

NOV/DEC 20

THE OUTLOOK



**#SHOPSMALL
& SUPPORT
LOCAL**

**DONATIONS
FOR FIRST
RESPONDERS**

Helping our members prosper and supporting our community.



GREATER CHAMBERSBURG
CHAMBER OF COMMERCE

717-264-7101 | Chambersburg.org

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Baxter Group, Inc.

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The Tide

NEW MEMBERS

The Greater Chambersburg Chamber of Commerce extends a warm welcome to its new members and would also like to congratulate the following members for their anniversaries. Together, we can help everyone prosper and enhance the quality of life in the region.

Automotive Services

C-L Classic Car Restorations

Charlie Leonard
947 Wayne Avenue
Chambersburg, PA 17201
(717) 360-4392
cleonard287@comcast.net

Beverages

The Beer Corner

Ben Weber
235 Walker Road
Chambersburg, PA 17201
(717) 504-8622
www.TheBeerCornerCburg.com
benweber@thebeercornercburg.com

Automotive Services

Caliber Collision

Jeff Faust
1500 Orchard Drive
Chambersburg, PA 17201
(717) 296-8859
www.CaliberCollision.com
jeff.faust@calibercollision.com

Real Estate

JAK Real Estate

James Kuchta
442 Stouffer Avenue
Chambersburg, PA 17201
(717) 977-1404
James@JAKHomesales.com

Restaurants

Molly's 2.0

Chad McClure
109 South Main Street
Chambersburg, PA 17201
(717) 446-0948
mollys2.0bbq@hotmail.com

Physical Therapy

Phoenix Physical Therapy

Devin Day
142 Franklin Farm Lane
Chambersburg, PA 17202
(717) 263-5147
www.phoenixphysicaltherapy.com/
chambersburg
dday@phx-pt.com

NOV / DEC

MEMBER MILESTONES

35 Years

Schultheiss & Associates

20 Years

The Tower at the Falling Spring

15 Years

AgChoice Farm Credit
Montezuma Mexican Restaurant
Shatzer's Fruit Market

10 Years

B & T Mini Storage
Copper Kettle
Keystone Human Services
SERVPRO of Chambersburg

5 Years

Bistro 71
Capital Electric
Creative Engraving & Apparel
Magnolias of

Chambersburg
PA Municipal Code Alliance
The Record Herald

1 Year

Cattini North America Corp
Johnston's Heating & Cooling, LLC
Overflow Community Church
Procter & Gamble

CHAIR'S MESSAGE

Autumn, the time of year to enjoy colorful leaves, football games, cool evening treats and celebrate Thanksgiving... I have heard so many times over the past few months how 2020 cannot be over soon enough. While it has been unusual, challenging and ever-changing, there are things to be thankful for. We have a great business community that has worked together in many ways to work through this year's opportunities, and as we feel the breeze that Steve talked about in last month's message, there are things to be thankful for as we move forward.

At the Chamber we are especially thankful for our members. We are thankful for the small and large members that have been sponsors, volunteers and hosts of many Chamber events during 2020. We are thankful for our members adaptations to all things virtual including mixers, lunch and learns, breakfasts and fundraisers. We are also thankful to be starting in-person events such as outdoor mixers, Chamber Golf Tournament and Legislative Breakfast. Last but not least, we are thankful to continue to serve the greater Chambersburg area business community into 2021 with new and continued benefits for our members. So let's all be thankful for things great and small this season and look forward to new opportunities ahead in this season of beautiful color, refreshing cool air and the great businesses in our community.



Luke Martin, CPA
Member of the Firm, SEK, CPAs & Advisors
Board Chair, Greater Chambersburg Chamber of Commerce

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CHAMBER TEAM

Stephen Christian

President of Greater Chambersburg
Chamber of Commerce
Executive Director of Chambersburg
Area Development Corp.
schristian@chambersburg.org

Jordan Nace

Membership Director
jnace@chambersburg.org

Maryliz Toohig

Finance & Human Resources Director
mtoohig@chambersburg.org

Angela Schaeffer

Director of Operations &
Assistant to the President
aschaeffer@chambersburg.org

Lark Kennedy

Communications & Marketing Manager
Civil War Seminars Coordinator
lkennedy@chambersburg.org

Sue Black

Customer Service Representative &
Heritage Center Coordinator
receptionist@chambersburg.org

Laiton Suders

Administrative Assistant
11/30 Network Liaison
lsuders@chambersburg.org

Virginia Harriger

Executive Director of Greater Chambersburg
Chamber Foundation
gharriger@chambersburg.org

Sam Thrush

President of Downtown Chambersburg Inc.
sthrush@chambersburg.org

Our Mission:

We exist to help our members prosper and to enhance the quality of life in the Chambersburg area.



THE RURAL BILLBOARD: An Evaluative Conditioning Rock Star

Your first question is likely, "What is Evaluative Conditioning?"

Evaluative Conditioning (EC) is when positive (or negative) associations rub off onto

the other in one's advertising efforts. Many successive brands have found that a quick and effective way to win love for their product is to position it alongside something or someone people love--with celebrity endorsements or cute animals.

You know, like Coca-Cola's lovable polar bears, or Geico's gecko.

Does this really matter? Does this work?

You bet.

Positive mental states and emotions matter greatly when it comes to advertising: A recent study done by researchers at Columbia Business School found that a relaxed, happier consumer is not only a more satisfied shopper, but is someone willing to pay more for a product. Their research indicated 12% more, in fact.

Relaxed consumers imagine benefits more easily, instead of focusing on features and price. Simply put, "The relaxed mind is a receptive mind," says Dr. Deitrick Gorman, the author of *Relaxed and Ready*.

And where are today's consumers more receptive to your ads--happy and relaxed, free from negative contexts and associations, positioned next to something they already love?

You guessed it. In their cars, seeing rural billboards on rural roads.

Driving on rural roads actually can often put a person "in flow." This is a term coined by psychologists Mihaly Csikszentmihalyi and Jeanne Nakamura. When flow happens, Csikszentmihalyi says the mind's usual chatter fades

**Associate
your brand
with happiness!
Happy impressions
are worth more.**

of happiness.

Driving like this is very different from dealing with high-pressure traffic jams, bottlenecks, and rapid lane changes in the major urban areas. Driving down beautiful country highways is an activity largely free from stress, and typically very enjoyable. In fact, a recent ABC news poll found that 71 percent of people who work in towns or rural areas enjoy their commute. This is 24 points higher than those in big cities.

And with today's outstanding mobile data insights now available to pair with billboard targeting, by advertising on rural billboards you not only get highly targeted, impossible-to-ignore, low-cost, high-frequency, super-efficient message in front of your customers and prospects, but you can deliver it free from negative content...when the consumer is happy! Associate your brand with happiness! Happy impressions are worth more.

The combination of contextual value makes billboards a near-perfect medium. Perhaps this is why this medium has experienced (prior to COVID), 40 straight quarters of growth. That's a decade of sustained growth with a traditional medium in a digital age, if you're doing the math.

Billboards are experiencing a renaissance, actually. 2019 was a record year of 7% growth in a 100+ year old industry. Apple now dedicates 25% of its advertising to OOH (Out of Home/Billboards). Netflix just bought a billboard company. And Google and Amazon are both top 10 OOH

advertisers. away, placing us in a non-distracted zone, as our brain is flooded with dopamine. What are the benefits? Relaxation. Clarity. Awareness. Creativity. Feelings



**Apple, Amazon, and Google are
all top 10 OOH Advertisers.**

advertisers.

Surprising?

Not when you study the impressions, mobile data at each billboard location, or monitor the ROI's of ad spends that include billboard advertising. It's quite impressive these days.

So, before you run the same click and bounce heavy digital campaigns, ask yourself, are Ad Bots really your best customers? How much was your highest priced click this month? Negative content, real fake news blogs, escalating CPC bids and tCPA campaigns often do not hit the target effectively and efficiently.

So, I encourage you to take a serious look at rural billboards in your area. Central Pennsylvania is rich with great rural, affordable options--from Trindle Road (Rt. 641), Lincoln Highway (Rt. 30), and Molly Pitcher

Highway (Rt. 11), to Rt. 147 and Rt. 22 along the Susquehanna river. Here the traffic is steady, yet not stressful, and the impressions are powerful.

Costing only about \$400-\$800 per month, rural billboards each typically offer your brand 100,000 impressions or more every month. Rural billboards work--they showcase your brand at the right price, at the right location, at the right time.

Find a happy place for your ads.

Learn more at www.kegerreis.com.

Eric Murr is VP of Brand Development

and Partnerships at Kegerreis Outdoor Advertising. His 27-year advertising career involves work in both major and smaller US markets along the East Coast, in radio, billboards, and digital media. Questions? Email him at emurr@kegerreis.com.



Eric Murr
VP of Brand
Development and
Partnerships



Congratulations to the chamber members who received a dividend.

Those members know it pays to place their business insurance with the ChamberPlus program — one of the great benefits of your chamber membership. By purchasing their insurance through Penn National Insurance, participating members recently received a check in the amount of 19% of their total premium.

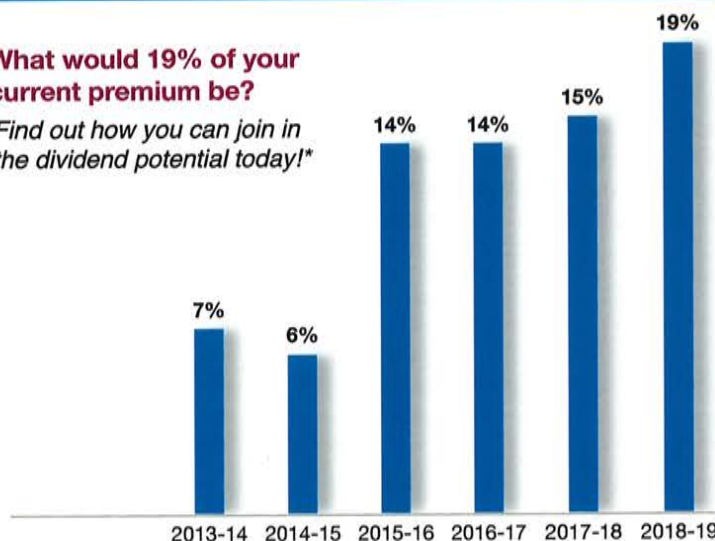
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Program Features

- ▶ All-lines dividend (excluding umbrella and bonds). Dividend payments are based on total group program premium and claims experience of eligible lines. As program grows, so does dividend potential.
- ▶ Enhanced coverages on auto, businessowners, property, workers' compensation, and general liability — giving you added protection at no additional cost
- ▶ Information and services to help reduce losses — the payoff is greater dividend potential

What would 19% of your current premium be?

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*Dividend payments are based upon program eligibility and are not guaranteed.

#SHOPSMALL SUPPORT LOCAL



On behalf of the Chambersburg Chamber, we'd like to encourage our members and community to support our local businesses and #shopsmall this holiday season. The year 2020 has proved to be a turbulent time for the business community, but together we will continue to overcome and be stronger together. Our affiliate, Downtown Chambersburg, Inc., will host the annual Small Business Saturday event on Main Street on Nov. 28 to kick-off the holiday season. More details are included below. From Small Business Saturday until Christmas it is the most important time of the year to buy local; your patronage is

greatly appreciated and needed in our community.

Many business owners in downtown Chambersburg will participate in a special Small Business Saturday event proudly presented by **Downtown Business Council of Chambersburg** and **F&M Trust**. Holiday shoppers who spend \$25 or more at downtown businesses on November 27 and November 28 will enter for a chance to win \$10, \$20, \$50 or \$100 in Downtown Dollars! Downtown Dollars can be used as cash at participating businesses but must be used on Small Business Saturday, November 28. Thanks to the support of the presenting and supporting sponsors, FirstEnergy Foundation and Franklin County Visitors Bureau, this event will giveaway more than \$2,500! Present your receipt from 10 a.m. to 3 p.m. at the F&M Trust quad, 20 S. Main St., to receive your giveaway, while supplies last.

Any downtown businesses interested in participating in the Downtown Dollars program should contact Sam Thrush at 717-264-7101 ext. 204 or sthrush@chambersburg.org. Sponsorships are available at the \$250 and \$500 levels! For additional event information, visit DowntownCburg.com. Remember to #ShopSmall on November 28 and the rest of the holiday season.

DONATIONS NEEDED FOR FIRST RESPONDERS APPRECIATION DAY



Join the 11/30 Network, Franklin County's young professionals group, as we thank our local police, fire and EMS workers for all they do to keep us safe. The 11/30 Network is actively seeking donations from local businesses and community members for the 6th Annual Franklin County First Responders Appreciation Day happening on December 4.

The event will honor and recognize Franklin County police and sheriff departments, fire departments, emergency medical responders and the emergency services department by delivering care packages to each station. Groups of volunteers will organize on Friday, December 4 at the Chambersburg Chamber to assemble and deliver the packages to more than 35 stations.

"Our first responders are critical to the safety of our community, and we want to show them how grateful we are for their sacrifices," said Laiton Suders, member of the 11/30 Network Steering Committee. "We invite our community to join with us in recognizing our local heroes and donating to this important cause."

Types of donations include gift cards, monetary funds, in-kind items (platters of donuts, bagels, subs, pizza, etc.) as well as vouchers for future use by the stations. Donors are recognized upon delivery of the care packages and may also be recognized on social media leading up to the event.

Donations may be dropped off at the Chambersburg Chamber or made available for pick-up no later than 5 p.m. on Monday, November 30. If the donation is perishable, please contact Laiton to arrange drop-off/pick-up on December 3 or 4. For more information, please contact Laiton at lsuders@chambersburg.org or 717-264-7101 ext. 214.

The 11/30 Network is an initiative of the Greater Chambersburg Chamber of Commerce. It is a dedicated group of young professionals with a desire to be involved in the community through social, civic and professional opportunities. For more information, visit 1130Network.com.

BIZ BREAKFAST: ANNUAL MEETING



We're excited to announce the Chamber's Business Breakfast: Annual Meeting will return on Thursday, December 10 at **The Orchards** from 7 to 9 a.m. The event, presented by **WellSpan Health**, will feature an overview of the Chamber's accomplishments and recognition of the Business Person of the Year. Guests will also enjoy a special presentation by Cassandra Coleman, executive director of America250PA. America250PA is the Commonwealth of Pennsylvania's designated commission charged with coordinating Pennsylvania's integral role in the national celebration of the United States' Semiquincentennial.

Nominations are being accepted through Monday, November 2 for the Business Person of the Year award. This prestigious award recognizes an outstanding individual for their professional leadership, community involvement and business success. To complete a nomination online, visit Chambersburg.org/Nominate.

Please note the event venue/type could change due to limitations brought forth by Covid-19. Seating will be very limited this year, so please register early. Cost to attend is \$25 for members or \$30 for non-members. Register online at Chambersburg.org/Events or call the Chamber at 717-264-7101. Table sponsorships for \$300 and patron sponsorships for \$75 are available; contact Lark Kennedy for details at LKennedy@chambersburg.org.

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Lunch & Learn: Nurturing Your New Business



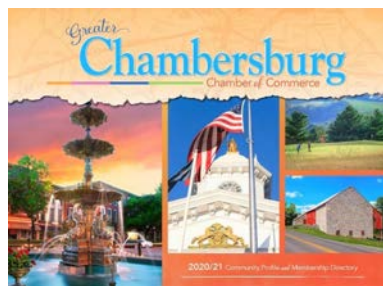
We're pleased to announce a virtual Lunch & Learn with **Penn State Mont Alto Launchbox** on Tuesday, November 17 from 11:30 a.m. to 12:30 p.m. via Zoom. In a salute

to Global Entrepreneurship Week, join us for a valuable 'business acumen' hour with Kathryn Gratton.

You have probably heard people refer to their business as their child, and there is a reason for that. You invest time, energy and deep commitment into your businesses; and just like raising a child, people around you probably have opinions about how you should be running your business. Let's talk about what it makes sense to pay attention to - identify the real key indicators of success, and perhaps where you can cut yourself some slack.

Lunch & Learns are free for members of the Chambersburg Chamber of Commerce. Register in advance to receive the Zoom login information by visiting Chambersburg.org/Events or call 717-264-7101.

2020-2021 Business Directory Released



We are honored to present to our membership the latest edition of the Greater Chambersburg Chamber of Commerce Community Profile & Membership Directory. This publication serves as a gateway to our community by

providing residents and visitors with a detailed overview of our region. With nearly 4,000 directories distributed, it has become the "go to" information guide to Chambersburg and the region.

Not only does this directory contain information on the community, but it showcases each of our Chamber

members with a comprehensive list that is grouped alphabetically and by business category. We hope you'll find this information helpful in your daily business-related tasks.

We are especially grateful to our advertisers for promoting their products and services in the new directory as well as the hard work by **Centre Publications** in producing this project.

We encourage you to utilize the new directory to search for fellow Chamber members that will provide products, goods and services for your home or business. Each business is dedicated to the community by renewing their membership annually; when you support them, our local economy stays strong. View it online at Chambersburg.org or pick up free copies at the Chamber office.



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7 indoor locations
At least 7 beverage
vendors

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SATURDAY, NOV. 14TH

2PM - 5PM

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\$10 DD

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DOWNTOWN BUSINESS COUNCIL OF CHAMBERSBURG
AND F&M TRUST PROUDLY PRESENTS

SMALL BUSINESS SATURDAY

— Saturday, Nov. 28 —

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FRANKLIN COUNTY VISITORS BUREAU

\$25 or more in receipts from Nov. 27th and Nov. 28th qualify.
3 windows to pull tickets for vouchers on Nov. 28th. 10 AM. 11:45 AM. 1:30 PM.
\$250 & \$500 SPONSOR OPPORTUNITIES AVAILABLE EMAIL sthrush@chambersburg.org



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TRENDING NEWS



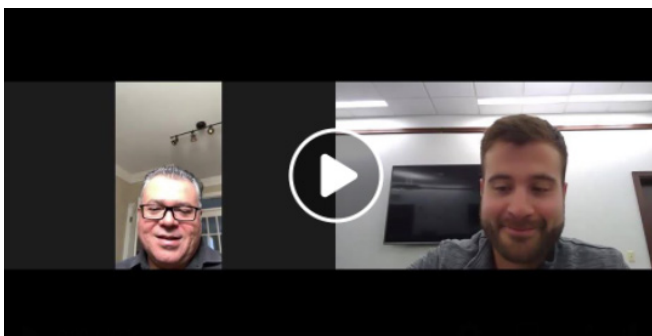
We are excited to welcome the new owners of **The Market at Trickling Springs** to the community! Special thanks to everyone who attended the Ribbon Cutting Ceremony for the official re-opening. Trickling Springs was purchased by South Mountain Creamery this summer, and over the past several months, the team has been hard at work renovating and reinventing the storefront that accompanies the organic milk bottling plant. Learn more at www.TricklingSpringsCreamery.com.



Congrats to the **Vintage Market at the Old Red Barn** on their official re-opening at 1293 Warm Spring Road in Chambersburg! We celebrated their re-opening with friends and family with a Ribbon Cutting ceremony in late September. The Vintage Market at The Old Red Barn has an eclectic mix of furniture, handmade items, memorable gifts and beautiful home décor. Thank you for joining the Chambersburg Chamber of Commerce membership!



Thank you to everyone who joined us for the 25th Annual Chamber Golf Tournament at the **Chambersburg Country Club** in October! We had an excellent turnout and beautiful weather for one of our favorite events of the year, sponsored by **Spherion**. Special thanks to our other sponsors: Premier - **Tommy's Express Car Wash**; Sign - **Beam Graphix Custom Print Company**; Hole in One - **Shively Motors of Chambersburg**; Tent Sponsors - **ACNB Bank, F&M Trust, Shafer Equipment Company**; Beverage - **Penn National Insurance**; Breakfast - **Chick-fil-A Chambersburg**; Snacks - **Grocery Outlet**.



Special thanks to **Franklin Hospice** CEO Ernesto Lopez for interviewing with Jordan Nace in the latest episode of Coping with Covid! Franklin Hospice is open 24 hours per day, seven days per week and is taking many precautions to keep their clients safe during this time. Learn more about them at FranklinHospice.org. Interested in being interviewed by our Membership Director? Email Jordan at jnace@chambersburg.org or call 717-264-7101 ext. 202.

MEMBER SPOTLIGHTS

ORGANIC REMEDIES DISPENSARY

900 Wayne Ave., Chambersburg, PA 17201 | 717-251-2321
OrganicRemediesPa.com | M.Werdebaugh@OrganicRemediesPa.com

Organic Remedies provides safe, effective medical marijuana therapies to patients in south central Pennsylvania. Since opening its doors to patients in February 2018, Organic Remedies has been strongly focused on improving the health and wellness of patients while advancing therapeutic knowledge of cannabis through clinical research.

Organic Remedies' ethos of high touch, collaborative, patient-centric healthcare is the foundation of the company's vision, mission and core values. The Organic Remedies leadership team, including a group of experienced healthcare professionals, is aligned with a "patients first" mentality to provide high quality, concierge-like patient care.

In its three current dispensaries, located in Chambersburg, Enola, and York, Pa., Organic Remedies delivers a clinical approach for the utilization of medical marijuana that is patient-focused, collaborative and outcome-based. Organic Remedies dispensaries provide a safe, secure and inviting environment where patients interact with knowledgeable pharmacists and patient care consultants.

Organic Remedies' strategic partnership with Philadelphia College of Osteopathic Medicine (PCOM)



is one of the state's first-in-the-nation research programs dedicated to health outcomes-based research involving cannabinoids and medical marijuana. As a clinical registrant in Pennsylvania, Organic Remedies will soon be expanding its footprint with three additional dispensaries in Pennsylvania, and a growing/processing facility in Carlisle, Pa.

LAUNCHUX, LLC

25 Penncraft Ave., Ste 205, Chambersburg, PA 17201 | 717-850-0077
LaunchUX.com | nneil@launchux.com

LaunchUX, LLC is a digital marketing firm located at the Professional Arts Building in Chambersburg. LaunchUX has a primary focus on website development and search engine optimization, which is the art of getting a website to rank on the first page of search results within Google and other major search engines. What makes LaunchUX different is their lead generation approach for their clients; most on-going customers see an average increase in traffic of 35% each year.

LaunchUX has a far reach with clients locally and across the country. Company founder Nathan Neil, PMP, attributes this to the work that his team does. "We do for us, what we do for our customers. It generates results that can be measured," said Neil.



With the COVID-19 pandemic, LaunchUX provided services critical to the medical community to streamline telehealth services. Additionally, businesses who were shut down were able to continue operating through their online presence and eCommerce.

Reflecting on the last year, Neil said, "It feels awesome to know the work you do is making a difference for someone. The great thing about LaunchUX is that we know our services help small businesses grow, providing jobs and opportunities."

ANTRIM BIC CHURCH PRESENTS

The Cradle to the Cross

A DRIVE-THROUGH JOURNEY

DECEMBER 4, 5, & 6 | 5:30 - 8:30 PM

TRAVEL BACK IN TIME AND EXPERIENCE A LIVE DRAMATIC EVENT- RIGHT FROM THE COMFORT OF YOUR OWN CAR OR JOIN OTHERS IN A WAGON RIDE! SPECIAL NEW SCENES! THIS IS A FREE EVENT FOR THE WHOLE FAMILY!

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QuickBooks® Step-by-Step Training

Manual Provided



Dates: November 18, 2020
December 16, 2020

Location: 720 Norland Avenue
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Time: 9:00AM – 12:00PM



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Mail Below Registration: Schultheiss & Associates
720 Norland Avenue
Chambersburg, PA 17201

Is Your Office Making These 21 Critical Mistakes?

- 3 QuickBooks® errors that hurt cash flow in your office.
- 7 Mistakes to avoid in “costing” and why they hurt you.
- 5 Ways to reduce payroll headaches - the one best fix.
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 - **First-time** users just new to QuickBooks® software.
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Course: \$129 per person. \$100 per person if two or more attendees from same company.
(includes continental breakfast)

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-Mail: _____

Additional Registrants: 1. _____

2. _____



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Visit our Facebook page – www.facebook.com/schultheisscpa.com



F&M Trust announced it is opening a regional headquarters in Harrisburg. Located at 4050 Crums Mill Road in Lower Paxton Township, the office will support

F&M Trust's Community Offices in Cumberland County and the Capital Region. Serving as a cross-functional hub, the building will house regional leadership as well as employees from the bank's retail, commercial, investment and trust services divisions and operational support areas. Roughly 12 F&M Trust employees will occupy the 6,687 square-foot office, which is undergoing minor renovations, by December 2020.

Continuing their mutual commitment to building healthier communities, Capital BlueCross and **WellSpan Health** recently marked the opening of a new Capital BlueCross Connect health and wellness center at the WellSpan campus in Chambersburg. The center, at 12 St. Paul Drive, is open by appointment for one-on-one consultations related to health plans or Medicare options, discussions with a health coach or scheduling of biometric screenings. WellSpan Health President and CEO Roxanna Gapstur said the collaboration of the two entities will improve the region's access to high-quality healthcare and affordable coverage, particularly for Medicare and individual coverage plans.

Orrstown Financial Services, Inc., the holding company for **Orrstown Bank** is announcing a series of steps to adjust its near-term tactical plans due to the COVID-19 pandemic. These changes involve the consolidation of six branch locations, the elimination of excess back office space and certain staffing model adjustments. These initiatives are expected to generate approximately \$4 million of pre-tax annual expense savings once completed and will be fully phased in by the start of 2021. The closing branches in Pennsylvania include Hanover Street, Carlisle; Gilbert Way, Lancaster; and Spring Valley Road, Lancaster.



Double your Donation

A matching gift program for the FCMC Foundation

Thanks to a generous gift by **F&M Trust**, Fulton County Medical Center Foundation (FCMC) is able to launch a 70-day "Double Your Donation" campaign that will match any size gift up to \$15,000 as part of the "70 for 70" campaign in conjunction with FCMC's 70th anniversary. The "Double Your Donation" matching challenge gift runs through December 12. The "70 for 70" campaign goal is to raise \$70,000 to support educational equipment and a new education room/suite.

Norland Avenue Pharmacy announced recently that Ashli Yoder, Pharm. D., has joined the staff as a full-time clinical pharmacist. Dr. Yoder is originally from Altoona,

Pennsylvania, but moved to Frederick, Maryland, after receiving her doctorate in pharmacy from Shenandoah University. In addition to helping fill traditional prescriptions, Dr. Yoder will be responsible for the clinical services at the pharmacy including Medication Therapy Management (MTM).

The **LIU12 Franklin County Literacy Council** is teaming up with F&M Trust to present Financial Literacy workshops this fall. The skills needed to be financially stable are vital in all stages of life, and even more critical during times such as these. Sessions will be offered via Zoom., n November, tune in for "Financial Wellness: Creating a Successful Budget," and with your children eight and older, enjoy "Learning to Save with Santa" in December. To register, email Angie Wilt at ajwilt@iu12.org or call 717-504-4459 ext. 3504.

Happy Veterans Day from **rabbittransit!** They served our country; help us to serve them. rabbittransit and its partner 3P Ride offer transportation at no cost to veterans for employment and medical transportation. The veteran's employment transportation program provides an 11-Day Pass for the fixed route systems of Adams, Cumberland, Dauphin, Franklin and York Counties to attend job interviews. Once a job has been secured, a monthly pass is provided for four months in a step-down fashion. For more information about the no-cost transportation programs for veterans, visit rabbittransit.org or call 1-800-632-9063.

ACNB Bank recently presented the 2020 Volunteer of the Year Award to Eric L. Alleman, assistant vice



president/regional sales manager, in recognition of his community involvement. The Leadership Franklin County Alumni Scholarship Fund, through the Greater Chambersburg

Chamber Foundation, received a \$1,000 contribution from ACNB Bank to acknowledge Mr. Alleman's exemplary volunteer service. Mr. Alleman received the 2020 Volunteer of the Year Award in recognition of his volunteer leadership and service with a number of local community organizations, contributing a total of 332 hours of his time in 2019. He selected the Greater Chambersburg Chamber Foundation and, more specifically, the Leadership Franklin County (LFC) Alumni Scholarship Fund as the recipient of ACNB Bank's \$1,000 contribution. As a Franklin County resident and 2011 graduate of LFC, Mr. Alleman credits the program for igniting his passion for serving his community. For more information about the Leadership Franklin County community program organized through the

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HAVE NEWS TO SHARE?
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LSUDERS@CHAMBERSBURG.ORG

Greater Chambersburg Chamber Foundation, please visit Chambersburg.org/Leadership.

LaunchUX, LLC is excited to welcome Brandon Smith as our new Internal Sales and Account Associate. Brandon finds immense joy in making friends everywhere he goes while helping people and businesses problem-solve and prosper. This addition to the team comes as LaunchUX has expanded their Chambersburg office at the Professional Arts Building to accommodate an increased demand in their search optimization and web development services. For more information about LaunchUX's service offerings please call 717-850-0077 or visit us on the web at LaunchUX.com.



ACNB Corporation was recently named by Central Penn Business Journal to its 24th annual list of the Top 50 Fastest Growing Companies in Central Pennsylvania for 2020. This is the third consecutive year ACNB Corporation has achieved this recognition, ranking #28 in 2020. In order to be eligible for consideration in this ranking for 2020, companies were required to show revenue of at least \$500,000 in each of the fiscal years ending 2017, 2018 and 2019, as well as revenue growth in 2019, as compared to 2017. Companies headquartered in Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry or York County were eligible for nomination. For more information about ACNB Corporation and its subsidiaries, please visit Acnb.com.

Tele Plus, a leading managed technology services provider, recently announced that Frank Guthrie joined Tele Plus Corporation as Vice President of Business Development and Sales. Frank has a storied career in the manufacturing arena, with



over 26 years of experience. Upon graduating from West Virginia University with a Bachelor of Science in Mechanical Engineering, he worked for Mack Trucks/Volvo Powertrain for over 20 years in various capacities. During this time he completed his Masters of Business Administration from Frostburg State University at the Hagerstown Campus. In the last six years, Frank was the Plant Manager of Eldorado Stone. Under his leadership Eldorado Stone was named The Franklin County 2018 Large business of the year and built and launched a new facility in Greencastle, Pa. He is a Six Sigma Black belt and Leadership Washington County graduate serving and class speaker of class 28. Frank, his wife Nan and daughter Abigail reside in Greencastle. For more information on Tele-Plus Corporation, call 301-797-9500 or visit TeleplusCorp.com.

We recently celebrated our one-year anniversary at **The**



Beer Corner on October 21. We would like to thank everyone in the community that has supported us along the way! We would not be here today if it were not for our loyal customers who have a love of beer like we do. The world is completely different than it was a year ago and together, we will get through this. Small businesses are the backbone of this economy and we are forever grateful for the support you have shown us. Cheers to a year, the next few years, and the next cold one! Please stop in to visit us at 235 Walker Road in Chambersburg or online at TheBeerCornerCburg.com.



Welcome **ThinkEz IT** to the Chamber community! Our Chamber Ambassador Neil Suders recently delivered a new membership plaque to Barry Arendt - founder of ThinkEz IT. They are located at 512 Nelson

Street in Chambersburg and focus on IT solutions for small and medium businesses. To learn more about their business solutions, visit ThinkEzIt.com or call 1-877-484-6563.



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IceFest

CHAMBERSBURG, PA

Don't miss being part of the excitement of IceFest 2021

January 28-31!

Order your ice sculpture today.

After the insanity of this year, we think everyone will be ready to get out and enjoy some ice! The IceFest Committee is already working hard to make the **19th Annual IceFest** the safest and the best it can be! We're proud of how much the event has grown, impacting not only Chambersburg but Franklin County in general. Thousands of people come from all over Pennsylvania and surrounding states to view the ice sculptures made possible by awesome people like yourself. **Can you think of a better way to get great publicity for your business or organization than by sponsoring your very own ice sculpture?** In addition to your sculpture being displayed with your name at the base, you also are listed on the official website, www.icefestpa.com, and our Facebook page, which has over 7000 followers and growing. We will also cross-promote your business on our Facebook page with information or special offers that you provide us.

Order your sculpture today! The benefits of ordering now include: saving a little money and immediate advertising on our website and Facebook page. Also our ice carvers will appreciate your promptness as orders cannot be accepted after December 31. You may select your own design from the enclosed list (additional designs may be available on a limited basis, so don't be afraid to suggest a design), or allow the sculptors to choose for you. Sponsorship rates for both categories are as follows:

- **Before October 31: sculptor's choice \$355, your choice (from approved list) \$405**
- **After October 31: sculptor's choice \$385, your choice (from approved list) \$435**

Do you want to make a **GIANT** statement? Call us now to discuss sponsoring a **GIANT** sculpture. The **GIANTS** are available on a very limited basis, so don't delay!

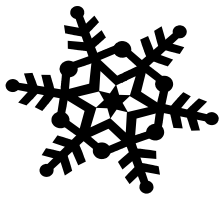
All of us on the IceFest Committee are dedicated to continuing the success of the event and hope you'll help us make 2021's IceFest something people can come out and enjoy! If you have any questions please call Penny at 717-263-8529 or email chambersburgicefest@gmail.com.

Thank you in advance for your support!

Penny Shaul
IceFest 2021 Co-Chair

Sam Thrush
IceFest 2021 Co-Chair

Tarryne West
IceFest 2021 Co-Chair



IceFest '21` Order Form

Please **complete the entire form**, even if you have sponsored in previous years.

Name (as you would like it to appear in **all** publicity) _____

EMAIL _____

Contact Person _____

Mailing Address _____

Phone _____ FACEBOOK _____

ONE-BLOCK SCULPTURE SPONSORSHIP

Sculptor's Choice:

\$355 by Oct.31rst _____

\$385 after Oct. 31rst _____

DEADLINE IS DECEMBER 31, 2020

Your Choice (fill in design choices below using the enclosed list or call 717-263-8529):

\$405 by Oct. 31rst _____

\$435 after Oct. 31rst _____

DEADLINE IS DECEMBER 31, 2020

Design Choices (from the enclosed list):

#1 _____

#2 _____

Custom Designs may be available for an additional \$100 fee. Snow Fill (white lettering inside the sculpture) is available for an additional \$100 fee. Please call 717-263-8529 for more information.

Custom Design \$100 _____

Snow Fill \$100 _____

Non-refundable TOTAL due with order _____

GIANT SCULPTURE SPONSORSHIP

Please note: Sponsorships of giant sculptures are available on a limited basis. Please reserve your giant early and call 717-263-8529 to discuss design options.

PLATINUM-approx 8' X 10' wall of ice \$4,400 _____

GOLD-approx 6' X 10' wall of ice \$3,300 _____

SILVER-approx 4' X 10' wall of ice \$2,500 _____

BRONZE-approx 3' X 6' wall of ice \$1,650 _____

Non-refundable 50% DEPOSIT due with order _____

***Balance (due Dec. 31, 2020)** _____

*Invoices for remaining balances will be mailed in early December.

PAYMENT OPTIONS

Please make checks and money orders payable to "IceFest" and mail to IceFest, 100 Lincoln Way East, Chambersburg, PA 17201.

If paying by credit card, circle one and enter:



Credit Card Number: _____

Expiration Date: _____ CVV _____

Signature: _____

GREATER CHAMBERSBURG VIRGINIA HARRIGER CHAMBER FOUNDATION EXEC. DIRECTOR

717-264-7101 ext. 205 | gharriger@chambersburg.org | Chambersburg.org/ChamberFoundation | FranklinCountyWorks.com



COMMUNITY LEADERSHIP

Leadership Franklin County (LFC) Community's October morning session focused on "Developing Your Leadership Style" and was facilitated by John Boozer of **Franklin Advisory**. Boozer reviewed their individual and group DiSC explaining ways to enhance teams with all skill sets.

The afternoon theme, Project Management, was kicked off by steering committee member Dr. Kim Eaton of **Franklin County Government** with a review of group project expectations, the importance of feedback from peers and team development concepts. Thomas Kramer of **Penn State University Mont Alto** finished the afternoon with formal project planning concepts. Kramer is a certified Project Manager and helped to incorporate the DiSC knowledge learned in the morning with project management principles to aid groups in their early stages of community project planning. The session was held at the Franklin County Visitors Bureau in downtown Chambersburg.

LFC Community
Sponsor:



YOUTH LEADERSHIP

In October, Leadership Franklin County (LFC) Youth held a virtual session of "Inspiring a Shared Vision." The area sophomores were challenged to think about those leaders or mentors that inspire them and how those leaders take their own passion and inspire others to make a difference.

Students worked through several visualization exercises about their own passions and discussed how leaders enlist others to a common vision by appealing to a shared group aspiration. The session wrapped up with brainstorming about how to reach their BeKind group goals despite the pandemic. Mentors from the steering committee helped teams start their project planning sheets and develop timelines to complete by February 2021.

LFC Youth Sponsor:



MATCHING DONATION

The Greater Chambersburg Chamber Foundation recently received \$1,500 in matching donations to the Scoop Double Dip Challenge thanks to the generous support of **The Floor Trader Outlet of Chambersburg**. Kacie and Greg Meyers of Floor Trader presented the check to Amy Horn, member of the Scoop-a-Palooza Committee.

The Scoop Double Dip Challenge was held mid-July through late August following the Scoop-a-Palooza Ice Cream Trail fundraiser. Community members were encouraged to donate to the Chamber Foundation to support education in Franklin County, and in-turn their donation would receive a one-to-one match; a true double dip!



Enjoy seasonal fruits, jams, gifts & more!

OPEN DAILY

2197 Lincoln Way West, Chambersburg
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DOWNTOWN CHAMBERSBURG INC. SAM THRUSH PRESIDENT

717-264-7101 ext. 204 | sthrush@chambersburg.org | DowntownCburg.com



CHRISTMAS MAGIC COMING TO MAIN STREET

Downtown Chambersburg will begin to look a lot like Christmas this November, but for this year, the look will be a bit different. Everything from restrictions on state road closure permits, to ever-changing safety protocols, and even limited availability of marching bands have made holding the traditional Christmas parade an impossibility. The **Downtown Business Council of Chambersburg** is ready to prove that even 2020 is no match for the magic of Christmas. While the 51st Annual Downtown Chambersburg Christmas Parade will have to wait until next year, new and favorite traditions come together on Main Street as Christmas Magic, presented by **F&M Trust** begins on Friday, November 20.

Perhaps nowhere is the blending of favorite tradition and new excitement more prominent than the first lighting of the Christmas tree on the Square. While Santa has confirmed that he will indeed illuminate the tree and thousands of lights up and down Main Street for the first time by November 20; no one knows exactly when he'll arrive to get the magic started. Knowing old St. Nick's preference for overnight activity, specially placed cameras are being installed to capture him in action. Regardless of when Santa's train makes its way to the Square, the magic of the first lighting of the downtown lights will be caught and made available online for all to see.

Speaking of Santa; parents and children wondering how to share Christmas lists with the jolly old elf, while remaining socially distanced, need not worry. Giving a coronavirus-safe throwback nod to the Santa House, a Christmas-time fixture on the Square for many years, Chambersburg's Official Letters to Santa Mailbox will be making its downtown debut. Children of all ages are welcome to stop by F&M Trust on the Square to drop their letters for special delivery direct to the North Pole.

Dropping off that special letter, grabbing a bite to eat, or finding that perfect gift on Small Business Saturday all provide the perfect opportunity to take in Downtown Chambersburg's first-ever Parade of Windows. Downtown businesses are being encouraged to go all out in decorating their storefronts and display windows in a no-holds barred exhibition of holiday festivity starting November 20. Who will have the most over-the-top creation? Your guess is as good as any. But one thing is certain; magical Christmas memories, the kind that can only be made on Main Street, will be ready for you to make.



SIP & STROLL

Join Downtown Chambersburg Inc. for Sip & Stroll, Saturday, November 14, from 2 to 5 p.m. This fundraising event combines all that we love about downtown experienced while strolling!

Local businesses and vendors have partnered to offer ticket holders a variety of beer, liquor, cider, and wine to sample while strolling in different shops along Main Street. Vendors include Maxie's Brew House, **GearHouse Brewing Co.**, Cold Spring Hollow Distillery, Lake House Distilling Co., **Jan Zell Wines and Cider**, Rough Edges Brewing and others.

Event held rain or shine! However, should we receive a major winter storm, our inclement weather date is Nov. 21. Tickets are on sale now and are non-refundable after November 6. All proceeds from this event support the mission of Downtown Chambersburg Inc. Special thanks to our Carb Sponsor - **Sweet Rollers!** Sweet Rollers will provide soft pretzel bites for ticket-holders! Thank you to our Koozie Sponsor - **Beam Graphix**. Please check out our Facebook Event Page for more information at [Facebook.com/DowntownCburg/Events](https://www.facebook.com/DowntownCburg/Events) or buy tickets at [DowntownCburg.com](https://www.DowntownCburg.com).

ICEFEST SET FOR JANUARY

We're excited to host IceFest in downtown Chambersburg to kick the mid-winter blues! Mark your calendars for January 28 to January 31 to view ice sculptures sponsored by local businesses. A variety of events are also planned including live ice carvings, Snowfall Ball and more. If you are interested in sponsoring an ice sculpture, please email us at chambersburgicefest@gmail.com. For event details, visit [IceFestPa.com](https://www.IceFestPa.com).

FUNDING BEAUTIFIES DOWNTOWN

Several businesses recently received upgraded lighting and outdoor decor to beautify their space in downtown Chambersburg. Thanks to funds secured by Downtown Chambersburg Inc., \$3,600 was allocated for outdoor lighting and \$800 for flower pots. Among the recipients of these funds included **Bistro 71**, **Brussel's Cafe** and **Another Man's Treasure**.



Yes, Winners DO Finish Last!

\$3,000 Grand Prize to last ticket drawn, plus every 10th ticket drawn wins at least \$150 in cash or prizes purchased from local businesses, up to \$1,500.

**ONLY 300 tickets will be sold
\$75.00 a ticket**

Expected to sell out. Purchase EARLY!

Tickets go on sale beginning October 30 at 8am.

Purchased raffle tickets will be drawn over four consecutive Fridays, beginning November 27th, via Facebook livestream.

Prizes purchased support local businesses!

Events will be hosted by on-air personality Ryan Smetzer and DCI President Sam Thrush, held at businesses in downtown Chambersburg, and be live streamed on DCI's Facebook page.

Call Sam Thrush at 717-264-7101 or email sthrush@chambersburg.org

downtownchambersburgpa.com/raffle-tickets

THANK YOU



FOOD [TRUCK] FESTIVAL

Thank you to our sponsors, committee members and volunteers for this event

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Bronze Sponsor: Stouffer Mechanical Contractors

Sign Sponsor: Directional Traffic

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EVENTS DETAILS / REGISTER CHAMBERSBURG.ORG/EVENTS

NOV

15

HISTORYTALKS: THE BUILDING OF AMERICA AFTER THE CIVIL WAR

7 - 8 P.M. VIA ZOOM, \$5/PERSON, VISIT CIVILWARSEMINARS.ORG

17

LUNCH & LEARN: NURTURING YOUR NEW BUSINESS

11:30 A.M. - 12:30 P.M. VIA ZOOM BY PENN STATE MONT ALTO LAUNCHBOX

26-27

OBSERVANCE OF THANKSGIVING

THE CHAMBER OFFICE AND HERITAGE CENTER CLOSED

28

SMALL BUSINESS SATURDAY

10 A.M. - 3 P.M., DOWNTOWN CHAMBERSBURG

30

HISTORYTALKS: LET US DIE LIKE MEN: THE BATTLE OF FRANKLIN

7 - 8 P.M. VIA ZOOM, \$5/PERSON, VISIT CIVILWARSEMINARS.ORG

DEC

~~**00**~~

HOLIDAY MULTI-CHAMBER MIXER

CANCELLED. WILL RESUME IN 2021

04

FIRST RESPONDERS APPRECIATION DAY

VOLUNTEERS WITH 11/30 NETWORK DELIVER DONATED ITEMS TO FIRST RESPONDERS

15

HISTORYTALKS: A CONVERSATION WITH DAVID DUNCAN

7 P.M. VIA ZOOM, \$5/PERSON, PART OF PROCEEDS SUPPORT AMERICAN BATTLEFIELD TRUST

24-25

OBSERVANCE OF CHRISTMAS

THE CHAMBER OFFICE CLOSING AT NOON ON DEC. 24 AND REOPENS ON DEC. 28

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