

Tuscarora Area CHAMBER OF COMMERCE

Mercersburg, Montgomery, Peters, St. Thomas, Warren

chamber news

www.mercersburg.org
www.tuscaroraareachamberofcommerce.org



Faculty Member Judge Shawn Meyers and Former LFC Chair Jenna Kaczmarek present Commissioner Keller with Alumni of the year award.

Leadership Franklin County News

Franklin County Commissioner David Keller is the Leadership Franklin County Alumni of the Year.

Keller received the honor at the Leadership program's annual graduation services on May 13. Keller, of Chambersburg, was elected one of three county commissioners in November 2007. He earned his law degree just before the election and worked as a computer network consultant.

The Leadership Franklin County Alumni Steering Committee, chaired by Matt Swanger of F&M Trust, last year developed the Alumni of the Year award, which honors graduates who have distinguished themselves in their professional and volunteer careers and who have shown continuing service, interest and support in the growth of Franklin County.

"Leadership Franklin County is about inspiring leaders and connecting them with opportunities to serve their community and make it a better place to live. David certainly meets this criteria and we are proud of him and his contributions to the community," said Noel Purdy, executive director of the Chamber Foundation, which operates three leadership programs in the county.

In addition to the Alumni of the Year honor, the event featured the graduation of 17 participants in the Leadership program.

This year's graduates: Don Aines, Sila Alegret-Bartel, Megan Barnhart, Steven Busick, Tasha Carmack, Megan Cook, Kaitlin Daley, Tina Flohr, Michelle Ford, Chris Frisby, Crystal Lautenslager, Julie Marquiss, William McDowell, Keith Ruzomberka, Trina Snoke, Marti Statler and Karen White. Student teams worked with Healthy Communities Partnership, the Chambersburg Council for the Arts and the Greater Chambersburg Chamber Foundation on community service projects throughout the program year.

Great news for the Tuscarora region, Mary-Anne Gordon, Executive Director of the Tuscarora Area Chamber of Commerce, was elected Committee Chair of the LFC Community program for the next two years.



Atlas Copco Secoroc

You are Invited!!

July 14th 2pm

Ribbon Cutting

**Followed by
Refreshments &
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Celebrate the opening of Atlas Copco Secoroc's new addition to their Fort Loudon facility. 13278 Lincoln Way West. Fort Loudon, PA.

RSVP by July 12th to 328-5827 or info@mercersburg.org.



First Annual JB High School Career Night Sponsored by the Tuscarora Area Chamber and the Chamber Foundation. Thank you to all the companies who volunteered and participated!

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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.

Tuscarora Area Chamber of Commerce Presents



Mercersburg Townfest

Saturday September 25th, 2010
9am-3pm Downtown Mercersburg

a celebration of music, art & commerce



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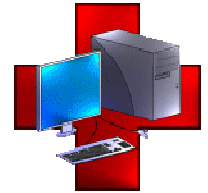
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Imagine: Once upon a couple of service calls two clients had surge protectors, seemingly protecting their computers. As with any given summer, a thunderstorm rolled through. One computer fried, and the other didn't, why you may ask? One client has dial-up Internet access and the other has DSL. The one on dial-up didn't lose their computer from the spike, just the surge protector protecting the line from the wall to the computers modem. Meanwhile the other client that had DSL, had a surge through the DSL line, through the modem box, and in through the network adaptor, and finally into the computers main components.

Moral of the story, for dial-up users, keep the lines protected with a surge protector from the wall outlet into the phone port of the surge protector, then out to the computer. DSL and cable users, protect your computer with a surge protector that will filter from the DSL/Cable modem to your computer. The cable from the DSL/Cable modem is a network (CAT-5 or 6) cable, and will need a different type of port that is specified on the surge protector. None the less, protect your investment. Data recovery can be very expensive, and time without a working computer for a business is money lost.

As a final note, it is also very beneficial to invest in a battery backup unit in junction with a surge protector. A battery backup unit will prevent the computer from being turned off and on rapidly during brownouts, voltage spikes, and/or blackouts. It will also sustain power to your computer temporarily until the power either resumes or until the battery power lowers to a point that it tells the computer to safely shut down (power off.) This also will give you valuable time to save your work or whatever you may be doing at the moment to prevent data loss.



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COOTE PHOTOGRAPHY

Christopher and Patricia Coote
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MEMBERS NEWS.....

F&M TRUST

Matthew Swanger, human resource specialist at F&M Trust, recently earned his certification as a Professional in Human Resources (PHR®) from the Human Resource Certification Institute, an affiliate of the Society of Human Resource Management in Alexandria, VA.

Swanger joined the bank in 2006. His role in the Human Resource Department includes the recruitment and hiring of personnel, scheduling and conducting new employee orientations, administering the bank's performance management system, resolving personnel matters, administering the bank's Affirmative Action Plan, processing unemployment compensation inquiries, and serving as a back up to the Payroll/Benefits Specialist.



The PHR certification signifies that professionals possess the theoretical knowledge and practical experience in human resource management necessary to pass a rigorous examination demonstrating a mastery of the body of knowledge in the field. To become certified, an applicant must pass a comprehensive examination and demonstrate a strong background of professional human resource experience.

"Certification as a human resource professional clearly demonstrates a commitment to personal excellence and to the human resource profession," said Mary Power, CAE, Executive Director of the HR Certification Institute.

Swanger earned a Bachelor of Science in Business Administration (BSBA) degree with a concentration in Human Resources from Shippensburg University in 2004. He is currently working towards obtaining his Master's Degree in Human Resource Management (MHRM) at St. Francis University. A Carlisle native, he is a graduate of Leadership Franklin County, and serves as the chair for the Leadership Franklin County Alumni Committee as well as mentoring teams going through the program.

ROTZ & STONESIFER

Tom Shearer, Financial Services Division Manager of Strickler Agency, Inc., recently earned the Group Benefits Associate (GBA) designation. Sponsored by the International Foundation of Employee Benefit Plans and the Wharton School, GBA is a specialty designation focusing on health care and other group benefits. The designation is awarded to those who successfully complete a series of national exams within the Certified Employee Benefits Specialist (CEBS) curriculum. Strickler Agency offers insurance programs and financial products to individuals and businesses throughout South Central PA.

SUMMIT HEALTH

BREAKS GROUND

Officials at Chambersburg Hospital commemorated the beginning of a \$72 million construction project that begins next month.

The addition to Chambersburg Hospital will feature private patient rooms, a new cardiology and cardiac catheterization area, and a new inpatient dialysis unit.

Private patient rooms are becoming the standard in healthcare. Many patients enjoy private rooms because they are quieter and more private.

Patients and visitors should go to www.SummitHealth.org for updates on changes to parking areas and hospital entrances.

Photographed at the commemoration are (l to r):



Sherri Stahl, Vice President for Patient Services, Summit Health, Patrick O'Donnell, Senior Vice President, COO, CFO, Summit Health, Valorie Dick, Chair of the Summit Health Board of Directors, Nancy H. Meyers, Esq., Chair of the Chambersburg Hospital Board of Directors, Norman Epstein, President, CEO, Summit Health, Kevin Snoke, Vice President Operations – Construction, Hospital Building & Equipment Company, Pete Lagiovane, Mayor of Chambersburg and Chambersburg Hospital Board Member, John Massimilla, Vice President for Administration, COO, Chambersburg Hospital.

LOCAL ENDOWMENTS

Mercersburg Area Council for Wellness to develop Everyday Chefs: A Nutrition Education Initiative that offers community cooking classes to families taught by local restaurant chefs.

Mercersburg Area Council for Wellness to support local youth in the creation of pocket-sized calendars with community photos and tips for developing "a healthy habit a month".

Penn State Cooperative Extension to provide Dining With Diabetes, a research-based education program for individuals living with diabetes, or who are at risk for diabetes.

Penn State Mont Alto to provide support for two nursing faculty positions.

TOWER BANK



JULIE BARTHALOW MERCERSBURG BRANCH SALES MANAGER

The management of Tower Bank, a division of Graystone Tower Bank, is pleased to announce the promotion of Julie Barthalow to Mercersburg branch sales manager.

"Julie is an essential part of the Mercersburg team and we are delighted to have her transition into the branch sales manager position," said Amy Hissong, Mercersburg market manager. "We are confident that she will continue to build lasting relationships, as she and her team help customers achieve their financial goals."

As the Branch Sales Manager, Barthalow is responsible for the effective execution of branch activities including superior customer service, consultative sales activities, and operational activities. In addition, she is responsible for strengthening existing customer relationships and building new customer relationships. Barthalow oversees the Mercersburg branch staff members and will lead the Mercersburg team in meeting sales goals and objectives.

Barthalow joined Tower Bank in 2006 as a customer service supervisor. Previously, she worked as an officer manager at the First National Bank of Mercersburg in Fort Loudon. She has more than fifteen years of experience in the financial services field and has completed several American Institute of Banking courses and seminars. She is a graduate of James Buchanan High School.

A resident of Mercersburg, Pennsylvania, Barthalow is an active volunteer with the Tuscarora Area Chamber of Commerce. She is also a newly inducted member of the Buchanan Lioness.

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.

MANAGER'S CORNER: ARE YOU THINKING 'WHOLE ORGANIZATION' OR 'MY DEPARTMENT'?

As a manager, how many times have you made a decision, initiated a project, or took hold of a problem no one else has tackled yet? Now, how many times have you been criticized by others when you did that? Were you criticized for not including certain people in the decision-making process, for not expanding the project to other departments (even though you're not responsible for those departments!), or for tackling a lingering problem? Amazingly, you take action, get things done, and then you are criticized because you did something! How twisted is that?

Well, is it really twisted or is there some merit to those critiques? Getting things done is huge. It's why we're in business. However, if getting things done comes at the expense of not maximizing opportunities to teach others decision-making techniques, or maximizing projects across departments, or jumping on a project others have under review, are our efforts as smart as we think they are?

When managers fail to consider the consequences their individual project or department actions may have on other departments or the overall organization, there is some justification to the criticisms. By thinking of the whole organization instead of just "my department," managers start to think as leaders. Managers start to think things such as:

Who else should be involved with this decision to ensure we make the best decision possible for the people most directly-involved and for the whole organization?

Who or what other departments will be impacted by this project and what can be done to maximize the benefits of this project for them and the whole organization?

Who else has worked on this problem and why have they stalled? Did they uncover larger issues than may affect the whole organization?

Whole organization thinking by default causes managers to think of consequences more so than individual department thinking. Whole organization thinking helps break-down departmental silos. Whole organization thinking helps create loyalty and focus on the organization, not on individual managers or departments.

If you are criticized because of the actions you take, why? Are your actions for the good of "Your Department" or are they for the good of the "Whole Organization"?



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Speaker -

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If You're Dialing a 1 or a 9 Before You Make a Phone Call, Something's Wrong...

Recent developments in technology has rapidly changed the way companies are communicating to their employees, customers and business partners. How can you tell? Try dialing an outside line beginning with the area code or the number first. Those calls that go through are utilizing today's voice and data transport of choice, Session Initiation Protocol (SIP). If you have to dial a 1 or a 9 before you make a phone call, you might as well be using smoke signals to communicate. Now ready for prime time, SIP has opened the floodgates for small to mid-sized businesses to benefit from greater business applications, reduced costs, and enhanced efficiency.

SIP is an Internet-based protocol that is enabling an unseen level of flexibility to end-users. Similar to the way Apple's iPhone redefined what we expect from our cell phone's functionality, SIP is on the leading edge of Unified Communications. The convergence of voice and data onto the same network has forced the demand in the marketplace for a single solution. SIP is the "missing link" required to connect these two networks and the cost justifications are supporting this transition.

What makes SIP so special?

In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before communication is even initiated. Due to the nature of IP communications, these benefits often cost justify and provide business owners the return on investment they need to run their businesses efficiently and effectively.

SIP grows up...

SIP is no longer in its infancy. According to Frost & Sullivan, SIP trunks will increase from 950,000 in 2006 to about 14.52 million in 2012. The early majority is beginning to see SIP's value and adoption is increasing at an accelerating rate. The core reason SIP is here to stay is because it's simple. Rather than having to track, analyze and spend money managing several different streams of communication, SIP gives businesses a single transport to focus on. A few years ago the market didn't have the capability to properly support SIP, but technology has evolved.

For most companies, the transition to SIP will come with all new technology including a phone system containing all of the latest applications that drive profitability, employee productivity and competitive advantages. By eliminating traditional phone lines and turning to SIP, the ROI for new equipment comes in a matter of months rather than years. With the recent AT&T statement advising the federal government to move away from "plain-old telephone service", known in the industry as POTS and the Public Switched Telephone Network (PSTN), SIP is eventually inevitable for all businesses. So the question becomes why not benefit from SIP now and gain a leg up on the competition, instead of waiting for the train to pass you by later. The SIP train is here... all aboard.

For more information on
Tele-Plus Corporation, call (301) 797-9500 or visit www.telepluscorp.com.



Tuscarora Area CHAMBER OF COMMERCE

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Fix JB Sports



Chamber Members Support the Fix JB Sports Campaign

Top - Cheryl Shields Community Relations Waste Management presents a check for \$25,000 to campaign chairs. Left to right; Dr. Erb, Carrie Heckman, John Stoner, Sheriff Dane Anthony, Cheryl Shields WM, Bob Hoffman, Senator Alloway, Mary-Anne Gordon, Tim Witter.

Bottom - F&M Trust President & CEO Bill Snell and VP Trish Hanks present a check of \$25,000 to campaign chairs Mary-Anne Gordon, Senator Alloway and John Stoner.

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All proceeds benefit Habitat's program to build affordable homes in Franklin County

Habitat For Humanity / Building Hope Giveaway

*How it works: Give \$10.00 and receive a numbered paper key for your opportunity to win
Winning key will be drawn by State Rep. Rob Kauffman on Aug 21 at the Franklin County Fair*

Paper keys available at:

- Waynesboro Chamber of Commerce:** 5 Roadside Ave Waynesboro
- Decals & More:** 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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■ Craig, Friedly, Potter & Moore Insurance Agency* (717) 762-3147
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*Program administrator



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Rev 02.10

Building new homes is easier with the right financial foundation.



Left to right:
Phil Pantano, Assistant Vice President – Commercial Services, F&M Trust
Richard Rockwell Sr., Owner, Laurich Company

After 52 years in business, Richard Rockwell Sr. of the **Laurich Company** still prefers to build quality homes that last—Laurich’s homes feature brick exteriors and 10-inch foundations, not just 8-inch. Rich has had up to six developments underway at any given time, plus a supplies business, so he really needs a financial partner who can build long-lasting solutions.

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