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,
thanks to our new interventional cardiology
program at WellSpan Gettysburg Hospital.

Plus we have coordinators who
handle all the details of patient care.

So people can concentrate on getting better.

Providing exceptional care close to home.

That’s the WellSpan Way.

And, I believe, the best way.

Richard Howard Jr., MD, FACC, FSCAI
Interventional Cardiologist
WellSpan Gettysburg Hospital

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.

Adams County Business is published and produced by

Gettysburg Adams Chamber of Commerce

1382 Biglerville Road, Gettysburg, PA 17325 | 717.334.8151
info@gettysburg-chamber.org | gettysburg-chamber.org

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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.

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 Hanover 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.

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. At winter 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 Kaplitsky, 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 CBT/CAI simulator on online 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 1st. 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.

Hollobaugh Bros., Inc. was nominated for USA Today’s 10 Best list for the best apple orchards in the United States. Hollobaugh Bros. are fighting for the top spot against huge orchards like: Pierson 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 Hollobaugh, an owner.

Roth & 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.

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PJM Martin provides CIVIL, MUNICIPAL, LAND USE ENGINEERING & DESIGN SERVICES.

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PHONE (717) 357-2722

Ribbon Cutting | August 1 | Herbology

Ribbon Cutting | August 13 | Starbucks
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 offerings 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’s 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 an 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?
For me, there is always something fun to do! The Majestic, multiple local restaurants, movies, ACAC, Gettysburg Battlefield, local shops… there is always something fun to do!
DISPLAYS THAT POP
TIMBERWALLACE • LARK GIFT

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.

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 it provides 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!
NEW MEMBERS

Big Pine Systems, Inc.
Keith Ballantyne
23 Baltimore St., Ste. 103
Gettysburg, PA 17325
717.881.6514
keith@bigpinesystems.com
bigpinesystems.com
Business & Industry—Office Technology

16-20 Years
BB&T

11-15 Years
Southern Commonwealth Associates - 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. Helfer - Author

MEMBER RENEWALS

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.

Need help with your username and password?
Email: info@gettysburg-chamber.org
gettysburg-chamber.org/events

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

Inn at Herr Ridge
900 Chambersburg Rd.
Gettysburg, PA 17325

Session 1 8-11:30 a.m.
continental breakfast included

Session 2 1-4 p.m.
boxed lunch included

Register: gettysburg-chamber.org

Interested in becoming a sponsor or vendor?
Call: 717.334.8151
Email: jenniferm@gettysburg-chamber.org
Sponsored by:
Presented by:

How to Win Customers and Reduce Lost Sales
presented by Bill Drury
October 25, 2018

Featuring: Vendor Village, a one-stop resource for your business needs
Free professional headshots taken by Leer Photography
$99 for members
$109 for future members
Register five or more and receive a $10 discount per attendee!
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

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
adamaart.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

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

Facing Today’s Challenges with Hope

Mark Blenkhorn is the Executive Director of Cumberland Valley High School, Inc., 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.

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

Brienna Richele Photography
www.BriennaRichele.com

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OUT AND ABOUT

MEMBERSHIP MIXER-ADAMS ELECTRIC COOPERATIVE
CO HOSTED BY-ADAMS COUNTY COMMUNITY FOUNDATION

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For more information, contact the PA Chamber Insurance Service and Support Department at 877.463.9891 or service@pciinsurance.com