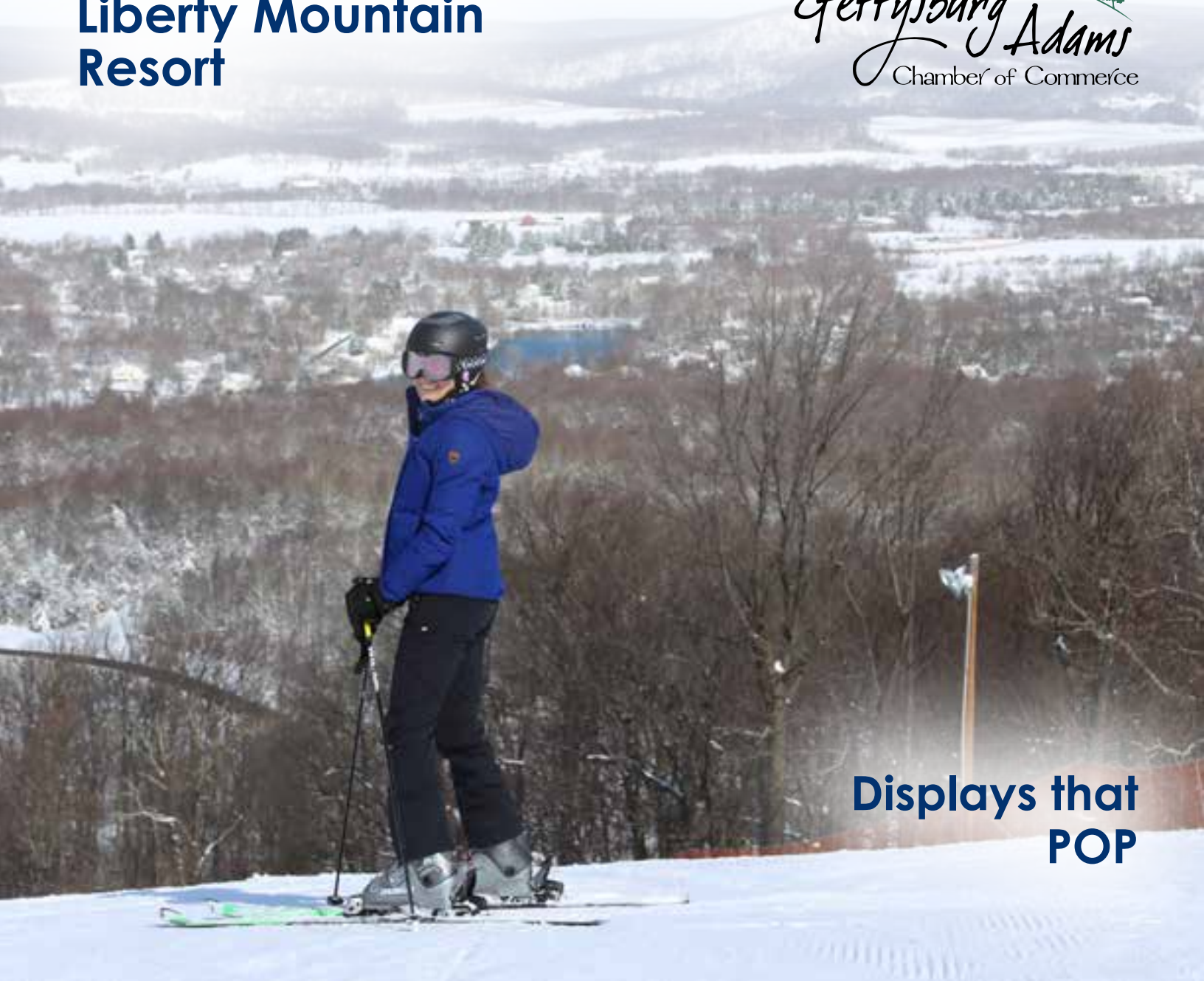


Adams County

# BUSINESS

October 2018

**Liberty Mountain  
Resort**



**Displays that  
POP**

**BUSINESS BRIEFS**

**ADVOCACY UPDATE**

**EVENTS CALENDAR**

Heart disease is still the #1 killer in America.

If you're having a heart problem,

you need care right away.

**Life-saving heart care is now close by,**

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program at WellSpan Gettysburg Hospital.

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So people can concentrate on getting better.

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And, I believe, the best way.

**Richard Howard Jr., MD, FACC, FSCAI**

Interventional Cardiologist

WellSpan Gettysburg Hospital



[WellSpanSpecialists.org/Heart](http://WellSpanSpecialists.org/Heart)

5888 PR&M 9/18

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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](mailto:news@gettysburg-chamber.org) by the second Tuesday of each month for inclusion in the following month's publication.

**Belco Community Credit Union's** Mechanicsburg Branch Manager, Tom Miller, presented a donation of \$500 to Gather the Spirit for Justice, a volunteer-driven, non-profit organization in the Harrisburg area. Gather the Spirit for Justice provides meals, vouchers to obtain food from local food pantries, funds to acquire a photo ID, access to telephone and restrooms, clothing, personal hygiene items, house cleaning items, and more.



Central Penn College partnered with **Kennie's Markets, Inc.**, on a workplace training initiative. Curtis Voelker, community relations coordinator at the college, gave a presentation to 40 full-time employees on understanding bias, judgement and assumptions as related to customer service and the importance a degree can have in advancing your career. Voelker is a Littlestown native, graduate of Littlestown High School, and worked at Kennie's Market.



This fall, **Penn State Mont Alto** will offer a bachelor's degree in Psychology. The program will offer three psychology degree options: Bachelor of Arts, Bachelor of Science, business option, and Bachelor of Science, science option. With the addition of psychology, Penn State Mont Alto now offers eight bachelor's degrees and seven associate degrees. More information can be found at [montalto.psu.edu/psychology](http://montalto.psu.edu/psychology).

The **Courtyard by Marriott Gettysburg** earned the AAA Inspectors Best of Housekeeping 2018 award. The award is given to the top 25% of hotels based on cleanliness and condition. The Courtyard Marriott Gettysburg opened in 2006 and was renovated in 2015.

The National Park Service (NPS) will continue managing

white-tailed deer at **Gettysburg National Military Park** and Eisenhower National Historic Site from October 2018 to March 2019. Gettysburg and Eisenhower national parks are reducing the number of deer in the parks directly by shooting. All venison will once again be donated to Gettysburg area food banks. Hunting is not permitted inside the parks. U.S.D.A Wildlife Services will be doing the work under an inter-agency agreement with the NPS.

The **HACC** Foundation welcomed two new members to the Foundation Board. Megan Kopitsky, a full-time student at HACC and previous business professional who held roles within the Diversity and Inclusion Department at Ahold Delhaize. Myles Miller, a multi-national CEO, author, radio host and adjunct professor in HACC's Workforce Development and Continuing Education Division.



J. Richard Price has joined **ACNB Bank** as Vice President/Wealth Advisor & Trust Account Officer. He is responsible for delivering customized, needs-based solutions to individuals, business owners, and not-for-profit organizations. Price has worked in the financial services industry for over 20 years. Based in the office at 1601 South Queen Street, York, PA, Price serves clients primarily in York County.

Additional state-of-the-art ultrasound equipment will improve learning for students in the Diagnostic Medical Sonography (DMS) Program on the Harrisburg Campus of **HACC**. The College purchased a Philips EPIQ 5 ultrasound system and a Toshiba Aplio Platinum ultrasound system with general and vascular imaging applications and transducers. Students can use this equipment, existing ultrasound systems and OB/GYN simulator to obtain instruction and practice technology to prepare for their clinical rotation experience, future job interviews and employment opportunities.



Kevin J. Kline, CPA has joined the Camp Hill office of **Smith Elliott Kearns & Company, LLC** (SEK&Co) as a Member of the Firm on September 1<sup>st</sup>. Kline will serve clients from all of the South Central Pennsylvania offices. Kline has more than 15 years of experience in public accounting, working with manufacturing, distribution, construction, life sciences, technology, and private equity/ investment companies. Kline was also recognized as one of Central Pennsylvania's "Forty Under 40" by the Central Penn Business Journal in 2015.



M. Neil Brownawell II and Redmond C. Beam have joined **ACNB Bank** as Vice President/Baltimore Market Executive and Vice President/Commercial Loan Officer. They are responsible for building commercial customer relationships by providing commercial loan services to assist the operation and growth of the



customer's business. Brownawell has worked in the banking industry for more than 35 years, specializing in commercial lending, commercial real estate, and treasury management. Beam began his banking career in 2011 at a financial institution in the Baltimore area along with other key positions.

**Hollabaugh Bros., Inc.** was nominated for USA Today's 10 Best list for the best apple orchards in the United States. Hollabaugh Bros. are fighting for the top spot against huge orchards like: Fifer Orchards in Delaware, King Orchards in Michigan, Mercier Orchards in Georgia, and Red Apple Farm in Massachusetts. "Our part of the country is chock full of amazing farm families who have wonderful businesses. We'd love to see the community embrace this competition, not just to support us, but to draw attention to this wonderful area in which we live," says Kay Hollabaugh, an owner.



**Rotz & Stonesifer, P.C.** was notified by the Peer Review Committee of the Pennsylvania Institute of Certified Public Accountants (PICPA) that it has successfully completed an independent peer review of its accounting and auditing practice. The review team concluded that the firm complies with the stringent quality control standards set by the American Institute of Certified Public Accountants (AICPA), the national professional organization of Certified Public Accountants (CPA). The review included an inspection of a representative sample of the firm's accounting and auditing engagements.

**Smith Elliott Kearns & Company, LLC** has been named number 116 of the Top 250 private companies in Central Pennsylvania for 2018. The ranking is based on annual sales revenue. SEK&Co looks forward to its own continued growth assisting clients throughout Pennsylvania, Maryland, and Virginia.

Nursing students at **HACC's** Gettysburg Campus will benefit from a new scholarship established by Margaret J. Keyser's family. Keyser spent her life serving the community as a registered nurse and volunteer to nonprofit organizations in Adams County. The Margaret J. Keyser Nursing Scholarship Award will be granted to nursing students who are involved in community service or are second-career students. Recipients should have a minimum cumulative GPA of 3.0 and have unmet financial need.



Ribbon Cutting | August 1 | Herbology



Ribbon Cutting | August 13 | Starbucks



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# MEMBER SPOTLIGHT

ANNE WEIMER | LIBERTY MOUNTAIN RESORT



**Tell us about your business.**

Liberty Mountain Resort, formerly known as Ski Liberty, has been in operation since 1974, but our operation has grown and changed dramatically since those early days. While ski and winter sports are still the core of our business, the acquisition of the Carroll Valley Golf Course in 2010 and the construction and opening of the Highland Lodge in December of 2016 have expanded our offerings greatly. This year we will host over 100 weddings, accommodate multiple corporate groups, and be a destination for many golf groups. And, we look forward to being a place that the community feels at home. We have restaurant and salon & spa offerings available year round, and for the second summer we had a free outdoor concert series. We invite the entire local community to stop by and see what we have to offer.

**What are your primary responsibilities?**

So much of our business is weather dependent. Of all the things that we can control within the guest experience, the weather is obviously one that we can't. Our winter season is 100% reliant on cold temperatures to make snow – there are certainly some sleepless nights in November & December just hoping those temperatures will drop below freezing!

**How do you stay engaged with industry trends?**

We are very active members of the National Ski Areas Association. Most ski resort operations are similar to us in that they deliver a variety of offerings in all seasons. This group is a great resource for us, both with demographic and economic research and with educational offering for our staff. We can see what is happening in other areas of the country and learn what we can implement at our property.

**What motivates you to jump out of bed every morning?**

It is such a beautiful area, our guests are always commenting on the scenery and just how awe inspiring the views are, particularly from the top of our mountain. The sense of 'getting away from it all', yet still having so much so close is a big draw for our guests. Liberty is in the business of making memories. Whether a guest is visiting us for winter sports, golf, a wedding, or a dinner out, our goal is deliver and experience that is above their expectations. It is easy to get up everyday when you know you are coming to work with the goal of making the day special for someone else.

**Do you have any advice for new business owners?**

Network. Make connections with others in your industry and seek advice. There are few things more valuable than being able to learn from the experiences of others.

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

As a business in Adams County, we appreciate the chamber's assistance in helping our business remain visible to other area businesses and to our county officials. We also appreciate that you bring to our attention local regulatory and political matters, as well as offer continued education to our employees and management. The monthly Adams County Business publication is also a nice platform for us to promote our events and happenings.

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

So many places! The Majestic, multiple local restaurants, movies, ACAC, Gettysburg Battlefield, local shops...there is always something fun to do!

# ADVOCACY UPDATE

## MOUL RECEIVES GUARDIAN OF SMALL BUSINESS AWARD PA REPRESENTATIVE DAN MOUL



The National Federation of Independent Business (NFIB) in Pennsylvania recently honored me with its Guardian of Small Business Award. The NFIB, Pennsylvania's leading small business advocacy association, presents the award annually to state lawmakers who achieve a 100 percent voting record on key legislation affecting small and independently owned companies. Small businesses are the backbone of Pennsylvania's economy. They provide most of the jobs in the Commonwealth and here in Adams County. It is in our collective best interest to create an atmosphere in which small businesses can thrive. I will continue fighting to eliminate needless and job-crushing state regulations. Currently, I am working to hold the Susquehanna River Basin Commission and the Pennsylvania Department of Environmental Protection accountable for burdensome regulation that is resulting in exorbitant fines and fees against municipalities and local water companies, which are passed on to taxpayers and consumers.

## ECONOMIC DEVELOPMENT ADAMS COUNTY COMMISSIONER JIM MARTIN



The term "Economic Development" comes before our communities in varying discussions. Those discussions range from workforce development to rezoning to LERTA. One effective way a county can directly impact greater economic development is for the County Government to be sound financially. A county government that is sound financially helps set the economic compass towards a positive business environment. Being weak financially is not helpful in attracting future business ventures and development. Our county's Controllers Office recently completed for the first time a Comprehensive Annual Financial Report. Within this report the public will find various measures of Adams County's financials. One of those measures was the ratio of unassigned fund balances to general fund revenues. This ratio was 48%, well above the minimum governmental standard of 15%. So in brief the County's way forward has very solid numbers. For further review of this financial report, go to the Adams County web site.

## TAX CUTS HELP DRIVE STRONGER ECONOMIC GROWTH PA SENATOR RICH ALLOWAY



The tax cuts approved by Congress late last year have helped drive stronger economic growth throughout the country in 2018. The Pennsylvania Chamber of Business and Industry recently suggested a number of changes to Pennsylvania's tax structure that could make our state more competitive in the future. Some of the proposals they suggested to improve the state's business tax climate included reducing Pennsylvania's Corporate Net Income Tax rate, which is currently the second-highest in the nation; eliminating the cap on net operating losses, a provision only one other state includes in its Tax Code; streamlining and simplifying tax filing and collection; repealing the inheritance tax; and other measures to make our state more attractive to job creators. A state's business tax structure is one of the top considerations for owners who are interested in relocating or expanding their operations. These ideas deserve serious consideration when the General Assembly begins the next round of budget negotiations next year.





## DISPLAYS THAT POP

TIMBREL WALLACE - LARK GIFTS

In the age of online shopping, it is more important than ever for brick and mortar retailers to engage customers in ways that images on a computer cannot. Creating dynamic product displays is one of the most effective ways to keep customers coming through your door. The majority of information our brains process, comes in through our sense of sight. We are naturally visual when taking in information. So, the minute a customer walks through your door, what they see will impact what they do. Planning your displays is the key to success. With a little advance legwork, your job will proceed smoothly when it comes time to execute. Consider the following:

### TELL A STORY

Your goal is to tell the story of your product in a compelling way. 1. Pick A Theme: be inspired by a single product, a product's function, a color, a season or even a current event. Draw inspiration from art, nature, and the community you live in. Be sure to include an element of surprise to delight your customers. 2. Pick A Place: think about where in your store is most suitable for the merchandise. Is it a table or shelves, the front or back of your store, in a window, or near other related products? (Typically, the newest, most exciting merchandise should be located near the entrance). 3. Pick The Product: it is best to use between 3 and 6 different products of varying shapes, sizes and textures that complement each other. Include products in a variety of price points.

### TABLE DISPLAYS

When looking at a display, our eyes gravitate to the highest point. Create height by using different sized risers. You can use anything from small stools, wood boxes or even stacks of books. The product you want to feature should be located in the center of the display. Fill in spaces around and below with complimentary items. This arrangement will allow the customer's gaze to easily move from product to product like watching the flow of a waterfall. Keep the merchandise neat and orderly as to not distract from the overall effect.

### SHELF DISPLAYS

Adjustable shelves make the most effective shelving displays. They allow you to fully utilize the space without

leaving empty gaps between shelves. Keep your featured products chest high, being sure to group items together instead of scattering them across the shelf, which can be distracting. Make sure to keep your display balanced and symmetrical. Use baskets or other containers to add variety and keep small items contained. Stacking items will also add visual interest to your display.

### WINDOW DISPLAYS

When creating displays for the windows in front of your store, it is important to remember that customers need to see your merchandise both close up and from afar. Be sure to include items that are both large and attention grabbing from a distance or from a passing car as well as small items with a lot of detail for people on foot. Use interesting props to create an element of surprise and distinguish your display from your neighbors.

### UNIVERSAL RULES OF DISPLAY

Regardless of the type of location of the display, there are some universal rules that apply: 1. Lighting: proper lighting is essential in showing off your product and shapes the overall ambience of your display. Be sure to have sufficient overall lighting for your display and then add accent lighting by using spotlights or small lamps tucked into the display. Customers will not be drawn to areas that are too dark. 2. Accessibility: make sure customers have easy access to the merchandise on the display. If it is too difficult to pick up and handle the product, the customer will move on. Don't put heavy or bulky items high on shelves or small items on low shelves. 3. Signage: be sure all items are clearly priced and that signs are simple, concise and easy to understand. Use simple fonts that are readable at a glance. The purpose of the signage should be to convey important information necessary to see your product. 4. Cleanliness: keep displays dust-free, well stocked and tidy. Your displays will need your constant attention to keep them looking their best.

People are looking for little escapes from daily life. They want to be intrigued and entertained. If you provide creativity and excitement in your displays, your customers will appreciate this added value in shopping at your store. They will carve out a slice of time in their busy schedule to shop with and buy from you!

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](http://adamsec.coop).



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## Liberty Mountain Resort FALL FEST SUNDAY, OCTOBER 14 / NOON-4



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# The Adams County 2018 Dinner Gala

Put your boots on, show your support & have a great time!

When: November 3rd 2018  
Where: 1863 Inn of Gettysburg  
Time: 6pm-11pm

Silent Auction: 6pm-8pm  
Dinner: 7pm (Buffet)  
Music: Colt Wilbur Band 7:30-10:30  
Photo Booth: 6pm-10pm



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## MEMBER RENEWALS

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Kime's Cider Mill, Inc.

### 11-15 Years

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Thrivent Financial  
Ragged Edge Coffee House, LLC  
Land and Sea Services LLC

### 6-10 Years

Unger, Richard L.  
Home Instead Senior Care  
Adams County Volunteer Emergency  
Services Assoc. (ACVESA)

### 2-5 Years

American Heart Association - Adams  
Division  
Animal Wellness Clinic  
The Arc of Adams County  
Beef Jerky Outlet

### 1 Year

Triple Ceez Chicken Wingz LLC  
S.T. Heller - Author

The chamber's online community calendar is just that - for the community. Whether you have an event for your business or organization you belong to, be sure to upload your event through your member portal.

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and password?

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# How to Win Customers and Reduce Lost Sales

presented by Bill Drury

## October 25, 2018

Inn at Herr Ridge  
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continental breakfast included  
**Session 2** 1-4 p.m.  
boxed lunch included

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# CHAMBER EVENTS

- OCTOBER 3**  
County Connections Luncheon | 11:30 a.m.  
Harbaugh-Thomas Library
- OCTOBER 9**  
Executive Committee | 7:30 a.m., Chamber Office
- OCTOBER 17**  
Support Your Local Chamber of Commerce Day
- OCTOBER 18 - REGISTRATION OPEN**  
Membership Mixer | 4:30-6:30 p.m., Under The Horizon  
FREE | [gettysburg-chamber.org](#)
- OCTOBER 25 - REGISTRATION OPEN**  
ACBizCon | 8-11:30 a.m. or 1-4 p.m., Inn at Herr Ridge
- OCTOBER 30**  
Board of Directors | 7:30 a.m., Adams Electric Cooperative



Facing Today's Challenges with Hope

Mark Blanchard is the Executive Director of Cumberland Valley High School. He is a member of West Shore Evangelical Free Church in Mechanicsburg where he serves as the chair of the Board of Elders and the lead teacher for his Sunday morning class.

Listen in on this faith-based message of hope for business leaders facing the challenges of today's culture and its loss of moral compass.



ADAMS COUNTY COMMUNITY PRAYER BREAKFAST

Wednesday, Nov. 14

7 a.m. Breakfast & Registration | 7:30 a.m. Program  
Refectory at United Lutheran Seminary

\$15/person

# COMMUNITY EVENTS

- OCTOBER 5-21**  
*The Diary of Anne Frank* presented by Gettysburg Community Theatre  
[gettysburgcommunitytheatre.com](#)
- OCTOBER 6-7 & 13-14**  
54th Annual Apple Harvest Festival  
[appleharvest.com](#)
- OCTOBER 13-14**  
Fall Fest 2018 at Liberty Mountain Resort  
[libertymountainresort.com](#)
- OCTOBER 17**  
Murder Mystery Show at Hickory Bridge Farm  
[hickorybridgefarm.com](#)
- OCTOBER 20**  
Land Conservancy of Adams County's Annual Road Rally  
[gettysburg-chamber.org](#)
- OCTOBER 23**  
Gettysburg Halloween Parade  
[gettysburgpa.gov/community-events](#)
- OCTOBER 26**  
Adams County Arts Council Costume Party at Gettysburg Hotel  
[adamsarts.org](#)
- OCTOBER 27**  
Harvest Day Festival & Parade  
[newoxford.org](#)
- OCTOBER 27**  
Halloween Fun at Hollabaugh Bros. Inc.  
[hollabaughbros.com](#)
- OCTOBER 28**  
Spooks & Spirits  
The Lodges at Gettysburg  
[thelodgesatgettysburg.com](#)
- NOVEMBER 3**  
Adams County SPCA Gala at 1863 Inn of Gettysburg  
[adamscountyspca.org](#)
- NOVEMBER 8**  
Adams County Community Foundation Giving Spree  
[adamscountycf.org](#)



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# Membership Mixer

Thursday, October 18 | 4:30-6:30 p.m.

Under The Horizon

2650 Biglerville Rd., Gettysburg, PA 17325



Enjoy an informal tour and light refreshments as you mix and mingle with the local business community. Attend the annual dinner church from 5:30-6:30 p.m.

Register at [gettysburg-chamber.org](#)

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# OUT AND ABOUT

## MEMBERSHIP MIXER-ADAMS ELECTRIC COOPERATIVE

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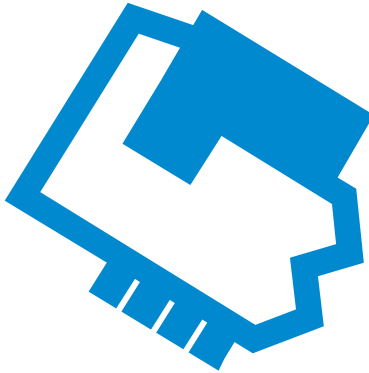


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