

Adams County

BUSINESS

April 2018

FAMILY

Key to Photography
Studio's Success

What You Need
to Know About

SEO



BUSINESS BRIEFS

CHAMBER'S PLAN FOR THE FUTURE

EVENTS CALENDAR

Well Prepared.

**WellSpan welcomes Dr. Richard Howard,
now providing advanced specialty heart care
at WellSpan Gettysburg Hospital**



Richard Howard, MD
Interventional Cardiologist

At WellSpan Health, we want to help you reach your goals, and being healthy is how you get there. So if your heart's health is standing in the way, trust the experts of WellSpan Cardiology.

We are pleased to welcome Dr. Richard Howard to our team of leading heart specialists at WellSpan Gettysburg Hospital. Dr. Howard's skills strengthen our diverse cardiovascular services in Gettysburg that include preventive cardiology, diagnostic services, electrophysiology and cardiac rehabilitation. Backed by central Pennsylvania's most comprehensive health system, the specialists of WellSpan Cardiology understand that improving your health can improve your life over time.

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Adams County Business is published and produced by



Chartered in 1919, the Gettysburg Adams Chamber of Commerce is Adams County's oldest and largest business organization. The chamber supports and strengthens its members and the Adams County area by promoting diverse economic opportunities through advocacy, building relationships, providing timely information and developing leaders for the future. Nearly 530 local businesses and organizations have made an investment in Adams County through membership.

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BUSINESS BRIEFS

The **bolded** businesses in Business Briefs are Chamber members. Submit news to news@gettysburg-chamber.org by the second Tuesday of each month for inclusion in the following month's publication.



ACNB Bank employees supported 165 community organizations in the bank's primary market areas and collectively contributed 7,532 volunteer hours, which are valued at \$179,938. Staff members made a positive impact in the local community by coordinating a number of drives and collections. In 2017, the employees collected 367 toys, 1,650 pounds of food, 173 coats, 227 books, and more than 350 school supply items; raised \$32,887 to benefit local community organizations and \$3,125 for hurricane relief efforts in Texas and Florida; helped 184 local residents shred 12,900 pounds of confidential documents; and delivered financial literacy presentations to 1,288 students and adults.

Tom Leedy will fill the new assistant director of protective inspections job for the **Adams County Department of Emergency Services**. He previously served the planning department, handling weights and measures inspections for the county. The move was a result of Leedy's expanding duties with the county in the emergency management discipline. Leedy plays an important role as Operations Chief when the Adams County Emergency Operations Center is activated in times of disaster. He will supplement the hazardous materials response staff and assist in emergency planning, and will continue to investigate complaints of illegal burning and dumping of waste materials in the county.



Balek



Frank



Atherton



Hoke

Adams Electric Cooperative Inc. recently promoted four employees. **Brooke Balek** was promoted to human resources coordinator. Balek is a graduate of York College of Pennsylvania with a bachelor's degree in human resources management. **Sarah Frank** was promoted to digital communications coordinator in the communications/community services department in February, as the department focuses further on

communicating electronically with employees and members. Frank joined the co-op in July 2011 as a communications specialist. She is a graduate of Shippensburg University with a master's degree in organizational leadership and development with a concentration in communications, and Juniata College with a bachelor's degree in communications and public relations. Lineman **Shane Atherton** was promoted to fourth year apprentice in the Gettysburg District in January after completing a series of skills tests. He started as a third year apprentice in the engineering/operations department. Lineman **Jordan Hoke** was promoted to journeyman third class in the Shippensburg District in January after completing a series of skills tests. He started as a first year apprentice in the engineering/operations department.

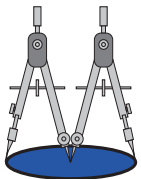
Belco Community Credit Union marked its 79th anniversary with a celebration at all 14 of its locations March 7. Each branch offered cake and a drawing for a \$79 Sheetz gift card, in addition to offering a cooler bag to members who opened a new Visa credit card. Belco was formed by employees of Bell Telephone Company as Pennsylvania was climbing out of the Great Depression and the world was again preparing for war. Today Belco has 14 branches, more than 64,000 members and \$595 million in assets.



Board and Brush Gettysburg owners Zach and Ericka Lease have expanded their franchise to downtown Mechanicsburg, opening the largest Board and Brush studio in the nation. For a flat fee of \$65, class participants can make a custom wood sign – from raw lumber to stained, painted and finished product – over three hours, including instruction, supplies and refreshments. The business also partners with **Mister Ed's Elephant Museum & Candy Emporium** owners Isaac and Nicole Bucher to offer candy in both locations.

The **Gettysburg Foundation** and **Eisenhower National Historic Site** debuted a new exhibit featuring a variety of objects from the Eisenhower National Historic Site's museum collection. The exhibit, titled Eisenhower's Leadership from Camp Colt to D-Day, provides a look at two pivotal events in the military career of Dwight David Eisenhower. Highlights include equipment issued to an officer at Camp Colt who volunteered for the Tank Corps, "dog tags" of an enlisted man at the camp who survived the Spanish flu pandemic, the Army-issued cigarette lighter carried by General Eisenhower throughout World War II, and a piece of barbed wire from the German defenses at Point du Hoc.

The **Hanover Area YMCA** announced its partnership with Littlestown Park and Littlestown Community Pool. In addition to the community pool, the property currently holds soccer and baseball fields, walking trails, rentable



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gazebos and tennis courts. The Y is planning to add more sports fields for youth and adult leagues to provide more fitness and wellness opportunities.



Seth Hansen, director of quality for Harley-Davidson Motor Company, was named to the board of directors of **The Manufacturers' Association**, a multi-county regional trade association providing services and benefits to member companies in manufacturing and logistics. Hansen joined Harley in 2007, starting as a manufacturing engineer, later assuming leadership positions as engineering manager, quality manager, and director of operations.

Misfit Interactive LLC announces changes to its office location and website. The web design, maintenance, web hosting, online marketing and social media company recently moved to 18 Carlisle St., Suite 106, Gettysburg. See their new website at misfitinteractive.com.

Rotz & Stonesifer P.C. announced a merger with Butler, Gingerich & Company Inc. of York. Butler, Gingerich & Company's four certified public accountants and three professional staff members will join Rotz & Stonesifer and will retain the York office location at 200 East Market Street. "We are very pleased to have Butler, Gingerich & Company join our firm. With their high standards of excellence and professionalism and their respect in the community, it is an ideal partnership for us," said Lynn C. Rotz, president of Rotz & Stonesifer.



WellSpan Health announced the election of York County attorney Steven M. Hovis as chairman of its board of directors for 2018. An attorney and partner at **Stock and Leader Attorneys at Law** in York, Hovis has been actively involved with WellSpan for several years, serving on the health system's board and WellSpan York Hospital board. Megan Shreve, CEO of **South Central Community Action Programs**, was elected board vice chair. Joe Crosswhite, Pennsylvania area executive for **M&T Bank**, was elected board secretary/treasurer.



Women in Adams County now have access to a unique service specializing in their midlife medical needs. Following a successful opening in York, **WellSpan Midlife Health & Wellness** has expanded to the Adams Health Center, 40 V-Twin Dr., Suite 204, Gettysburg. Led by Dr. Melanie Ochalski, M.D., the new practice offers services for women who are experiencing menopausal or perimenopausal changes, as well as sexual dysfunction and early menopause due to cancer treatments, a hysterectomy and other medical conditions. The practice shares space with WellSpan Internal Medicine.

Wellspring Search LLC announces the acquisition of **CoolHomepages.com**, the California-based design portal that has launched and made thousands of design careers in the digital industry. CoolHomepages.com is one of the oldest design websites in the United States and

enjoys a dedicated following and subscriber base. Karl Hindle, managing partner of Wellspring, plans to broaden and deepen the reach and utility of CoolHomepages.com. The site is the first of a series of planned acquisitions of established sites the company plans to make in 2018.



Sandy Sipe has been hired as associations sales manager at the **Wyndham Gettysburg** and **Courtyard Gettysburg**. She has been in the hospitality industry for 38 years and is passionate about getting to know her clients, providing excellent customer service and delivering an event to remember. She is active in the Pennsylvania Society for Association Excellence and the Middle Pennsylvania Chapter of Meeting Professionals International and volunteers with the Salvation Army.



Dr. Thomas Zeigler, **Zeigler Bros. Inc.**, was presented with the U.S. Aquaculture Society's Lifetime Achievement Award at the opening ceremony of Aquaculture America 2018 in Las Vegas. With a vision for the future, Dr. Zeigler has been a leader in the development of nutritional technologies for aquaculture for more than 50 years. Obtaining his Ph.D. from Cornell University in Animal Nutrition and Veterinary Pathology in the 1960's, he has since led the family business from a local manufacturer of farm animal feeds to an internationally recognized producer of aquaculture feeds.



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Innovative

Cost Effective

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MEMBER SPOTLIGHT

CINDIE LEER, LEER PHOTOGRAPHY

What are your primary responsibilities?

Depending on the type of photography we're providing, Leer Photography plays different roles. On a wedding day, we help the couple make a schedule for the day months in advance, then are by their side all day to help, including holding the dress, getting the couple a bottle of water or holding the bouquet – all while taking beautiful photographs to commemorate the day. No matter the scenario, our mission is to help the client and ensure they enjoy the product and service that they receive.

How do you stay engaged with trends?

By being a member of both the American Photography Association and the Pennsylvania Photography Association, we are able to keep up with current trends and techniques in photography. The organizations provide us with continuing education courses, information on the latest equipment, and judge our work through photography competitions.

What motivates you to jump out of bed every morning?

The babies that we see every month coming in with big smiles and belly laughs make our early morning sessions easy, delightful and exciting. We have over 20 babies that come to our studio every month along with a ton of other children that come every three months, every year for their birthday, or just for an individual portrait session sporadically throughout the year.

What business challenges keep you awake at night?

At night, our minds are constantly in work mode, whether it be a new photo set idea, a big job that is coming up, or a list of supplies that we need to take on site with us the next day. The main thing we have to worry about is finding new ways to stand out so that our small town business seems more appealing to work with than any large scale companies.

Do you have any advice for new business owners?

It is very difficult to break through with all of the big time companies in different industries. You just need to persevere through the hard times. You need to be willing to put in long hours and do everything you can to make your customer happy. When I first started my business, I would work until 2-3 a.m. each morning and wake back up at 6 a.m. to start over again. I also worked both my full time job and my photography job on the side for about five years until I knew my photography company was secure enough to support my family. It is not easy by any means to start a company, but it is definitely worth it in the long run.

What leadership advice would you offer to other business and organization leaders?

Your clients and loyal customers are the key to the success of your business, especially in a small town. They are both our main source of income and our best version of advertisements. People will take a good reference from a friend over an ad printed on paper any day. If you are dedicated to making your clients happy, they will be sure to pass on the good word, and you will be guaranteed to receive more business in return.

As someone doing business in Adams County, how does the Chamber help you?

The Chamber is a vital part of Leer Photography because it connects us with other locally, respected companies in a way that feels like a close-knit family connection. It also provides us with trustworthy referrals and useful recommendations on how to enhance our business.

BIZ BUZZ

Leer Photography is a small town, family owned business in operation for the past 18 years. Our company is made up of three full-time employees – Cindie and daughters Kaitlyn and Madison Leer. We also have two part-time employees – husband Lee Leer, and a family friend, Kelly Starnier. We are a close knit group who get the photos back to our customers in a timely fashion and like to treat our customers with love and respect. Our goals are to make each customer happy with their product, feel like family, and want to return for all future photography needs. Contact us at 717.528.7535 or LeerPhotography.com




**GREAT GATSBY
GALA**
 To benefit the Adams Rescue Mission
 featuring KJO Two-beat Dames

 from **7-9 pm**
 The Barn at
 Herr Ridge Farm
 900 Chambersburg Rd
 Gettysburg, PA
 LIGHT HORS D'OEUVRES WILL BE SERVED
 Dress in your best 1920's attire
\$35 PER GUEST ~ ORDER TICKETS AT
WWW.ADAMSRESCUEMISSION.ORG

COMING THIS SPRING TO MISTER ED'S



Miss Pat's Teapot Museum

Everyone knows Mister Ed collected elephants, but few people know his wife Pat collected teapots. Third generation owners Isaac and Nicole Bucher pay homage to Pat, who was the behind the scenes force of Gettysburg area's most unique attraction until her retirement in 2012, with a whimsical garden display of nearly 200 prized teapots.



MISTER ED'S ELEPHANT MUSEUM & CANDY EMPORIUM
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CHAMBER

BOARD OF DIRECTORS | LETTER TO STRABAN TOWNSHIP

The Gettysburg Adams Chamber of Commerce Board of Directors voted to send a letter to Straban Township regarding making business fair in the township. Here is the text of the letter:



"On behalf of more than 500 Adams County businesses, we are writing in regards to the current Traffic Impact Fees being assessed in Straban Township.

We are aware of two pending civil lawsuits being brought against Straban Township regarding traffic impact fees. Not being legal experts, we do not want to weigh the legal merits of these lawsuits; however, the Gettysburg Adams Chamber of Commerce is the voice of business in this community. For that reason we are asking you to follow the lead of Cumberland Township and abolish these fees and return the money to the developers who have already paid.

Existing businesses are hindered from expanding and growing their businesses by burdensome regulations and fees. These same regulations and fees also stop other new businesses from moving into Adams County. The excessive traffic fees in Straban Township are a prime example of this hindrance.

As a Chamber of Commerce we would like to build a relationship with you and other municipal governing boards so that we can help the businesses of Adams County grow and thrive. Please contact us so that we may have a dialog on this subject and others that affect our members.

Thank you for your consideration."

STATE

SECRETARY DENNIS DAVIN

PA DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT

Since taking office in January 2015, Governor Wolf has worked in a bipartisan manner with the General Assembly to budget responsibly. The governor's current budget proposal for 2018-19 continues to build upon the progress we've made to restore fiscal health to Pennsylvania.

One of the best ways to achieve that goal is by ensuring that our business climate is strong and robust. Not only will that help the businesses here in Pennsylvania create jobs, but it will attract companies from out of state that are looking to relocate or expand. At the state level, it's our role to help shape a business environment that allows companies to grow and thrive. That's why Governor Wolf's budget proposal calls for a reduction in the Corporate Net Income Tax to create a more competitive business tax climate, provide tax certainty, and maximize new business investment.

Additionally, to make our business climate as strong as possible, we must ensure our workforce is highly-trained, highly-educated, and highly adaptable. Pennsylvanians have always embraced hard work, pursuing education opportunity, and seeking out training. Through increased investment in the 2018-19 budget proposal in STEM education, apprenticeship programs, and worker training programs, Pennsylvania will have the most prepared, talented, and able workforce in the country. This is great news not just for our businesses, but for our working families who will benefit from the increased opportunity that comes with more advanced skills.

We are excited to continue this great work in the years ahead as we continue to strengthen our business climate.



STATE REPRESENTATIVE DAN MOUL



Annual budget hearings are now over at the state Capitol. Based on testimony received from state departments and agencies vying for their share of state funding, lawmakers will determine how much of the governor's \$33.1 billion budget proposal is warranted.

The governor's plan would increase state spending by \$1 billion, while failing to include critical funding for agriculture and programs for veterans and Pennsylvanians afflicted with chronic diseases.

The Common Sense Caucus, of which I am a member, has determined that, based on state revenue estimates and the rate of inflation, the 2018-19 budget should not exceed \$32.1 billion.

House and Senate leaders and the governor will soon begin negotiations toward a June 30 budget deadline. I will be closely monitoring the budget process and provide budget updates in my weekly emails. To ensure you continue to receive my emails during the pre-election blackout period, you must opt in by visiting RepMoul.com, and in the upper right-hand corner of my home page, simply enter your email address and ZIP code. Find me on Facebook at Facebook.com/RepMoul.



MAY IS CHAMBER MEMBER APPRECIATION MONTH



DISCUSSION WITH CONGRESSMAN PERRY
MONDAY, APRIL 30 | 11:45 A.M.-1:45 P.M.
GETTYSBURG HOTEL
Hear from Congressman Scott Perry on issues of national importance. Cost is \$17/member.



AWARDS BREAKFAST

WEDNESDAY, MAY 16 | 7-9 A.M.
CROSS KEYS VILLAGE NICARRY ROOM
Join the chamber in recognizing recipients of business excellence awards.
Cost is \$17/member.



MEMBERSHIP MIXER

THURSDAY, MAY 17 | 5-7 P.M.
COLONY HOUSE FURNITURE
Mix and mingle with the local business community in a relaxed setting thanks to the area's leading furniture and mattress store. There is no cost to attend this event.

MEMBERSHIP APPRECIATION PICNIC
WEDNESDAY, MAY 23 | 11:30 A.M.-1:30 P.M.
ADAMS ELECTRIC COOPERATIVE PAVILION
Join us for a fun Luau, featuring a delicious meal by Biggerstaff's Catering and your Board of Directors, fun games and great prizes. There is no cost to attend this event.



Registration required for all events:
gettysburg-chamber.org or 717.334.8151.

LOCAL COMMISSIONER RANDY PHIEL



Agriculture is a critical industry in Adams County. Congratulations to Adam McClain for being selected as the Adams County Conservation District Manager. Adam began his new duties on Feb. 5. He served the Adams County Conservation District since 2009 as the Watershed Specialist. We are sure Adam will continue to advocate for promoting best natural resource practices and enhancing the relationships at the Ag Center, which include the Adams County Conservation District, Adams County Planning, Rural Resources, GIS Mapping, Penn State Extension, and USDA & Land Conservancy of Adams County.

Recently in Pennsylvania, gerrymandering, congressional redistricting, charges and counter charges of partisanship by Republicans and Democrats have been in the news. For Adams County, the proposed change is significant and possibly detrimental from my perspective. Most of Adams County would be on the far eastern end of Congressman Bill Shuster's 9th District. The district goes clear out to western PA and is probably 150-200 miles long. Adams County also loses its relationship with York County and is partnered with three very rural counties. Congressman Scott Perry retains only a small sliver of Adams County. Adams County is losing a veteran and dedicated congressman in Scott Perry, who knows Adams County and is on several influential committees. With Shuster retiring Adams County will thus have a freshman congressman with no seniority. This PA Supreme Court decision has been appealed to the US Supreme Court.



**SUNDAY, APRIL 8
2-5 P.M.**

**LIBERTY MOUNTAIN RESORT
CARROLL VALLEY**

Eat your heart out, Adams County!

Indulge in tastings from 25+ local businesses,
dance to live music and cheer for your favorite in
the LIVE Top Local Celebrity Chef ALL-STARS.

GET TICKETS AT TASTEOFGETTYSBURG.ORG



TELLING OUR STORY

1. Develop and implement a comprehensive communications plan that will be executed to our members and our secondary audience including the media, governmental elected and appointed officials, and the general public.

2. Explore an internal Image Campaign for the Gettysburg Adams Chamber of Commerce, along with the boroughs and all of Adams County to make citizens more aware of the brand and positive accomplishments of the chamber.

DEVELOPING THE WORKFORCE & LEADERSHIP FOR THE FUTURE

1. Determine workplace issues in which the chamber can provide meaningful awareness and education for our members.

2. Survey and determine employer and employment skillsets needed.

3. Develop, promote, and deliver Leadership Adams and other ancillary leadership programs to the satisfaction of participants and their sponsors.

4. Promote the current workforce development programs in Adams County.

BUSINESS & ENTREPRENEURIAL DEVELOPMENT

1. Create Business Councils that segment and provide unique value to our members and prospective members and to provide input about products and services.

2. Work with the Adams Economic Alliance to determine the Chamber's appropriate role and establish efforts in the attraction of small business.

3. Work with governmental officials to make it easier and more streamlined to establish and operate a business in the area.

4. Create an environment for the growth of new businesses through entrepreneurial endeavors.

NEW STRATEGIC PLAN PREPARES CHAMBER FOR FUTURE

CARRIE STUART, PRESIDENT | GETTYSBURG ADAMS CHAMBER OF COMMERCE

As we continued offering great programs and opportunities for business and personal growth and development for leaders in Adams County, in 2017, the board of directors of the Gettysburg Adams Chamber embarked on a much needed strategic planning process. It can be hard to hold up a mirror and really analyze what we offer to the community and how we are doing, but it is a necessary step in any organization's growth. The support of a consultant specializing in chamber and association planning was utilized to lead us through a very thorough evaluation.

During this process, members were surveyed and interviewed, and focus groups were conducted by the independent consultant to gain the most honest answers about how we are doing and what members want and need. While there are many things we do that provide the necessary support to member businesses and organizations throughout Adams County, we also heard what we could be doing better now, outlined in the pillars of our 2018-2020 strategic plan.

Focusing on Our Members

As a membership based organization, it is critical that we continually evaluate member needs and be flexible in our approach to meeting those ever changing needs. During the data collection process, member businesses and organizations referenced a need for ongoing educational programming and networking opportunities with their peers. Through the committee structure, we will work to enhance current programs and add even more ways business leaders can connect with each other and their client/customer base.

Voice of Business

Through this planning process, one thing that came through loud and clear is a need for the chamber to be more proactive on legislative issues affecting the business climate in Adams County and our region. The Governmental Affairs Committee will work to determine areas of focus and monitor activity on legislative issues that impact our businesses and organizations, and keep members abreast of opportunities to take action in support of, or opposition to, legislation on the local, state or federal level.

Communications – Telling our Story

One common theme woven throughout all initiatives of the strategic plan is communications. Communicating to members, to media and to the general public about

legislative concerns, educational opportunities, member products and services, and fun events. All of these things are an important part of the Chamber and having a renewed focus on how we do that going forward will be important to the ongoing success of the Chamber.

Business/Entrepreneurial Development

With varying legislation at every level of government, the growth and development of local businesses can be a challenge that creates hurdles in order to be successful. We will continue working with our partners in economic development to fill in gaps that currently exist. Gaining a better understanding of the local municipal challenges facing businesses will be key to addressing those needs. With 34 local municipalities in Adams County having different guidelines and processes, navigating the waters of determining business location or relocation can certainly be challenging.

Economic development in a rural community is not always easy! The agricultural base is critical to maintain and balance with residents' expectations of products and services. Where do we put everything and maintain the beautiful rural landscapes we love to see? These questions can only be answered by having open lines of communications, and by working together.

Workforce and Leadership Development

No matter what generation we look at, there are unique personalities and expectations, and all can benefit from ongoing training and education. Those who are more seasoned have so much to offer from their experiences and those just starting have fresh perspectives and energy. Bringing those talents and skills together to enhance the future workforce and community leaders is critical to the success of businesses and organizations of Adams County.

Engaging our partners and the business community to offer workforce development and leadership training is a focus in the coming year and we work to provide the best opportunities for individual growth and success.

Adams County is a great place to do business and the Gettysburg Adams Chamber is committed to continuing to work toward enhancing the overall economic climate in Adams County.

Would you like to help? Contact the chamber today to lend a hand and be a part of something great.



WWW.

Search

WHAT EVERY BUSINESS OWNER SHOULD KNOW ABOUT SEO

CRYSTAL GROVES, OWNER | MISFIT INTERACTIVE LLC

There's a lot of internet slang out there when it comes to marketing your business, the biggest of which is "SEO." You know your business needs to be online and visible, but where to start? How can you wade through the sea of technology and make sure your business is competing with everyone else on the internet?

What is SEO? And Why is SEO Important?

SEO stands for "Search Engine Optimization," a free way to get organic traffic to your website based on what a potential client might be searching for using engines like Google or Bing. For example, if someone searches for "tax preparation" and you own a tax preparation company, you want to show at the top of those results. But if you haven't optimized your business and website to do so, you may lose out to a competitor who is.

Approximately 81% of shoppers conduct online research before buying and more than 85% of consumers use the internet to find local businesses (Yelp). About 97% of consumers will read online reviews for local businesses every year, and 49% of those need at least a four-star review rating before they will choose a business (Bright-Local). Be ahead of any potential problems by being aware and taking control of your online presence.

Local SEO vs. Organic SEO

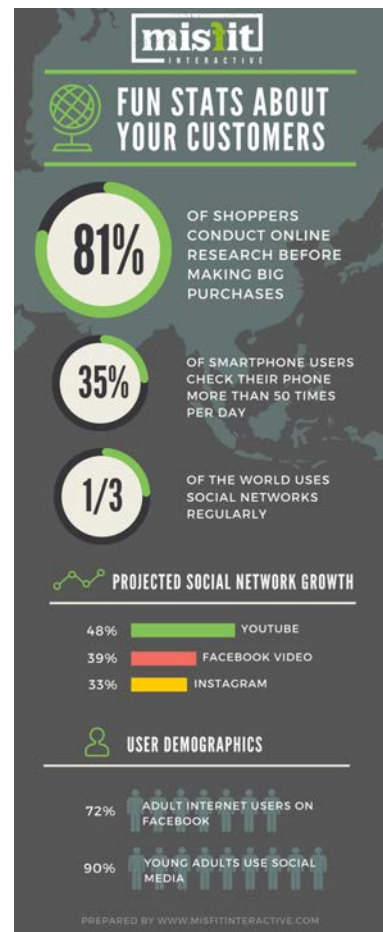
SEO is SEO, but there's a slight difference between ranking locally and ranking globally. The main difference is that local SEO has the geographical component tied in. You have no need to search for a restaurant in California when you are living in Gettysburg unless you are planning to travel there. So when folks, especially tourists, are searching for a Gettysburg restaurant, they are expecting local results from that search. As a business owner, you want to understand how to get those local results, starting with a Google Business listing (Google.com/Business).

Also, always ask for reviews and provide easy ways for your customers to leave reviews by providing links to places like Yelp, Facebook, Google, etc. Most customers are happy to leave a review.

On-Page Versus Off-Site SEO

On-page SEO is the method of optimizing your actual business website to rank higher for relevant traffic. This is usually done with well cultivated content, getting a site audit done, and fixing any structural/code issues with your website. The technical aspects of this, like site structure, are usually not something a business owner can do easily or comfortably, so we recommend hiring a web person to come in and help out with that. However, when it comes to content, you know your business better than anyone so the content can definitely be something you can be involved in. Take some of the questions that are asked frequently about your business and turn them into informative articles of 900+ words and put that kind of information on your website.

Off-site SEO refers to various methods outside of your website to help boost your rankings in search engines. This is generally done through adding your company to various online directories such as Yelp, Yellowpages, Alignable, Social Networks, etc. Make sure your name, address and phone number is consistent across all directories you are linked to. Sometimes these changes can take a while to filter across all the directories, especially when you move your company to a new location, but there are services out there that can help make it easier.



Offsite SEO can also mean getting other sites that are seen as an authority in your industry to link back to your website or articles you have written. These are called backlinks, and are the meat and potatoes of off-site SEO. This can be tricky, because setting yourself up with mass backlinks from questionable sources can also negatively affect your ranks. It's important to seek out quality when finding ways to get people to link back to you.

The Importance of Videos and Images

As the internet becomes more and more a part of our daily lives, both personally and in business, there's a lot of distraction and noise to wade through to be found. One of the top methods people are utilizing is video marketing. There are so many vloggers (video bloggers) out there killing it because they are providing a personal touch to their brand and giving people content that is visually appealing. Not only can video help your brand become more visually appealing, it will also help your SEO, as Google will rank certain videos for keywords that have been placed into the video meta data (meta data being the fancy term for content, keywords, etc.). I know I'm more likely to click on a video tutorial than I am a written one.

Images follow the same suite as video, providing a visual connection with your potential client that makes them pause and absorb what you are trying to convey. How many of you are on Facebook via your smartphone all the time (I know I am addicted)? When you scroll through your timeline, do you pause more for a paragraph of text, or for an eye-catching image or video? For me, and for most people, it's the latter. Consumers are also way more likely to share videos and images than they are text-based content.

Things to Keep in Mind

There are endless ways you can market your business online. The goal is to make sure you are in control of your online presence, maintaining that presence regularly, and defining some goals about how you want to portray your business online. You can create content all day long, but if you aren't pushing that content in a way that supports your goals, and in a place that makes sense, you won't get a return on that effort or investment.

Looking to increase conversions, increase high-quality traffic, or simply boost your websites search engine optimization? Contact Misfit Interactive at 443.536.1520 or cgroves@misfitinteractive.com.

Have an article to submit?

How about an idea for an article?

Submit your thoughts to news@gettysburg-chamber.org.



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CHAMBER NEWS

Board of Directors

The board heard from attorney and developer Steve Rice about two pending lawsuits against Straban Township regarding traffic impact fees. The board voted to draft a very firmly worded letter to Straban in support of making business fair in the township. Board members approved the proposed budget for a new event, AC BizCon, a day-long business summit planned for October at the Gettysburg Hotel. The board also approved re-establishing a GoFundMe page to solicit donations for beautification projects across the county, including flowers on Lincoln Square in Gettysburg. Per committee recommendation, the board approved a \$500 donation to Ruth's Harvest from the proceeds of the Adams County Community Prayer Breakfast. New members approved at the February meeting include Interstate Festival Group and Tender Care Pregnancy Center.

Golf Committee

The committee is planning the chamber's annual Golf Outing for June 21 at The Links at Gettysburg, with a tee time of 1:30 p.m. Cost is \$500 for a member foursome, \$550 for a future member foursome, \$550 for a member foursome with hole sponsorship, and \$125 for individual golfers. Confirmed sponsors include Adams Electric Cooperative Inc., UPMC Pinnacle Hanover, C.S. Davidson, and Holiday Inn Express. Hole sponsors, at \$75 each, are needed and can contact Jennifer McCleaf at jenniferm@gettysburg-chamber.org.

Governmental Affairs Committee

One of the pillars of the chamber's strategic plan is to be "The Voice of Business," so the committee sought input from the Pennsylvania Chamber of Business and Industry on ways to enhance advocacy efforts. Based on this discussion, the committee will develop a policy for board approval to help with endorsement of local issues in a timely manner. The committee hosted the annual Legislative Luncheon on Friday, March 23, featuring state legislators Senator Rich Allway and Representatives Dan Moul and Will Tallman. A program with Congressman Scott Perry is planned for April 30 at 11:45 a.m. at the Gettysburg Hotel.

Marketing Advocacy Committee

The committee is working on a proposal to update the chamber's brand and website. Member website design companies were invited to the February meeting to discuss what the chamber needs to consider in developing a request for proposal. A projected launch may coincide with the chamber's 100th anniversary in April 2019. The committee recommended to the board of directors to renew the partnership with the Gettysburg Times for the Gettysburg2Go app. The next meeting will see the committee reviewing results from a recent membership survey on communications, in line with the strategic plan.

Membership Committee

To reach the membership growth goals of the strategic plan, the committee and board of directors is reaching out to 104 potential members via a "New Year, New

Opportunities," postcard and phone follow ups. Many of the contacts are former members. Committee members are also working with the Awards Committee to increase participation in the chamber's award recognition program. The new awards application has been completed and is a simplified version of previous versions. Awards are now called Business Excellence Awards and include: Adams County Educator of the Year, Environmental Stewardship, Family Owned Business, Nonprofit of the Year, and Small Business Person of the Year. Awards will be presented Wednesday, May 16, during the Awards Breakfast at Cross Keys Village - The Brethren Home Community. The next County Connections breakfast is June 7 at the Bridges Golf Club in Abbottstown. A new member orientation will be held in June.

Taste of the Town

The committee is finalizing preparations for the expected sell-out Taste of the Town, held at Liberty Mountain Resort. Thanks to sponsors Cintas, Susquehanna Style, Adams Electric Cooperative, WellSpan Health, Redbud House, PepsiCo, Comfort Suites Gettysburg, TOPS and Gettysburg Day Spa.

Wine Festival

Work is well underway for the planning of the Gettysburg Wine & Music Festival, Sept. 8-9. All 27 winery spots and 10 food vendor spots are secured, as well as most of the craft vendor spots. Tickets go on sale April 1.

ECONOMIC OUTLOOK BREAKFAST



featuring **ECONOMIST RHEA THOMAS**

WEDNESDAY, APRIL 18

Registration & Breakfast, 7 a.m. | Program, 7:30 a.m.

WANT TO KNOW MORE ABOUT THE YEAR AHEAD?

Join us for a look at the factors that will determine your bottom line from the economist who advises M&T Bank's investors.

Eisenhower Hotel
2634 Emmitsburg Road
Gettysburg, PA

\$17/MEMBER | REGISTER @ GETTYSBURG-CHAMBER.ORG



DID YOU KNOW?

When consumers know that a large business is a member of the chamber, they are likely to patronize the company more often, to express favorable opinions about the company, to know more about the company, and to buy the company's products (*Shapiro Group Study*).

For example:

- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are **50% more likely** to eat at the franchise more often, and
- When consumers know that an insurance company is a member of the chamber of commerce, they are **43% more likely** to consider buying insurance from it.

Those are stats you can't ignore! Let your customers know your business is a proud member of the local chamber.

NEW MEMBERS

T. M. Becker – Author

Steph Becker
124 Old Town Road
Gardners, PA 17324
717.486.7812
mjgnjbhood@embarqmail.com
Arts & Recreation – Author

Interstate Festival Group

Rob Immer
638 Picadilly Dr.
Hagerstown, MD 21740
301.259.1331
info@interstatefestivalgroup.com
interstatefestivalgroup.com
Arts & Recreation

Tender Care Pregnancy Centers Inc.

Vincent Pacelli
300 John St.
Hanover, PA 17331
717.633.9685
debbieroyston@gmail.com
tendercare.org
Health & Human Services –
Health Care Services

MEMBER RENEWALS

50+ Years

Gettysburg Construction Co.

40-49 Years

Drummer Boy Camping Resort
Raffensperger, Martin & Finkenbiner LLC

30-39 Years

Adams County Office for Aging Inc.
Gettysburg Campground
Historic Round Barn & Farm Market
The Merchandiser
Wellspan Gettysburg Hospital
YWCA Gettysburg & Adams County

20-29 Years

AAA Central Penn/AAA Travel
Adams County Nursery Inc.
Alexander's Well Drilling
Artillery Ridge Enterprises
Bream Orchards LLC
Central Pennsylvania Transportation Authority dba
rabbittransit
Codori Memorials LLC
Eisenhower Hotel & Conference Center
Gettysburg Heritage Center
Gettysburg Times
gettysburg.com
H.A.R.T. Center
Hartman & Yannetti
Mission of Mercy
Peters Funeral Home Inc.
Roaring Spring Water
Teefer Law Office

10-19 Years

Adams County Arts Council
Adams County Historical Society
B-There Environmental Services LLC
Cannon Cleaning Service Inc.
Goin' Postal Gettysburg
Hanover Country Club
Kennie's Markets Inc.

Keystone Fur Dressing Inc.

Manpower Staffing Services
Pabody Insurance Agency
Pabody Insurance Agency
Pennsylvania Chamber Insurance
Possum Valley Municipal Authority
Schmuck Lumber Company Inc.
Scott & Co. Fine Jewelers
Strayer, Charles "Skip"
The Pike Restaurant and Tap House

5-9 Years

Adams County Farmers' Market
Association Inc.
Affiliated Power Purchasers Int'l LLC
Aflac
Big Hill Kennel
Brienna Richelle Photography
Etched in Time
Event Central
Gettysburg Community Theatre
Gettysburg Dental Associates
Lincoln Leadership Institute
Littlestown Veterinary Hospital
School Express Inc.
Wide Open Communications

1-4 Years

All Sound Pro
Animal Wellness Clinic
Brother Floyds
Caring Matters Home Care
Gallery 30
Gettysburg Trading Post
Jones, Dr. Walton
Penn National Insurance
PSI Pumping Solutions Inc.
Terri L. Matlock Associate Broker at
Berkshire Hathaway HomeServices Realty
Wellspring Search LLC

Join the
CHAMBER

CONTACT



Carrie Stuart

President
carries@gettysburg-chamber.org
717.334.8151



Jennifer McCleaf

Membership & Events Director
jenniferm@gettysburg-chamber.org
717.334.8151

CHAMBER EVENTS

APRIL 8

Taste of the Town | 2-5 p.m., Liberty Mountain Resort

APRIL 10

Adams County Business Content Deadline

Advantage Adams Healthcare Panel | 7:30 a.m.
Robert C. Hoffman Room at HACC Gettysburg Campus

APRIL 12

Legislative Committee | Noon, Gettysburg Eddie's

APRIL 18

Economic Breakfast | 7 a.m., Eisenhower Hotel

APRIL 19

Membership Mixer | 5-7 p.m., TBD

APRIL 26

Board of Directors | 7:30 a.m., Adams Electric Cooperative Inc.

APRIL 30

Discussion with Congressman Perry | 11:45 a.m.-1:45 p.m.
Gettysburg Hotel

COMMUNITY EVENTS

APRIL 6

Upcycled Art Show and Silent Auction
Adams Rescue Mission Inc.
717.334.7502 ext. 26 | adamsrescuemission.org

First Friday Gettysburg Style, "Leap Into Spring"
gettysburgretailmerchants.com

APRIL 7

President Lincoln Comes to Town
National Cemetery | 1 p.m.
The Dobbin House | 6:30 p.m.
gettysburgbedandbreakfast.com

Music Day: A Musical Celebration for the
Adams County Arts Council's 25th Anniversary
Arts Education Center | 10 a.m.-3 p.m.
adamsarts.org

APRIL 8

Taste of the Town | 2-5 p.m.
Liberty Mountain Resort
717.334.8151 | tasteofgettysburg.org

APRIL 14

Gettysburg Community Theatre Gala | 7-11 p.m.
Oxford Hill Manor, New Oxford
717.334.2692 | gettysburgcommunitytheatre.org

APRIL 21

Free Property Tour | 2 p.m.
The Farnsworth House Inn
717.334.8838

APRIL 22

8th Annual Gettysburg North-South Marathon
Gateway Gettysburg Complex | 8 a.m.
gettysburgnorthsouthmarathon.com

APRIL 27-MAY 13

Disney's "Beauty and the Beast" Jr.
Gettysburg Community Theatre
717.334.2692 | gettysburgcommunitytheatre.org

APRIL 28

Adams County Children's Advocacy Center
Pinwheel Gala | 6-10 p.m.
Liberty Mountain Resort
kidsagaincac.org

APRIL 28-29

Bees 'n Blossoms Festival | Noon-5 p.m.
Hollabaugh Bros. Inc. Fruit Farm and Market
717.677.8412 | hollabaughbros.com

Make Your Business Stand Out

Ensure your business stands out on the most popular section of the chamber's website -- the Chamber Membership Directory. Last year members were referred **5.8 million** times to potential customers.

Boost your referrals for a full year by selecting the package that best suits your goals, budget and the traffic you want to target.



Contact Jennifer McCleaf: jenniferm@gettysburg-chamber.org

JOIN US FOR OUR 68TH SEASON!

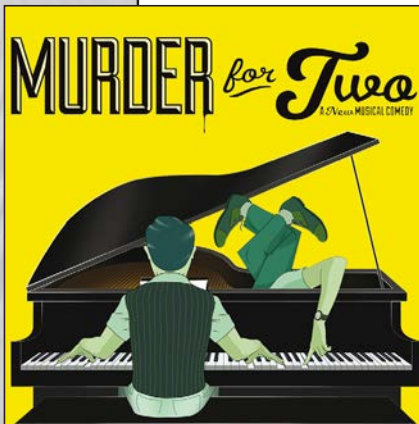


May 25—June 10

One of the most enduring shows of all time, Tim Rice & Andrew Lloyd Webber's *Joseph and the Amazing Technicolor Dreamcoat* is the irresistible family musical about the trials and triumphs of Joseph, Israel's favorite son. A show for the whole family! Sponsored by Edward Jones and Franklin County Visitor's Bureau

June 15—July 1

Ain't Misbehavin' is one of the most popular, well-crafted revues of all time and winner of the 1978 Tony Award for Best Musical. Sponsored in part by Essis & Sons Carpet One, Madeira Chiropractic, and Starr Insurance



July 6—July 22

A small town policeman has only a short amount of time to find a killer and make his name before the real detective arrives. Two performers play 13 roles - not to mention the piano - in a witty and winking homage to old-fashioned murder mysteries. Sponsored by F&M Trust

July 27—Aug 19

A mother. A daughter. Three possible dads. And a trip down the aisle you'll never forget! Non-stop laughs and explosive dance numbers combine to make *Mamma Mia!* a guaranteed smash hit that will have audiences dancing in the aisles! Sponsored in part by Walker, Conner & Spang, LLC



BONUS SHOW! Aug 21-26

Audiences will howl with laughter as two zany guys playing two crazy gals light up the stage in the Off-Broadway comedy about Bingo, family bonds, diet crazes, winning, losing, and sibling rivalry.

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717-352-2164

OUT AND ABOUT



Immigrants and Your Business Seminar | March 1 **Barley Snyder**



20th Anniversary Celebration in Honor of Carrie Stuart | March 2
Board of Directors



20th Anniversary Celebration in Honor of Carrie Stuart | March 2
Key to Gettysburg Presentation



Membership Mixer | Feb. 15
Thrivent Financial



Membership Mixer | Feb. 15
Thrivent Financial



Membership Mixer | Feb. 15
Thrivent Financial



Membership Mixer | Feb. 15
Thrivent Financial



Ribbon Cutting | Feb. 22
UPMC Pinnacle Gettysburg Multi-Specialty Center



Membership Mixer | Feb. 15
Thrivent Financial

Gettysburg Times

Mixer photos by Brienna Richelle Photography.

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GETTYSBURG ADAMS CHAMBER OF COMMERCE

GOLF OUTING

THURSDAY, JUNE 21, 2018



REGISTRATION DETAILS

Member Foursome	\$500
Member Foursome w/ Hole Sponsorship	\$550
Future Member Foursome	\$550
Individual	\$125

*Includes greens fee, cart, putting contest, group photo, snacks/beverages on the course, prizes and dinner (pit beef, grilled chicken, baked ziti, green salad, local sweet corn and dessert).

REGISTER NOW

Contact Jennifer McCleaf to register by **JUNE 14**
jenniferm@gettysburg-chamber.org | 717.334.8151



LUNCH & Learn



Thursday, April 12 | 11:30 a.m.-12:20 p.m.
at the Gettysburg Adams Chamber of Commerce
Presented by Dr. Smitha Nair

Join your chamber for a **FREE** program over the lunch hour. Please bring your own lunch to enjoy.

A Paradigm Shift in Health Care



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REGISTER at gettysburg-chamber.org or 717.334.8151



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www.gettysburg-chamber.org

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