

Adams County

BUSINESS

March 2018

How A Local Church is

GROWING

Through Love & Community



PLUS
Photography
That Stands Out

BUSINESS BRIEFS

STATE BUDGET UPDATE

EVENTS CALENDAR



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

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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.

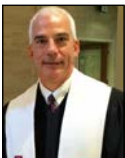
Big Brothers Big Sisters of York & Adams Counties was awarded a \$1,000 grant from **M&T Bank**. For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across the country.



DOCEO Office Solutions announces the promotions of Adin Mendizabal and Mike Patria, who each joined the team in 2015. Adin Mendizabal was promoted to set-up and recon supervisor and will oversee all new and reconditioned multifunction printer set-ups, manage parts inventory and provide supervision and training to the warehouse team. Mike Patria was promoted to manager of operations and logistics. He will oversee equipment and supply deliveries, inventory and warehouse facility management.



Gettysburg Community Theatre marked its 10th anniversary season on February 2 during the opening night of *Disney's Sleeping Beauty Kids*. Gettysburg Mayor Ted Streeter presented a proclamation naming February 2 "Gettysburg Community Theatre Day." In honor of the anniversary, Kristine Witherow, **Harvest Investment Services** owner and community theatre board member, started an endowment fund for the theatre through the **Adams County Community Foundation**.



The Rev. Dr. Mark Englund-Krieger has been named transitional pastor at **Lower Marsh Creek Presbyterian Church** for two years with an openness to the future. He previously served as executive presbyter of the Presbytery of Carlisle since 2005, and earlier was head pastor at several small and mid-size churches in Illinois and western Pennsylvania. He is the author of two books:

The Presbyterian Pendulum and *The Presbyterian Mission Enterprise*. His goal is to foster a relational ministry that grows the church in ministry, missions and size.

rabbittransit is forming transportation advisory groups in Adams, Columbia, Cumberland, Franklin, Montour, Northumberland, Perry, Snyder and Union counties to discuss solutions for issues related to local and regional public transportation. A similar group exists in York County, known as the Transportation Partnership on Mobility. The groups will include individuals with disabilities, seniors, families, advocates, community members and service providers.



Anne M. Day has been hired as the director of human resources for **Rotz & Stonesifer P.C.**'s Chambersburg office. Day will work on recruiting, policy and procedure writing and federal and state compliance. She graduated from Elizabethtown College with a degree in human services and received Professional Human Resources certification in 2007.



Rotz & Stonesifer P.C. announces its merger with Darlene M. Kelly, Certified Public Accountant, of Chambersburg. Kelly has worked in public accounting for more than 40 years, specializing in individual and small business tax preparation and estates and trusts. Rotz & Stonesifer will continue to serve Kelly's clients with the personal and quality service they expect, with more than three decades of experience and a wide range of services. Kelly will continue her accounting work in Rotz & Stonesifer's tax department.

Smith Elliott Kearns & Company LLC recently promoted staff in many of its regional offices.



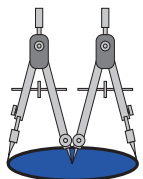
Laura M. Garner, Carlisle office, was promoted to support accountant supervisor. She provides payroll and bookkeeping services to clients and had several years of experience in bookkeeping for a construction business before joining the firm in 2012.



Charli E. Heilmann, Hagerstown office, was promoted to supervisor and will continue to provide audit and other attestation services to clients in a variety of industries, including broker-dealers, investment advisors, local governments and nonprofits. She earned a bachelor's degree in accounting and economics from Shepherd University.



David A. Myers, Hanover office, is now supervisor and provides accounting and tax services to a variety of small to medium sized business clients, focusing on corporate tax preparation and planning, and manages



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not-for-profit tax filings. He earned a bachelor's degree in accounting from York College of Pennsylvania.



Lauren B. Ryder, Hagerstown office, was promoted to senior associate. She provides firm-wide estate/trust taxation and probate services to clients and works in individual and small business taxation. Ryder earned a bachelor's degree in business administration with an accounting concentration from the University of Maryland, and is currently working toward a masters of business administration from Frostburg State University.



Kristin A. Taylor, Chambersburg office, was promoted to senior associate. She audits governmental entities, nonprofits and financial institutions. She graduated cum laude from Lock Haven University with a bachelor's degree in accounting and business administration.



Evan M. Wabrick, Carlisle office, was promoted to supervisor. He primarily works with medical practices, construction, manufacturing, retail and distribution, real estate and individual clients. He earned a bachelor's degree in business administration, majoring in accounting, and a master's degree in business administration from Shippensburg University.



Smith Elliott Kearns & Company LLC admitted Nathaniel L. Fissel as a member of the firm. Fissel advises closely-held businesses and high net worth individuals on complex federal income tax compliance and tax planning issues. He specializes in advising on choice of entity structure for new businesses and corporate reorganizations, which are often the result of merger and acquisition activity or succession planning. Fissel joined the firm in 2004 and is based in the Hanover office. He graduated cum laude with a bachelor's in accounting from Mount St. Mary's University and earned a master's in taxation from the University of Baltimore. He is active in the community and serves as treasurer of Eichelberger Performing Arts Center.



SpiriTrust Lutheran recently presented its 2017 Karen A. Rohaly Award to Robin Arnold, an RN and the center manager for the agency's LIFE program in Cumberland County. Arnold was nominated for the award by her co-workers for her high level of creativity in her position, keeping staff and participants engaged, creating a family-like environment at the center, identifying potential problems and working to prevent significant issues from arising. She fulfills her role with outward calm, professionalism and expertise.



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MEMBER SPOTLIGHT

MARK CHESTER, GETTYSBURG FOURSQUARE CHURCH

What are your primary responsibilities?

As lead pastor of Foursquare, it is my responsibility to oversee the overall direction and mission of our church and provide leadership and support to the various department leaders who are actively engaged with the people who attend our church. Our church motto is "expressing faith through love." I believe it's one of my greatest responsibilities to guard and perpetuate this as the culture in every area of Foursquare. We will be a church whose faith in Jesus is reflected in our actions of love and grace to each person we encounter and serve – no matter who they are.

How do you stay engaged with trends?

By spending time with people and God everyday. Nothing keeps you more informed of the issues people face everyday than by listening to them share their stories. I love grabbing coffee or lunch with someone to hear about what is going on in their life. And equally important is making sure that I spend time with God everyday. Jesus was the ultimate "trend setter" – his life literally changed the calendar of history. My very best ideas for our church or advice that I've given someone has always come from listening closely to Jesus and hearing what he has to say. While engaging trends are important, they are also by nature temporary. I think our church will be most effective when we engage current trends with the timeless truths and values that Jesus came to proclaim.

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

What Americans typically think is "normal life" is far from it. We have grown so accustomed to the rush, stress and anxious feelings that we don't realize it is not normal, nor the way God intends for us to live. I am guilty like everyone else. So this past summer in the midst of our building project, I took almost three months off from all church related work, including the construction of our new building. It was not easy! It probably took me almost a month before I started feeling "normal again." It was life changing and allowed me to finish our building project. It also helped me gain fresh perspective and refueled my passion for the mission of our church. All business and organizational leaders face the same pressure – to keep up with the market, the competition or even our own ambition (which is rarely satisfied). We need to follow God's timeless advice given at the very beginning – and take some time off. One day a week and even some extended time each year (in my opinion). Most leaders want another secret or method to success but what we really need is to "be still and know God," which means knowing "I am not God."

How does the chamber help you?

I appreciate the many ways the chamber provides opportunities for local business and the people of our county to get together in many different formats. In the midst of all our busy lives, it is becoming more important than ever to learn how to develop real relationships (not through social media) and also to learn from each other which takes time and intentionality.



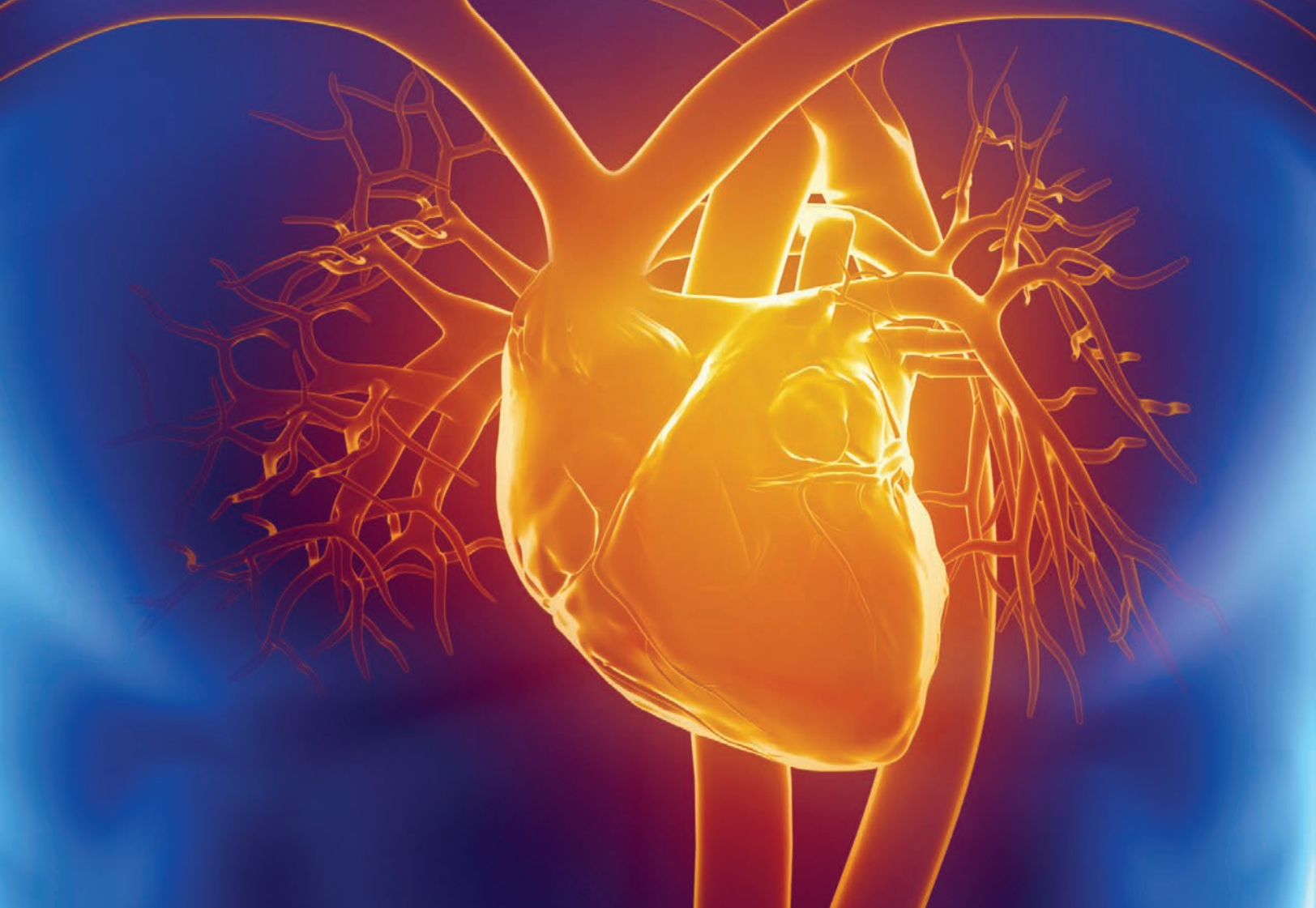
"We have grown so accustomed to the rush, stress and anxious feelings that we don't realize it is not normal, nor the way God intends for us to live. We need to follow God's timeless advice given at the very beginning – and take some time off."

BIZ BUZZ

Gettysburg Foursquare Church just held the grand opening celebration of its new home at 328 W. Middle St., Gettysburg. While some churches are struggling to find new excitement and congregants in an ever-busy world, this thriving denomination is growing thanks to a dynamic leadership team and their message of God's love. The construction project marks a huge expansion for the church – one they hope will help them serve the Adams County community even better.

While their gatherings are casual, they are serious about following Jesus. If you're tired of striving to be perfect, then join them as they laugh at their own imperfections in light of God's grace. Come as you are to services: Sundays at 8:30 and 10:30 a.m.





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PA BUDGET TALK

GENE BARR | PA CHAMBER OF BUSINESS AND INDUSTRY



Over the past six months, state revenue collections have been on a general upward swing – a positive sign for the Commonwealth's economy and fiscal outlook. Yet, for the fourth year in a row, the Wolf administration has proposed changes to the commonwealth's corporate tax structure that would negatively impact employers. While we agree that the state's corporate net income tax rate – which has the highest effect rate in the nation – needs to be lowered, we disagree that making a CNI rate reduction contingent on the implementation of mandatory unitary combined reporting is good for business. This complex, overly broad tax reporting system will only lead to increased administrative and litigation costs and will put Pennsylvania at a greater competitive disadvantage. We are also discouraged by the administration's continued push to target the natural gas industry with an additional punitive tax. This tax – which would be paid in addition to the impact tax and the other business taxes that the industry already pays – would risk the loss of further investment and economic opportunity in an area that could otherwise yield tremendous economic results for our state. However, we are relieved that no other broad-based tax increases on employers or working families has been put forth in this year's budget proposal.

Additionally, we are concerned with the governor's proposal to mandate an increase in entry level wages to \$12 an hour – a move that would significantly impact the commonwealth's small businesses and could lead to substantial job loss. Rather than mandating wage increases, our state officials should follow the recent actions of the federal government and focus on policies that will spur economic growth without mandates. In the weeks since the enactment of the Tax Cuts and Jobs Act, businesses across the nation have announced plans to increase wages and benefits for their employees. These companies understand that the federal tax reform package will vastly improve our nation's overall competitiveness in the global marketplace – giving employers the opportunity to reinvest back into their organizations and employees. This is how the market works when businesses are allowed to thrive – which helps to grow our economy and create more jobs.

We are encouraged by the administration's focus on workforce development – a key cornerstone of the PA Chamber's mission – which will help to close the existing jobs skills gap and foster workers' upward mobility in their careers. We look forward to continuing our work with Gov. Wolf, the General Assembly and our counterparts in the education and labor communities on this important initiative. Additionally, we support the administration's ongoing efforts to combat the opioid crisis that is currently plaguing the state and urge the governor's support of S.B. 936 – a commonsense proposal that would help address opioid addiction among injured workers – as part of the state's overall strategy.

FEDERAL

U.S. SENATOR PAT TOOMEY

I recently joined a bipartisan group of senators and introduced a bill to make permanent the temporary ban on congressional earmarks, which has been in effect since 2010.

The Earmark Elimination Act would create a point of order against any provision contained within a bill that matches the definition of an earmark. An earmark is defined as any congressionally directed spending item, tax benefit, or tariff benefit targeted to a specific recipient or group of beneficiaries. This point of order would only apply to the earmark, not the entire bill. If the point of order is raised, the earmark would be stricken unless a two-thirds vote of the Senate waived the earmark point of order.

For years, earmarks fueled overspending in Washington and undermined the integrity of our legislative process. We cannot afford to allow Congress to ever resume this practice and play pork-barrel politics with taxpayer dollars. Now is the time to get rid of earmarking for good.



FEDERAL

U.S. CONGRESSMAN SCOTT PERRY

The Tax Cuts and Jobs Act is already benefiting our economy. First, the new IRS withholding tables are available, which means many people will see changes in their paychecks beginning in February. Most people will be able to keep more hard-earned money in their take-home pay. As new compliance rules go into effect, the IRS has online tools to help small business owners address these changes. Please visit: <https://www.irs.gov/businesses/small-businesses-self-employed/online-learning-and-educational-products> to learn more. Our offices are available to assist you in this process as well. Please visit perry.house.gov to find the office closest to you.



STATE

REPRESENTATIVE DAN MOUL

I recently joined several of my House colleagues and statewide business leaders in announcing a package of bills designed to rein in overregulation that is discouraging businesses from locating in Pennsylvania, and adversely affecting jobs and the state's economy.

The legislative package would address unnecessary, excessive or duplicative regulations, and put the power back in the hands of elected officials who can be held accountable and must answer to the citizens they represent. Specifically, the bills would:

- Give the Legislature the ability to initiate the repeal of any state regulation in effect.
- Establish an Independent Office of the Repealer to undertake an ongoing review of existing regulations.
- Require legislative approval of an economically significant regulation.
- Make the permitting process more transparent.
- Require each agency to better educate the regulated community regarding implementation of any new regulation and its requirements.
- Improve the regulatory culture so the application of existing laws is collaborative, not punitive.

Pennsylvania currently has more than 153,000 state regulations affecting every industry in the Commonwealth. To see the 2017-18 Regulatory Overreach Report, visit www.RepMoul.com.



LOCAL

COMMISSIONER MARTY QUALLY

The Adams Economic Alliance recently made a public presentation to the Gettysburg Area School District regarding a LERTA for a project located within Gettysburg. LERTA stands for Local Economic Revitalization Tax Assistance, and as the name implies, it is a tax relief program used to revitalize neglected properties. In this case the alliance hopes to incentivize the development of a property located behind the bus station in Gettysburg. This property has been vacant for 20 years and contributes no taxes to Gettysburg, Adams County, or the GASD. The three taxing bodies and the Alliance have been working cooperatively to become educated on this matter. While the news is constantly filled with examples of discord and political in-fighting, we believe that public input and mutual respect and cooperation among local officials will result in a solution beneficial to Gettysburg, Adams County, and school district tax payers.






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All businesses share something in common: they want their customers' trust – trust in a quality product, trust in expertise and trust in a fair deal. Trust starts at the very first impression, which is often visual. Make a great first impression with professional business photography.

Presentation is Key: Trust A Professional

If your business can afford to work with a licensed photographer, do your research and find the best match for your specific needs.

A professional photographer has the training and capability to capture photos in all lighting scenarios with the use of proper equipment. They can handle various location circumstances, and their high quality cameras allow for infinite enlargement size opportunities.

Your professional photographer can shoot company promotions and events, take employee headshots and design business cards and flyers that stand out.

CASE STUDY: Henry Grossman and Steve Quinley, of TREYSTA technology management, hired the team at Leer Photography to do professional headshots of their employees. You can see the difference good lighting, a professional backdrop and a skilled photographer makes in the professionalism of the headshots.



"First impressions count," said Grossman. "A professional headshot reinforces our company's commitment to quality and professionalism."

Using a point and shoot camera or a cell phone can work, but for the very important instances like displays, promotional pieces, billboards or banners, using a professional photographer is the better choice. This way you are guaranteed proper equipment, a person with experience and a product with the best possible quality that allows you to use it in any size needed.

Start Small: Smart Phone Photography

Although ideal, using a professional photographer is not the only option for creating appealing photos to represent your business. You can use something that's easily accessible and budget-friendly – your smart phone. Here are some tips to get you started:



1 Know your phone. Doing extra research on settings and features specific to the device being used is very helpful. The internet will provide step-by-step instructions on how to activate all of the listed features.

2 Take the highest quality image you can. Set your phone to the highest picture quality and resolution it offers. If you take pictures at a lower resolution, you will not get a printable image.

3 Take care of your equipment. When taking a photo, always be sure to clean the lens on your phone's camera before you begin. With dirt, fuzz, and finger prints, you cannot expect the photos to be crystal clear. Take your phone's case off to prevent it from hindering the view of the subject.

4 Keep it simple. Focus on one subject alone, keeping the background clutter free. If you wish to zoom in on the subject, walk closer; using the zoom feature on phones diminishes the photo's quality.

5 Enhance your photos with natural light. Don't rely on the camera's flash. Instead, use natural lighting to enhance your photos. Photos outside with ambient lighting are better than inside with the flash.

6 Focus on the focus. To focus, tap the primary subject in the frame. If your phone doesn't choose the correct image to focus on, you may have a background in focus and a blurry subject.

7 Get the best exposure. Use the small "sun" icon on the screen to adjust for the best exposure, ensuring your subject is lit, rather than the background.

8 Use what pros call "the rule of thirds." First, go to your phone's settings and apply the grid lines, place the subject's eyes along the top visible line. The grid is highly beneficial while attempting to take any type of headshot but can apply to the location of a person in a candid shot as well.

9 Keep it steady. Place two hands on either side of the phone and hold the device up for three seconds after you think the photo has been taken. This ensures that the camera shutter has had enough time to complete its task, which maximizes camera stability and image clarity. Take more than one shot to ensure you have plenty to choose from. This way if one is blurry or someone blinks, you will have a backup option.

10 Look for unique angles. Alternate your point of view to create new and unique perspectives that help tell your story in a new and exciting way.

With a little patience and a lot of practice, your smart phone can provide you a well-balanced, appealing photo to represent your business for the small, everyday stuff, like social media.

For the big stuff, like headshots and events, hiring a professional is always best.



Leer Photography has been in business for 18 years with ample experience in all areas of portraiture. Corporate headshots are one of their specialties, and they would love to help tell your story. Contact them at 717.528.7535 or visit LeerPhotography.com.

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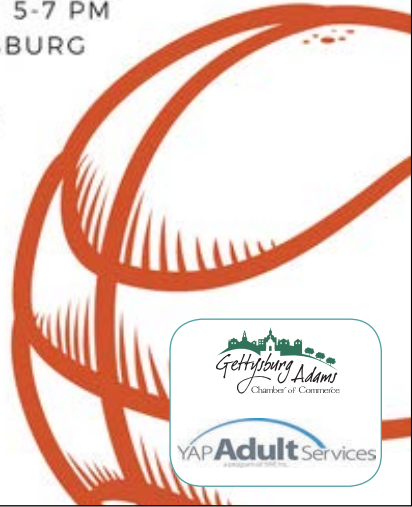
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International Paper
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Main Street Gettysburg Inc.
Met-Ed
Miller Enterprises T/A MacDonald Cleaning Co.
Richard Weidner Paving & Excavating Inc. LLC
South Central Community Action Programs Inc.
Spectra-Kote Corp.

10-19 Years

Adams County Children's Advocacy Center
Battlefield Harley-Davidson of Gettysburg

Courtyard by Marriott Gettysburg
Destination Gettysburg
GARMA
High Peak Tent Rentals
Hilton Garden Inn - Gettysburg
Mediation Services of Adams County
New Oxford Area Chamber of Commerce
Sharrah Design Group Inc.
Survivors Inc.

5-9 Years

Adams County Christian Academy
Artisans Design Build
Builder's Association of Adams County
David M. Green Bookkeeping & Tax Service
Gettysburg Fire Department
Mr. G's Ice Cream
Shentel/Sprint
The Manufacturers' Association

1-4 Years

Animal Wellness Clinic
Focus Foundation
Larry Swartz, Auctioneer
Law Office of Katrina Luedtke LLC
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Unified Energy Alliance

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

CHAMBER EVENTS

MARCH 1

Immigration Seminar | 8 a.m., Adams County Agriculture & Natural Resources Center

MARCH 8

Legislative Committee | Noon, Gettysburg Eddie's

MARCH 13

Adams County Business Content Deadline
Executive Committee | 7:30 a.m., Chamber Office

MARCH 14

Membership Committee | 11:30 a.m., TBD
10th Grade Career Fair | Gettysburg College

MARCH 15

Membership Mixer | 5-7 p.m., Youth Advocate Programs

MARCH 20

Marketing Advisory Committee | 3 p.m., Chamber Office

MARCH 22

Board of Directors | 7:30 a.m., Adams Electric Cooperative Inc.
Golf Committee | 9 a.m., Chamber Office

MARCH 23

Legislative Luncheon | 11:30 a.m., Gettysburg Hotel

MARCH 30

Chamber Office Closed

LEGISLATIVE LUNCHEON



Rep. Dan
MOULE



Rep. Will
TALLMAN



Chad Reichard,
Legislative Director
Senator Rich Alloway's Office



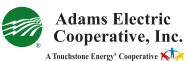
Gene Barr, President/CEO
PA Chamber of Business & Industry
MODERATOR

FRIDAY, MARCH 23 | 11:30 AM-1:30 PM
GETTYSBURG HOTEL

\$25/Member | \$40/Future Member
Register at gettysburg-chamber.org



UPMC Pinnacle
Hanover



COMMUNITY EVENTS

EVERY FRIDAY IN MARCH

Lenten Fish Fry Dinners | 5-7 p.m.
St. Francis Xavier Catholic School
717.334.4048 | stfxcc.org

MARCH 1-4

Civil War Vendor Village
Gettysburg Heritage Center
gettysburgmuseum.com

MARCH 2-18

Godspell
Gettysburg Community Theatre
717.334.2692 | gettysburgcommunitytheatre.org

MARCH 13

25th Anniversary Celebration | 5 p.m.
Hosted by the Adams County Arts Council at the
Gettysburg Hotel | adamsarts.org

MARCH 23-25

Totem Pole's Jesus Christ Superstar
Capitol Theatre in Chambersburg
totempoleplayhouse.org

MARCH 24

Easter Egg Hunt | 11 a.m. and 2 p.m.
Mister Ed's Elephant Museum & Candy Emporium
717.352.3792 | mistereds.com

Gettysburg Optimist Oyster and Shrimp Feed
Gettysburg Fire Department | Noon-3 p.m.
gettysburgoptimist.com

6th Annual Easter Egg Paint | 6-8 p.m.
Under the Horizon Pottery & Arts Studio
underthehorizon.net

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Easter Buffet

11:00 a.m. - 2:30 p.m.

Adults: \$40

Children (ages 6-10): \$17

Children (ages 5 & under): FREE

Taxes & Gratuity Additional

Call for reservations: 717-339-0020 x 6019

Email: GburgInfo@InterstateHotels.com



WYNDHAM

Gettysburg

March comes in like a lion and *out like a lamb.*

College Wednesdays

\$38 for a 4 hour flex (day) or night (5-10pm) lift ticket.

Add rentals for just \$5! Need Lift, Rental, and Lesson?

The Learn To Ski or Snowboard Package (includes beginner area lift ticket, rentals, and a beginner lesson) is just

\$40 for college students!

Rivertowne Brewing Tap Takeover

Friday, March 2

Eagle & The Owl from 6-8

Spring Break Weekend on The Slopes

Join the fun on March 3 & 4!

Spring Fest

March 10 & 11 with pond skating on Sunday!

Live Music

Fridays in McKee's*

Saturdays in Eagle & The Owl

Sundays in McKee's*

*during ski season



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Hockley & O'Donnell Agency	Gettysburg	717-334-6741
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