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IN THIS ISSUE

- **Business Briefs**
- Member Spotlight: 6 Totem Pole Playhouse
- 7 Advocacy Update
- 8 Guest Article: Use LinkedIn to Grow Your Small Business
- 12 Events Calendar
- Out and About 14

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 info@gettysburg-chamber.org | gettysburg-chamber.org

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.



Tammy S. Bailey has joined **ACNB Bank** as assistant vice president/treasury management officer. In this role, she is responsible for helping business customers in the Chambersburg and Gettysburg areas manage their finances,

including business online banking, ACH origination, online wire services, positive pay, remote deposit capture, merchant services and various sweep accounts. Bailey has worked in the banking industry for more than 38 years, with nine years focused specifically on treasury management.

APPI Energy is proud to announce the appointment of Mike Payne, executive vice president and corporate council, to the position of vice president on The Energy Professionals Association's (TEPA) Northeast Board. "I look forward to working closely with TEPA leadership and members to achieve several distinct goals over the next two years," said Payne. "One is to stimulate membership growth so TEPA can better advance competitive markets across the U.S. The other is to strive for increased professionalism in our industry. The reality is that energy customers need trusted energy advisors now more than ever. TEPA will be a leader in the advancement of the education of ABCs so that they can, in turn, better serve customers."



Dale Myers of Glenville, joins re-elected directors F. L. "Ray" Schwartz of Fairfield, and S. Eugene "Gene" Herritt of Shippensburg, on the **Adams Electric**

Cooperative board of directors following an election process that ended during the cooperative's 2018 annual meeting, held May 19 at the Gettysburg Area Middle School. Myers ran unopposed for the seat left vacant after the passing of director William Myers of Glenville in March. He is a former president and member of the South Western School District board and a former PIAA board member. Jay Grove of Shippensburg was re-elected board president, Glenn Bange of Hanover was re-elected board vice president, Nadine Hubner of Felton was re-elected board secretary, and Tom Knaub of Wellsville was re-elected board treasurer.

The Harley-Davidson Foundation gave a \$10,000 donation to **Big Brothers Big Sisters of York & Adams Counties** to support the organization's community and school mentoring programs. Through the program, children facing adversity are paired in strong and enduring one-to-one relationships for enriching activities of their choosing.



Robin A. Kohler was named 2017 Employee Owner of the Year by her peers at **C.S. Davidson**. She joined the firm in 2009 and is responsible for marketing and business development services for the company. She

is chair of the firm's events committee and holds a seat on the communications committee. She was also an inaugural member of the firm's wellness committee. Kohler serves the committee through organizations like **Big Brothers Big Sisters of York & Adams County**, York County Literacy Council, Boiling Springs Memorial VFW Post 8851 Auxiliary, and is the district president of the Department of Pennsylvania Veterans of Foreign Wars Auxiliary.



Longtime Gettysburg law firm Campbell & White P.C. has joined the regional firm of Salzmann Hughes P.C. Salzmann Hughes has operated in Gettysburg since 2012, but was seeking a partner to enhance the services it provides. Now the firm will expand its footprint in Adams County in a broad range of practice areas, including commercial and residential real estate, business and corporate matters, comprehensive municipal services, land use matters, estate planning and administration and general litigation. The entire staff of Campbell & White will continue with Salzmann Hughes.



Jennifer Holcomb, memory support director at Cross Keys Village – The Brethren Home Community, was recently appointed to Governor Tom Wolf's new Alzheimer's State Plan Task Force. The task force was created

to take a lead role in implementing and championing the goals and recommendations of the state's plan for Alzheimer's disease and related disorders. She joins 14 aging and Alzheimer's advocates throughout the state working to have a positive impact on the more than 400,000 people living with memory diseases.



Gettysburg Adams Chamber of Commerce employee Nicole Bucher, communications specialist since 2014, recently announced her resignation, effective June 30. She has been instrumental in the advancement of

the chamber's communications to members and the local community, and helped launch the successful Adams County Living annual membership directory and community guide and the new Adams County Business monthly chamber newsletter. She will direct her attention to the family business she and her husband Isaac have managed since 2008 and owned since 2014, Mister Ed's Elephant Museum & Candy Emporium, focusing on the growing wholesale market. She will continue to serve on the chamber's Marketing Advisory Committee.



The former president of Utz Quality Foods has been appointed as the successor of longtime Kennie's Markets Inc. CEO P.K. Hoover. Tom Dempsey Jr. took on the CEO role June 11. Hoover, who will remain chairman of the

board, has served as Kennie's president and CEO since 1987 and has been with the company for four decades overall. He helped oversee a transition to 100 percent employee ownership of the company. Dempsey, a member of Kennie's board since 2015, most recently served as president and CEO of Arlington, Virginiabased SNAC International, formerly known as the Snack Food Association. He retired last July. Before joining SNAC International, Dempsey was with Utz for 24 years. Dempsey is the first non-family member of Kennie's management. He said he decided to come out of retirement to help the company transition from family leadership to non-family leadership.



Four individuals have received the 2018 Dr. William Henson Diversity Achievement Award from Penn State's College of Agricultural Sciences, including Tara Baugher, Penn State **Extension** tree-fruit educator. The honor

recognizes distinctive and outstanding teaching, research, extension or creative work that advances diversity in the college. "Tara is a powerful leader for diversity," said Lee Stivers, horticulture extension educator. "She is the one who is writing, securing and managing the grants that provide not just the resources, but also the direction, clarity and confidence that we need to jump into this arena and make a difference. Tara always brings her high professional standards, unwavering optimism and sincere commitment to helping all people to her work."

The state recently simultaneously awarded three new grants — totaling nearly \$400,000 — to **The Manufacturers**' **Association** to support ongoing work by the association in supplying a steady pipeline of skilled workers to meet the needs of manufacturing in the region. One grant will help grow a pre-apprenticeship program in collaboration with area high schools in the Susquehanna Valley. The second grant helps develop an apprenticeship mentor program for employers and build capacity for the current apprenticeship program. The third grant will help the association provide apprenticeship training funds for companies that are not currently connected with the apprenticeship program.

Mister Ed's Elephant Museum & Candy Emporium owners Isaac and Nicole Bucher recently became the newest members of Retail Confectioners International, a trade association serving the confectionery industry since 1917. As members, the pair will be networking with a broad range of confectioners and industry suppliers – from small, independently owned businesses to large, multi-milliondollar corporations – and undertaking confectionery coursework to expand their homemade offerings. Members must make confections, present industry references and be approved by the organization's board of directors.



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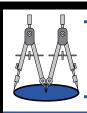
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Tell us about your business.

Totem Pole Playhouse, now in it's 68th season, is one of the few remaining fully-professional summer theaters in the U.S. Our mission is to provide superior professional theatre at affordable prices; to introduce a diverse population to the joys of live theatre; and to give young people an opportunity to learn about the arts.

What are your primary responsibilities?

Running both the business and artistic sides of the operation, including long-term strategic planning in each of these areas.

How do you stay engaged with industry trends?

I am an active member of the American Theater community nationally having produced live theater across the U.S., and I am especially engaged in the New York theater scene. That said, the trends I follow most are local community based trends, which tend to have a far more direct impact on my planning for Totem Pole.

What motivates you to jump out of bed every morning?

The work itself and the high degree of difficulty in maintaining a stable financial base while at the same time maintaining the highest possible quality of live theater.

Do you have any advice for new business owners?

LISTEN to your customers then try to serve their wants and needs.

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

Remember that mistakes offer a far greater opportunity to move forward in your long-term business growth than success does. Some of my best business role models literally failed their way to the top. Accept success but learn from failure.

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

Totem Pole Playhouse donates literally thousands of dollars worth of tickets to our shows each year to numerous non-profit organizations across Adams County and all of Central PA. We also offer free scholarships to our summer theatre camps to disadvantaged children.

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

The Majestic Theater and Gettysburg Community Theatre.

BIZ BUZZ

Since 1950, Totem Pole Playhouse has provided professional summer theatre to residents and visitors alike, located just 17 miles west of Gettysburg. The theatre is known nationally for attracting high quality professional artists and for its wide variety of theatrical programming. The season kicked off with Joseph and the Amazing Technicolor Dreamcoat and Ain't Misbehavin' and continues with Muder for Two (July 6-22) and Mamma Mia (July 27-Aug. 19). Enjoy extra events like a special film screening of "Johnny Got His Gun" (July 15), an unforgettable evening with psychic medium Charla Acker (Aug. 12) and the bonus show The Queen of Bingo (Aug. 21-26). Preview tickets are only \$20 each, and regular performances are \$50. Get tickets at totempoleplayhouse.org.



ADVOCACY UPDATE

TRUMP SIGNS INTO LAW TOOMEY-MORAN BILL **U.S. SENATOR PAT TOOMEY**

President Donald Trump signed into law a measure authored by U.S. Senators Pat Toomey (R-Pa.) and Jerry Moran (R-Kan.) repealing an improper regulation produced by the Obama-era Consumer Financial Protection Bureau (CFPB) governing "indirect auto lending." Senators Toomey and Moran used the Congressional Review Act (CRA) to eliminate a 2013 CFPB overstep on "indirect auto loans," which is financing offered to a car buyer through an automobile dealer instead of directly from a consumer's bank or credit union. In the 2010 Dodd-Frank financial reform law creating the CFPB, Congress specifically prohibited the new agency from regulating auto dealers. However, in 2013 the CFPB found a

way around the ban. Without going through the customary rulemaking and public input processes, the CFPB published a flawed guidance document that threatened auto dealers' ability to negotiate the terms of these loans with their customers and was used to sanction auto financing companies. President Trump and Congress have now used the CRA 16 times to cut onerous Obama-era rules.

BILL WILL HELP BUSINESSES TAKE ADVANTAGE OF TAX CUTS PA SENATOR RICH ALLOWAY

The package of tax cuts approved by Congress and signed by President Trump earlier this year created numerous opportunities for economic development and job growth. The state Senate recently passed a bill that would help Pennsylvania businesses take full advantage of the benefits of the new tax cuts. The federal tax reform law allows businesses to deduct 100% of the cost of capital investments, such as facility and equipment purchases, over the next five years. Unfortunately, the Pennsylvania Department of Revenue issued a bulletin that denied businesses the ability to claim

these depreciation deductions. The ruling would put Pennsylvania businesses – especially manufacturing and agriculture operations – at a distinct disadvantage compared to businesses in other states. Senate Bill 1056 would reverse this ruling and allow Pennsylvania businesses to benefit from the opportunities created by changes to tax law at the federal level. The bill passed the Senate recently by a 42-7 margin.



The Wolf Administration recently approved a \$50 million loan to a private out-of-state timber company to purchase timberland in northwest Pennsylvania at an interest rate of just 1 percent with generous repayment terms and it was not publicly advertised or competitively bid. What's worse is that this generous loan stems from a taxpayer-subsidized state program that, by law, is required to fund improvements to water and sewer plants in Pennsylvania communities. The Pennsylvania Infrastructure Investment Authority (PENNVEST) is a state agency, charged by law "to give low-interest loans and some grants to owners and operators of sewer, water and storm water systems for infrastructure improvements." Over the past 40 years, nearly 3,000 municipal water and sewer projects across Pennsylvania have been funded through this program and thousands more are relying on the same PennVEST assistance to finance theirs. Taxpayers deserve to know what justification exists to redirect state-subsidized loans, intended for water and sewer treatment plant improvements, to a private equity firm for timberland acquisition, and what other private firms stand to gain from future deals of this nature. These concerns require immediate answers from the Wolf administration. Pennsylvania citizens deserve better.

GETTYSBURG SITE DEVELOPMENT A TEAM EFFORT ADAMS COUNTY COMMISSIONER MARTY QUALLY

and the hard work her team has done to set this project on a successful path.

In 2012 the Adams County Economic Development Corporation (ACEDC) was discussing an important undeveloped parcel of land in Gettysburg, which faced significant challenges. The parcel, located between the bus station and Stratton Street, had been underutilized for decades, had serious stormwater issues and lacked street frontage on Carlisle Street. Senator Alloway had secured funding to demolish the old buildings and get the site cleaned up for sale. The challenge at the ACEDC meeting that morning was that they needed money up front to purchase and clean up the site. After a quick text to the county manger about using county funds to invest in our community instead of the low interest rate investment market, I proposed that Adams County loan our partner the Industrial Development Corporation (IDA) one million dollars to get this project kick started. Fast forward to today and we now have community partners focused on this vital space in Adams County, new business friendly ordinances for the site, three taxing bodies creating tax incentives for the site, and a purchaser preparing plans for a project. Our community should be proud of the vision laid out by Robin Fitzpatrick





There are nearly 30 million small businesses in the United States, but only half of them will make it past five years. To ensure your small business is in the successful half, we encourage you to capitalize on the various ways LinkedIn can evolve your business.

With LinkedIn, the world's largest professional network, you can generate leads, produce sales, and hire top professionals to fuel your growth. Here ways to grow your business using LinkedIn:

CREATE A LINKEDIN COMPANY PAGE

LinkedIn members are 50% more likely to buy once they've engaged with your business on LinkedIn. But they can't connect with you if you don't have a Company Page. According to Forbes, only 57% of companies have pages. The remaining 43% are missing out on a free opportunity to generate leads, talent, and, ultimately, revenue.

If you don't already have one, create a LinkedIn Company Page. Personal profiles don't have the same marketing, advertising, and recruiting features as Company Pages, making them less effective at promoting your business. As you create your page, think about the kind of impression you want to create among potential customers and employees. This will help you select the right photos and messages to use on your page.

PROMOTE YOUR COMPANY PAGE

Once you have a Company Page, announce it to your clients, employees, and personal network. This will help you gain your first followers, who in turn will help to promote your Company Page and the content you post to it.

Promoting your page on other platforms or via email is also a great way to grow your audience. Here are some simple ways to get the word out:

- Announce the launch of the Company Page on your personal LinkedIn profile
- Encourage employees to follow the Company Page by making it a part of your on-boarding process— Social Media Today reports that content shared by employees receives eight times the engagement as brand shared content

- Link to your Company Page in the footer of your marketing emails or newsletters
- Embed a Company Follow button onto your website so visitors can easily follow your LinkedIn Company Page

SHARE CONTENT REGULARLY

The more you post, the more people you can potentially reach and convert. Best-in-class LinkedIn Company Pages are consistently updated to ensure that visitors have plenty of new content to consume and share.

To get started, try posting at least once per week. It's not uncommon for companies to post three or more times per day. Post whenever you have something worth saying. Posting consistently shows Company Page visitors that your company is active on Linkedln. Use Linkedln's Company Page analytics to see your top performing updates, your best times to post, and which members of your audience are the most engaged. With this information, it's easy to make data-driven decisions to optimize your Company Page content.

In addition to posting often, here are a few more stats to help you boost engagement:

- Posts with links receive up to 45% more engagement
- Images see an incredible 98% increase in engagement
- Posts that have relevant "best-of" lists get almost 40% more amplification

When a post gets good engagement, consider promoting it to a wider audience with LinkedIn Sponsored Content.

SHOWCASE THOUGHT LEADERSHIP

Seventy-nine percent of buyers say thought leadership is critical for determining which companies they want to learn more about. To get started with thought leadership content, try to provide a unique perspective on your industry, product, or organization. Sharing your opinion on the future of your industry or creating a definitive guide on your product are just two ways to demonstrate your expertise and position your company as a credible partner.

TARGET SALES PROSPECTS

LinkedIn has over 500 million users to date. That may seem like a lot to sort through, but LinkedIn also provides you with tools to identify and target your ideal audience.

LinkedIn members are more likely than other social media users to keep their profiles up-to-date, making it easier for you to find the right people. Use LinkedIn profile data to search for LinkedIn members based on geographic location, education, experience, and even connections. Once you've found prospects using the search feature, visit their profiles. Their endorsements or recent profile views might surface additional qualified prospects, too.

For more ways to reach your ideal audience, learn how to advertise on LinkedIn.

BUILD AN ALL-STAR TEAM

LinkedIn has helped 75% of job switchers make informed career decisions, making LinkedIn a top recruiting network. What are candidates looking for when making those decisions? Our research shows that 66% of candidates want to see company culture over everything else. To take advantage of this preference, consider enhancing your Company Page with a LinkedIn Career Page.

Career Pages allow you to target audiences with a personalized look into your company, culture, and jobs. They give you dedicated Life and Jobs Tabs on your Company Page that attract and engage relevant professionals.

In addition to creating Career Pages, encourage employees to share job postings and "day in the life" content as well. This gives visitors a genuine idea of what it's like to work for you and adds to your authenticity. If you have a few employees who lead the pack in sharing content, consider linking them to your Company Page's Life Tab. Their shared articles and recent updates will automatically populate, providing visitors with up-to-date information.

HIRE FREELANCERS

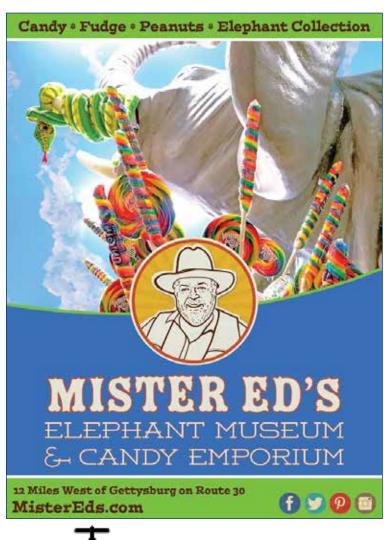
You've probably had an employee who took on a task outside of their domain. You might have even done it yourself a few times. While the effort is commendable, learning on the fly can also be detrimental.

Fortunately, finding the right talent for the task at hand isn't as tricky as it once was, even if you can't afford the salary of a full time employee.

LinkedIn ProFinder enables you to post your projects, receive free proposals, and hire trustworthy professionals all in one place. Profinder will even pair you with local professionals to ensure you have the best freelance experience possible. With 172 professional services available on ProFinder, it's easy to find the perfect professional for any task.

LinkedIn vets all the professionals on the platform to ensure they are qualified and leverages your network to find freelancers your connections have used, so you're never in the dark about who you're hiring.

By using freelancers, you'll get access to outside perspectives and broad experience of professionals of all kinds, from creating websites and designing logos to managing your books or crafting your marketing strategy. Plus, with none of the management overhead of a full-time employee, you can focus solely on the job at hand.





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Palliative Care

Are you dealing with a life-limiting illness? VNA Palliative Care provides advanced symptom and medication management: Skilled Nursing, Physical, Occupational & Speech Therapy, Social Work Services, Home Health Aides, Volunteer Services, Telehealth In-Home Monitoring



Hospice Care

Are you terminally ill? VNA Hospice Services provides care at home and in nursing homes for patients and their caregivers: Skilled Nursing, Social Work Services, Hospice Aides, Volunteer Services, Spiritual & Bereavement Counseling



Home Care Plus

Do you desire to remain independent in your own home? VNA Home Care Plus provides peace of mind for both the client and his or her family or caregiver: Assistance with Bathing, Dressing & Grooming, Laundry, Light Housekeeping, Meal Preparation, Grocery Shopping, Transportation, Respite Care, and more





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MEMBER RENEWALS

20-29 Years

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10-19 Years

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5-9 Years

AgChoice Farm Credit Financial Consulate Inc. Leer Photography The Lodges at Gettysburg

1-4 Years

Animal Wellness Clinic Board and Brush Creative Studio Colony House Furniture & Mattress Store **Tevis Energy** The Brafferton Inn Three Big Dogs Inc. Transitions Healthcare Gettysburg



Thursday, August 2 | Noon-1 p.m.

at the Gettysburg Adams Chamber of Commerce Presented by Kristine Witherow

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

Your Financial Wellness



Nearly half of all employees surveyed say financial challenges are causing them stress, which leads to reduced productivity in the workplace. Learn how to get your financial house in order, discover the "25 Documents You Need Before You Die." and create a roadmap for your financial future. While this workshop is targeted to individuals, human resource professionals will also find interest.

REGISTER at gettysburg-chamber.org or 717.334.8151



MEMBERSHIP MIXER

THURSDAY, JULY 19 | 5-7 P.M.

Gettysburg Community Theatre

ENJOY A NIGHT OF ENTERTAINMENT AT THE GETTYSBURG COMMUNITY THEATRE. MIX AND MINGLE WITH THE LOCAL BUSINESS COMMUNITY AS YOU ENJOY REFRESHMENTS, LIVE ENTERTAINMENT, OPEN REHEARSALS. THEATRE TOURS AND RED CARPET FUN.

REGISTER AT GETTYSBURG-CHAMBER.ORG

CHAMBER EVENTS

Independence Day | Chamber Office Closed

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

Governmental Affairs Committee | Noon Gettysburg Eddie's

JULY 19 - REGISTRATION OPEN

Membership Mixer | 5-7 p.m., Gettysburg Community Theatre FREE | gettysburg-chamber.org

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



COMMUNITY EVENTS

JULY 4

4th of July Community Concert & Fireworks Gettysburg College | 6-10 p.m. destinationgettysburg.com

JULY 5-8

155th Anniversary of the Battle Reenactment Gettysburg Anniversary Committee gettysburgreenactment.com

JULY 6

First Friday Gettysburg Style "Christmas In July" gettysburgretailmerchants.com

JULY 6-21

Children of the Battlefield Gettysburg Community Theatre | 2 p.m. and 8 p.m. Tickets at gettysburgcommunitytheatre.org

JULY 6-22

Murder for Two Totem Pole Playhouse | 2 p.m. and 8 p.m. Tickets at 888.805.7056 | totempoleplayhouse.org

JULY 12-15

Gettysburg Bike Week gettysburgbikeweek.com

IIII Y 12

Abraham Lincoln Luncheon | Noon Hickory Bridge Farm Reservations \$35 | 717.642.5261

JULY 15

Film Event: "Johnny Got His Gun" Totem Pole Playhouse | 7 p.m. Tickets at 888.805.7056 | totempoleplayhouse.org

JULY 21

22nd Annual Summerfest 5K and Kids Puzzle Run East Berlin Area Community Center info@ebacc.org

JULY 21

Adams County Irish Festival | 10 a.m.-6:30 p.m. Gettysburg Moose Park Cost \$10, Under 12 FREE | adamscountyirishfestival.org

JULY 21-22

Gettysburg National 19th Century Base Ball Festival Saturday 8:30 a.m.-5:30 p.m. and Sunday 8 a.m.-4 p.m. Schroeder Farm | gettysburgbaseballfestival.com

JULY 31-AUGUST 4

South Mountain Fair | T-F 4-10 p.m., S 1-10 p.m. South Mountain Fairgrounds Admission is \$7 | 717.677.9663



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Erwin McManus



Danny Meyer



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Rasmus Ankersen



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Danielle Strickland

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OUT AND ABOUT









Member Appreciation Picnic May 23 | Adams Electric Pavilion







Member Appreciation Picnic
May 23 | Adams Electric Pavilion

Membership Mixer | May 24 Colony House Furniture





Membership Mixer | May 24 Colony House Furniture



Member Appreciation Picnic
May 23 | Adams Electric Pavilion



Membership Mixer | May 24 Colony House Furniture



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Member Appreciation Picnic May 23 | Adams Electric Pavilion



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