

Adams County

BUSINESS

September 2018

**Cross Keys Village -
The Brethren Home
Community**



**BEST practices for
Responding to
Reviews**

BUSINESS BRIEFS

ADVOCACY UPDATE

EVENTS CALENDAR



How to Win Customers and Reduce Lost Sales

presented by Bill Drury

October 25, 2018

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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.

1382 Biglerville Road, Gettysburg, PA 17325 | 717.334.8151
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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.

Great Place to Work Institute honored **SpiriTrust Lutheran®** with a certificate as a Great Place to Work. There were nearly 500 surveys considered. Employee rankings were based on their experiences no matter the job or who they are. Robert L. Rundle, president & CEO says, "We scored really high in people feeling they make a difference by what they do here at SpiriTrust Lutheran® and that their work has special meaning and isn't 'just a job.'"



Doceo Office Solutions announced the hiring of Vice President of IT Services, Kenneth Saxe. Saxe, along with Chief Technology Officer, Christian White, will oversee efforts to offer IT services. Ken has worked with technology for over 36 years and is a graduate of LeTourneau University. Saxe ran a successful accounting and technology business, Saxe & Associates, Inc., which Doceo now has acquired and includes the existing IT clients.

Adams County Community Foundation awarded \$148,712 in grants to 14 nonprofits. Nonprofits were chosen based on their ability to support the community's most vulnerable or support collaborative improvements in affordable housing, transportation, economic development, and activities which benefit young people. A list of the nonprofits and donors can be found at: www.adamscountycf.org/community-foundation-awards-148000-in-grants/

The Outlet Shoppes at Gettysburg announced Curt Boteler as the new property general manager. Boteler has over 25 years experience in commercial real estate and is known for his first class retailer relations and leadership. Boteler has a Certified Property Manager (CPM) designation from the Institute of Real Estate Management and serves on the West-Central Maryland Chapter Board of Directors. Boteler was a senior commercial property manager at Westview Promenade and worked for other national shopping center companies.

Gettysburg National Military Park and Eisenhower National Historic Site has a new acting superintendent, Lewis H. Rogers Jr., until late November 2018. Rogers serves as superintendent of Petersburg National



Battlefield and previously served in other key leadership roles at other national parks. Rogers has over 30 years of National Park Service experience. He helped create the friends group at Petersburg National Battlefield and works collaboratively with park partners, and manages all aspects of park operations.

Gettysburg Foundation worked with **Gettysburg National Military Park** to make improvements to the Museum and Visitor Center. More than 100 new geothermal wells have

been drilled on the property that give greater energy efficiency, car-charging stations were installed for electric automobiles, and lighting has been installed in the lobby that adjusts to outside lighting. These changes reduce the carbon footprint and keeps the LEED-Gold certified status. Other improvements include: automatic doors, a new pavilion, repainting crosswalks and parking areas, and phone charging stations.

SpiriTrust Lutheran Home Care & Hospice is celebrating 40 years of health care and services in the comfort of your home. The agency has grown from fewer than ten employees serving one county to over 400 employees serving in 18 counties in Pennsylvania and three in Maryland. SpiriTrust Lutheran Home Care & Hospice earned and maintained an excellent reputation for their quality of care and compassion throughout the areas it serves.

Doceo Office Solutions has been named to the Central Penn Business Journal's 22nd annual list of the Top 50 Fastest Growing Companies in Central Pennsylvania for the second time. Companies are required to show revenue of at least \$500,000 in each of the fiscal years ending in 2015, 2016, and 2017 and revenue growth in 2017, as compared to 2015, to be eligible. A ranked list of honorees and their financial growth will be in the September 21 issue of the Central Penn Business Journal.

Christopher W. Toms, P.E., former municipal engineer at **C.S. Davidson, Inc.**, is the next Chief Operating Officer (COO). Toms will continue to shape the firm's long-standing commitment to civil engineering excellence and serve as a member of the Senior Leadership Team to oversee the operations of the firm. As COO, he will continue to provide clients with the high level of service they have come to expect from C.S. Davidson.



The YWCA Gettysburg & Adams County promoted Kristen Mooney to membership director. She has been an employee for five years at the service desk. The deputy director position was filled by Carly Sterner, who will provide administrative and managerial assistance to Deb Geesey, Executive Director.

The Gettysburg Times hired April Kuykendall as circulation manager. She will handle subscriptions, ensure deliveries, create rates for new promotions and field customer requests.



Rotz & Stonesifer, P.C. announced that Senior Associate Jennifer Barrick, CPA as received the Pennsylvania Institute of Certified Public Accounts (PICPA) 2018 Young Leader Award. PICPA members are under the age of 40 who demonstrate extraordinary commitment to the accounting profession through their involvement in

the PICPA and community activities. Barrick joined the firm full-time in 2015 and her areas of practice include tax and accounting services to individuals, small and medium-sized businesses, and nonprofit organizations.

Adams County Community Foundation awarded a \$10,000 grant to **Mission of Mercy's** dental program. Mission of Mercy provides free fillings and extractions and are in the final stages of a new mobile dental clinic. The new vehicle will have two or three dental chairs which means the set up and break down of equipment is no longer required. They can see patients immediately with a goal of 2,400 patients annually. Once a month, volunteer dentists set up a mobile clinic during regular clinic hours at Gettysburg Foursquare Church in Gettysburg.



Denise Gareis has joined **Berkshire Hathaway HomeServices Homesale Realty** as a Realtor. Gareis will focus on residential sales in York and Adams counties. She will be working hard for her clients' needs and making sure they are satisfied every step of the way.

Smith Elliott Kearns & Company, LLC was named a national leader in *INSIDE Public Accounting's* 28th annual ranking of the largest accounting firms in the nation, the IPA 200. IPA is an award-winning newsletter for the accounting profession. It is one of the most comprehensive lists of its kind and the most current snapshot of the financial and operational health of accounting firms. More than 550 firms participate and SEK&Co ranks 188th largest public accounting firm in the nation.



Tereasa Forbes is named Gettysburg Director of Operations by **Berkshire Hathaway Homesale Realty**. Forbes will work with the existing Gettysburg team to grow and enhance the operations and market share. Forbes has a wealth of knowledge across multiple disciplines. The knowledge from her previous roles has prepared her with the expertise needed to guide agents to success. Forbes started her career in 2001 and gained her associate broker's license in 2005.

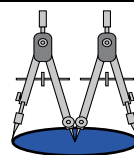
Wellspring Search, LLC, a digital marketing agency in Gettysburg, PA and Frederick, MD, acquired Local Lead Link, LLC, an SEO agency based in Pheonix, AZ and Minneapolis, MN. Local Lead Link Founder Scott Novak says, "We chose to partner with Wellspring Search because they have a process-driven set of systems for delivering value and we wanted our customers to benefit from them."



Ribbon Cutting
July 6 | The Blessing Shop



Ribbon Cutting
July 25 | Hilton Garden Inn



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MEMBER SPOTLIGHT

HOLLY SHEARER | CROSS KEYS VILLAGE



Tell us about your business.

The mission at Cross Keys Village is, "a Brethren ministry dedicated to enriching the lives of older adults." That mission is my ultimate responsibility as Wellness Director.

What are your primary responsibilities?

My day-to-day responsibilities are managing the wellness team, implementing strategies and campus-wide planning programs that benefit our audience's health, safety and well-being.

How do you stay engaged with industry trends?

I regularly attend conferences through LeadingAge, LeadingAge PA, and ICAA. I network with other wellness professionals and participate in educational seminars to stay up to date with the latest trends. The most helpful tool, however, is engaging with the residents and community members that we serve; by spending time with them, I can better understand their overall wellness needs.

What motivates you to jump out of bed every morning?

Knowing that I am engaging the campus and community in our five dimensions of wellness (spiritual, emotional, intellectual, physical and social) motivates me.

Do you have any advice for new business owners?

Adams County is in one of the fastest-growing regions in Pennsylvania. Adams County has a diverse economy, excellent healthcare facilities and school districts, and beautiful, history-rich landscapes that make it a great place to do business.

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

The Gettysburg Adams Chamber of Commerce is a wonderful resource for networking. With the ever-changing world of social media, the chamber engages their members with small gatherings that connect the business community.

As a business in Adams County, how do you give back to the local community?

Cross Keys Village offers wellness memberships to community members who are 55 years or older. We offer numerous support groups for caregivers and persons living with Parkinson's and Alzheimer's disease. We host musical entertainment in our Nicarry Meetinghouse which is open to the public. We invite you to visit the [events](#) page on our website for more information about programs, educational classes and events offered to the community.

When you're not working, where in Adams County do you spend your time?

Visiting local wineries, restaurants, small shops and volunteering. I'm looking forward to volunteering at the Gettysburg Wine & Music Festival!

ADVOCACY UPDATE

INCREASED FUNDING FOR DCED PA SENATOR RICH ALLOWAY

It is critical for state lawmakers to support programs that help build stronger communities. Although Governor Wolf tried to cut \$22 million in funding from the Department of Community and Economic Development (DCED), lawmakers worked hard to not only restore his proposed cut, but actually increase funding for DCED. As a result, an additional \$11.2 million in new funding for the department was added in this year's budget. The Keystone Communities program was one of the initiatives Governor Wolf sought to cut. The program allows communities to meet their specific revitalization needs – such as affordable housing programs and grants to support community planning and development – by building partnerships between the public and private sectors. Instead of cutting critical funding for the program, lawmakers actually added \$3 million to the previous year's total. The additional money will benefit communities throughout the state and support ongoing efforts to restore and maintain the character of rural and suburban Pennsylvania.



UPDATE ON AGRICULTURE INDUSTRY PROGRESS STATE REPRESENTATIVE DAN MOUL

Challenges facing the state's dairy industry, investments in combating the invasive spotted lanternfly and efforts to grow the agriculture industry were among the primary issues discussed at a joint meeting of the House and Senate Agriculture and Rural Affairs committees. The meeting was held at Penn State's annual Ag Progress Days. Agriculture Secretary Russell Redding offered an overview of issues, including efforts to help the state's dairy industry. He highlighted the new \$5 million appropriation in this year's budget for dairy, noting guidelines are being developed for grants that will be administered by the Commonwealth Financing Authority. The grants will be used for research and development, value-added processing, marketing and promotion, and organic transition assistance to support dairy producers. He discussed the success of the industrial hemp program, which was enacted into law in 2016. This year, hemp is growing on nearly 800 acres on more than 50 sites in 22 counties across the Commonwealth. The committee heard from Dr. Richard Roush, dean of Penn State's College of Agricultural Sciences, who discussed ongoing efforts to combat spotted lanternfly. This invasive species is found in 13 counties, mostly in the southeast and southcentral areas of the Commonwealth. It can have a devastating effect on fruit crops, such as grapes, as well as the hardwoods industry. The meeting closed with a panel discussion featuring Hannah Smith-Brubaker, executive director of the Pennsylvania Association for Sustainable Agriculture; Rick Ebert, president of the Pennsylvania Farm Bureau; Christian Herr, executive vice president of PennAg Industries; and Wayne Campbell, president of the Pennsylvania State Grange.



SUBSTANCE ABUSE RECOVERY CENTER IN ADAMS COUNTY ADAMS COUNTY COMMISSIONER MARTY QUALLY

"There are few stories that have dominated the news this year more than the opioid epidemic in America. We are no exception here in Adams County. This is why I have pushed for a substance abuse recovery center in Adams County. Every year through our Health Choices program, which is largely funded through medical assistance, funds are set aside for innovative projects intended to improve local services. The Mercy House Recovery Center project fits the description perfectly. We anticipate approval of funds in September or October. Our plan is to convert a vacant county building into substance abuse case management offices, private and group counseling rooms, a public drop-in center, and a few below market rate rental apartments. This building will be solely focused on those in need of recovery services, who have taken the steps to prove that they truly want to improve their lives. Addiction recovery takes personal and community commitment. Let's all hope that in 2019 Adams County takes a step forward to end the opioid crisis in our community."





BEST PRACTICES FOR RESPONDING TO REVIEWS

LAURA WITT MARES - QUALITY INN GETTYSBURG BATTLEFIELD

Before you make a purchasing decision, do you read online reviews? If so, you're not alone. According to a recent Business Wire survey, over 88% of respondents cite product reviews as the most important factor in deciding to purchase. And this goes far beyond Amazon reviews. Sites like Yelp, Google, TripAdvisor and Facebook give your potential customers the opportunity to compare your strengths and weaknesses against your competitors. Businesses can't afford to ignore negative reviews; an increased rating means more revenue for your business!

TIME IS MONEY

With so many websites hosting reviews it may seem overwhelming to tackle all of them, so spend a few minutes each day posting timely responses. Businesses can lose credibility when a response is more than a few days late. Most of the review sites allow you to sign up for alerts to let you know immediately when a review for your business has been posted.

THE GOOD NEWS ABOUT BAD REVIEWS

When you receive a negative review, step away from your computer to cool down before posting your response; don't get defensive. A well worded response gives you the opportunity to add a "silver lining" to a negative situation. Keep your tone professional- as tempting as it may be to write a scathing response, often this strategy can backfire. Start by apologizing and acknowledging the consumer's concerns. Explain how you will prevent this issue from happening in the future, whether that's by implementing more internal training or addressing the issue with the employee at hand. If you haven't already spoken to the guest in person, offer to take their complaint offline by providing your contact information and offering for them to contact you. If you have taken steps to satisfy the customer, include that in your response so future customers can see you've attempted to remedy the issue. Lastly, don't just respond to the review. Resolve the issue too. Analyze the review to identify the customer's core issue, then correct it.

LET'S GET PERSONAL

Avoid using generic responses for multiple reviews. Guests want to know that a real person is reading and responding to reviews.

DON'T (ONLY) FOCUS ON THE NEGATIVE

While businesses should make a point to respond to all neutral and negative reviews (3 star and below), don't ignore the positive reviews. Remember, your future customers are not only reading reviews, but they are also reading your responses. Responding to happy customers can build trust and show that you appreciate your customer base.

BE PROACTIVE, NOT REACTIVE

When you have a satisfied client, don't hesitate to ask them to share their experience online. Continue to proactively request positive feedback, which will help balance out any negative reviews any business will inevitably receive. Many of the review sites offer collateral that can be distributed to satisfied customers to encourage reviews.

MAKE A GOOD FIRST IMPRESSION

Arguably one of the most important review sites is Google. Whenever a potential customer Googles your business, your rating and a link to read reviews appears at the very top of the page. Good or bad, this can set the foundation for how a new customer views your business. With very little investment other than time, you can make the most of review sites and leverage them to best work to your advantage. Happy responding!



We're not typical electric utility workers. We work for a local not-for-profit cooperative. The 32,000 member-owners in Adams, Cumberland, Franklin, Perry and York counties are our top priority. We do what it takes to keep the lights on and help our members save energy. Adams Electric Cooperative: Owned by Those We Serve. To learn more, visit adamsec.coop.



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9:00 am - Registration
10:00 am - Walk Begins

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MEMBER RENEWALS

20-29 Years

HACC - Gettysburg Campus
Spiritrust Lutheran The Village at Gettysburg
Village Beverage Mart, Inc.
Lake Heritage Property Owners Association, Inc.
Gettysburg Foundation
Littlestown Foundry, Inc.
Penn State Mont Alto

10-19 Years

Adams Rescue Mission, Inc.
PCA Corrugated and Display, LLC
Hoffman Homes for Youth
Monumental Photography
Diana's Limousine Company
Steve Rice Law
Gettysburg Battlefield Resort
Buchart Horn, Inc.
Hampton Inn

5-9 Years

Optimist Club of Gettysburg

1-4 Years

Seminary Ridge Museum, Gettysburg
Animal Wellness Clinic
Fine Line Trim LLC
Advance Auto Parts
Cone Sweet Cone
Buddy Boy Winery & Vineyards
Wal-Mart #1537
East Berlin Area Community Center
Smith, Caroline

Ever walk into a room and feel like everyone is staring at you and you're not sure why? Everyone feels this way at least once in a while. But, there are some simple things you can do and keep in mind to help ease your anxiety. Network like a rock star!

DID YOU KNOW?

- **RELAX** so you can take advantage of the opportunity to make connections by **KEEPING IT SIMPLE**. Small talk can be difficult when you are anxious. But if you treat each event as a chance to hone your skills, it will get easier.
- Take a **DEEP BREATH** and **SMILE** before you walk in the door. What is the first image you want people to see? A smile immediately puts people at ease.
- Any situation is an opportunity to network - don't miss it! **SEIZE THE OPPORTUNITY** to make a new connection, help reinforce connections and just plain catch up with acquaintances. Connections lead to new customers, professional growth, new resources and new friends.

CHAMBER EVENTS

SEPTEMBER 2

Labor Day | Chamber Office Closed

SEPTEMBER 8-9

Gettysburg Wine & Music Festival | 11 a.m.-6 p.m.
Gateway Gettysburg Complex

SEPTEMBER 13

Governmental Affairs Committee | 12 noon
Gettysburg Eddie's

SEPTEMBER 18

Executive Committee | 7:30 a.m., Chamber Office

SEPTEMBER 20 - REGISTRATION OPEN

Membership Mixer | 5-7 p.m., Hollabaugh Bros
FREE | gettysburg-chamber.org

SEPTEMBER 27

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

OCTOBER 3 - REGISTRATION OPEN

County Connections Program | 11:30 a.m.
Harbaugh-Thomas Library

OCTOBER 11 - REGISTRATION OPEN

Lunch & Learn: Phising - Don't Get Hooked | 11:45 a.m.
Chamber Office

OCTOBER 25 - REGISTRATION OPEN

ACBizCon | 8-11:30 a.m. or 1-4 p.m., Inn at Herr Ridge

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- ♦ Community Partnerships...

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COMMUNITY EVENTS

SEPTEMBER 3

WellSpan Labor Day Free 5k
jgastley2@wellspan.org

SEPTEMBER 7-23

Annie, Gettysburg Community Theatre
gettysburgcommunitytheatre.org

SEPTEMBER 8

Healthy Adams County Heart Walk presented by
WellSpan
heart.org/adamswalk

SEPTEMBER 8-9

Gettysburg Wine & Music Festival
717.334.8151 | gettysburgwine.com

SEPTEMBER 13

Builder's Association of Adams County Golf Tournament
sueamiller88@comcast.net

SEPTEMBER 14-16

World War II Weekend
liberationofnewoxford.com | nps.gov/eise

SEPTEMBER 15

Downtown Gettysburg Scavenger Hunt
adamsarts.org

SEPTEMBER 16

Adams County Heritage Festival
icpj-gettysburg.org

SEPTEMBER 21-23

Harry Potter Weekend at Granite Hill
granitehillcampingresort.com

SEPTEMBER 22

Gettysburg Fall Outdoor Antique Show
gettysburgretailmerchants.com

SEPTEMBER 22

VNA Hospice Remembrance 5k Family Fun Run &
Walk
vnahanover.org

SEPTEMBER 22

The ARC of Adams County presents The Fabulous
Hubcaps
arcadamspa.org/events.html


SEPTEMBER 29-30

38th Annual Pippinfest
pippinfest.com



Join us for **LUNCH**
at Harbaugh-Thomas Library, Biglerville
Wednesday, Oct. 3

**11:30 Registration &
Lunch from Chez Cheri Cafe**
**12:00 Program & Anniversary
Recognitions**

 Cost is \$18 (future member \$28)

 RSVP by Sept. 26 to 717.334.8151 or
gettysburg-chamber.org

Membership Mixer

Thursday, September 20 | 5-7 p.m.

Hollabaugh Bros., Inc.

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Enjoy tours of the market and farm.
Mix and mingle with the local business
community as you enjoy light refreshments
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Register at gettysburg-chamber.org

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OUT AND ABOUT



Membership Mixer | July 19
Gettysburg Community Theatre



Membership Mixer | July 19
Gettysburg Community Theatre



Membership Mixer | July 19
Gettysburg Community Theatre



GETTYSBURG ADAMS CHAMBER OF COMMERCE GOLF OUTING THURSDAY, JUNE 21, 2018

Benefits the John R. White Endowment Fund of the Adams County Community Foundation

First Place, with a score of 55: Chuck Szarowski, Jr. (not pictured), Andy Riggle, Shawn Waybrant, Jeremy Miller



Second Place, with a score of 57: Ed Shuttleworth, Roger Heasley, Tim Rahn, Curt Christenson



Third Place, with a score of 57: Norris Flowers, Pete Hull, Del Gudmestad, Brian Sinnett



OTHER WINNERS

Ladies Closest to the Pin - Cheryl Young

Men's Closest to the Pin - Hal Wyatt

Ladies Longest Drive - Jenn Geesey

Men's Longest Drive - Del Gudmestad

Pot of Gold - Cathy Harner

Putting Contest - Steve Rasmussen

Fitted Driver from Dixon Golf - Roger Heasley

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Membership Mixer | July 19
Gettysburg Community Theatre



Groundbreaking | July 17
Amblebrook



Groundbreaking | July 17
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