are you monitoring on behalf of your team to ensure what you are supposed to be accomplishing is actually getting done? What metrics - or basic measurements - are you using to ensure the various projects and tasks you are so busily and diligently working on are actually on-budget, on-schedule, and still moving you toward the outcomes you truly need? Let me say it more simply: How do you know you are working on the right things?

I most often speak and write about the benefits of smart, concise strategic plans. However, without effective implementation even the best strategic plans are useless. So why - with a good strategic plan behind them - do so many managers and leaders fail at effective implementation? From my 25+ years of experience, the answer is a failure to clearly identify the specific, measureable outcomes needed. Without that clarity, it is hard to measure progress toward or away from desired outcomes. Any movement then appears satisfactory. However, to be truly effective in the implementation part of management and leadership, savvy managers and leaders know how to manage by the numbers. And, they realize that when they know how to and can manage by the numbers, what gets measured and monitored, gets done.

So here's my challenge to you: As a leader in your organization, what are the top five metrics you track on a daily basis to ensure you and your entire team are moving forward, towards your desired outcomes? For my business, we track the number of speaking engagements, consulting project volume, the number of training dates, total product sales, and social media tribe growth. Those metrics move my company forward. What moves your company forward? You could be tracking customer retention, new business, sales volume, order size, membership conversions, reject rates, raw materials, dates booked, orders received, orders shipped, employee turnover, etc. What are the top five you track? What are the top five your team tracks? Are they aligned? Do your team members know the numbers you track and why? Do they know why those metrics are critical for you, your team, or your organization in moving forward? If they don't know, why not? If the numbers won't help you move forward to your desired outcomes, why are you tracking those numbers?

As managers and leaders, if you can't manage by some numbers, you're probably not managing as well as you should or as well as your team needs you to. Pick your top five. Work with them for awhile. Tweak and change them if they're not the right set of metrics to focus on to move you forward. However, until you know what you are measuring and monitoring, you won't really know what you are trying to get done.



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Tuscarora Area
CHAMBER OF COMMERCE

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717-328-5827

info@mercersburg.org

info@tuscaroraareachamberofcommerce.org

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2011 ANNUAL TUSCARORA CHAMBER ECONOMIC PARTNERSHIP BREAKFAST

Tuesday, November 1, 2011

Sponsored by



Doors Open 7am

Buffet 7:15am

Whitetail Golf Resort

Featuring - Mike Ross, FCADC President

Agenda Includes -

Retiring Director, Executive Leadership Appointments, and the Annual Report.

\$25 per person

RSVP 328-5827 Or mgordon@tachamber.org by 10/24/11 Seats are limited to the first 90 RSVP's.
Please do not delay, RSVP today!

Whitetail Resort

*close to home
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event picture perfect!*

*Scenic mountainside venues to
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Delectable food and beverage options

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Join us for a Tour and Tasting!

Sunday, October 16, 1-4 pm

*See for yourself what amenities we
have to offer while also visiting with
our preferred event vendors*

Food tastings

Door prizes with a Grand Prize

*Tour of our facilities
and more!*

Reservations are recommended

*Contact Nicole Row at
717-328-9400 ext. 3566 or
myevent@skiwhitetail.com
for more information*



Franklin County relies on the local team to streamline finances.



Dianne Cornman, CTP
Cash Management Specialist
F&M Trust

David M. Secor
Treasurer
Franklin County

Treasurer **David M. Secor**, is responsible for managing the daily financial needs of Franklin County—one of the five largest employers within the county. That means more than 900 people, from clerks and judges, to families and vendors, all count on well-managed finances to keep the county running as smartly as possible.

That's why David relies on **Dianne Cornman**, CTP, Cash Management Specialist and the local F&M Trust team to streamline management of the county's financial resources. F&M Trust has well-rounded experience, responsive local service, and a 100-year commitment to serving the Franklin County community. Just what David and his staff were looking for in a great banking relationship.

If your business or organization believes there should be a better way to manage your finances, then let the business team at F&M Trust guide you with:

- > **Cash Management Services**
- > **Credit Card Convenience**
- > **Commercial Loans & Lines**
- > **And Much More**

For a no-obligation meeting, call **Dianne Cornman** at (717) **261-3536**, or visit your nearest F&M Trust community office.

St. Thomas
6962 Lincoln Way West
369-3240

West Side
1100 Lincoln Way West
263-9168

Philadelphia Avenue
2405 Philadelphia Ave.
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 Ave.
263-1801

Smartphone users can view our video, or you may visit www.fmtrustonline.com/movie.aspx



fmtrustonline.com



That means fast decisions and responsive service.

Since your business is based here, you deserve a banking partner who is right here with you providing fast decisions and responsive service. Our directors, management, and customer service staff are all living and working here in South Central PA.

F&M Trust is committed to working with small business owners and managers to take advantage of new opportunities. We offer a variety of borrowing options including commercial real estate loans, lines of credit, business term loans, SBA loans and more.

Connect with F&M Trust today and let us earn your stamp of approval.

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369-3240

West Side
1100 Lincoln Way West
263-9168

Philadelphia Avenue
2405 Philadelphia Ave.
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 Ave.
263-1801



fmtrustonline.com

TACC 5TH ANNUAL TOURNAMENT

Whitetail Golf Resort Friday October 7, 2011

1:00 pm Shotgun Start 4-Person Scramble Dinner to follow at Whitetail Golf

Team Sponsorship Opportunities

Snack Sponsor 1 available	\$500	Logo on all snacks (you provide logo/sticker or bag), Complimentary foursome, Special thanks at meal/awards ceremony, Special mention in press release, web site and newsletter
Range Sponsor 1 available	\$500	Logo on sign (or provide banner/sign) at range, Complimentary foursome, Special thanks at meal/awards ceremony, Special mention in press release, web site and newsletter
Hole Sponsor (with team)	\$400	Logo sign at exclusive hole, Complimentary foursome, Special mention in press release, web site and newsletter
Hole Sponsor (no team)	\$200	Logo on sign at exclusive hole, Special mention in press release, web site and newsletter. This sponsorship is for those who support the chamber and this fundraising event, and does not include a team.
Tee Sponsor (no team) Unlimited	\$100	Logo on sign at Tee, Special mention in press release, web site and newsletter. This sponsorship is for those who support the chamber and this fundraising event, and does not include a team.

Tuscarora Area Chamber of Commerce

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

Name _____

Address _____

Phone _____

Method of Payment

Bill Me Payment Enclosed

Sign up for:	Price
<input type="checkbox"/> Snack Sponsor	\$500.00
<input type="checkbox"/> Range Sponsor	\$500.00
<input type="checkbox"/> Hole Sponsor w/Team	\$400.00
<input type="checkbox"/> Hole Sponsor without Team	\$200.00
<input type="checkbox"/> Tee Sponsor	\$100.00

Signature _____

List players on the back of this form.

TACC 5TH ANNUAL GOLF TOURNAMENT

Make Checks payable and mail to: Tuscarora Area Chamber of Commerce
Attn: Golf
PO Box 161
Mercersburg, PA 17236

Players Name:	Phone Number/Email:
_____	_____
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You must learn these 25 new solutions!

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Stop hurting your cash flow and put an end to your bookkeeping nightmares with this fast-paced and informative Training Course.

Class Dates:

Thursday, September 22, 2011 ~ 9:00 A.M. to 1:00 P.M.

Thursday, October 27, 2011 ~ 9:00 A.M. to 1:00 P.M.



Location: 720 Norland Avenue, Chambersburg, PA 17201
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2) _____

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Signature: _____

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Three Days Only!

October 20th - 22nd

Thursday & Friday 9:00 – 7:00, Saturday 9:00 – 3:00

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CHRISTMAS!**

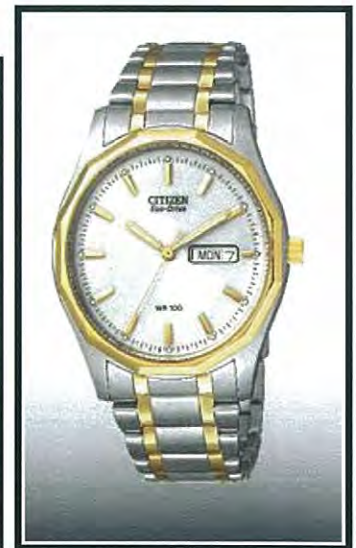
Door Prizes:

Grand Prize: \$500.00 Shopping Spree

Five: \$100.00 Gift Certificates

Five: \$50.00 Gift Certificates

Men & Ladies Citizen Watch



339 N. Main St. Mercersburg PA 17236

717-328-2005