# Adams County BUSSINESS BUSSINESS

# Cultivating an Arts Rich Community

Gettysburg Chamber of Commerce

Why You Need to Get Out of Town For Your Retail Business

**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



WellSpanSpecialists.org/Heart

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\*Executive Committee Member

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Adams County Business is published and produced by



Chartered in 1919, the Gettysburg Adams Chamber of Commerce is Adams County's oldest and largest business organization. The chamber supports and strengthens its members and the Adams County area by promoting diverse economic opportunities through advocacy, building relationships, providing timely information and developing leaders for the future. Nearly 530 local businesses and organizations have made an investment in Adams County through membership.

> 1382 Biglerville Road, Gettysburg, PA 17325 | 717.334.8151 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.

**Gettysburg National Military Park**'s Education Specialist, Barbara Sanders was awarded the Freeman Tilden award by the National Park Service Northeast Region. Sanders was recognized for her creativity, advancement and ingenuity in the field of interpretation. The National Park Service Washington Office announced the six regional recipients in October. Those recipients are nominees for the 2018 Freeman Tilden National Award. The winner will be announced at the Excellence in Interpretation Awards Ceremony on November 29 at the National Association for Interpretation Conference in New Orleans.



**Doceo Office Solutions** announced a rebrand to show the company's progression into a technology-focused company. With that, Doceo Office Solutions will now simply be known as, Doceo. This updated name and logo allows for an expansion of services into the future. The new logo represents momentum, growth, and energy.



## Doceo

Pennsylvania businesses and residents that were affected by flooding from August 31-September 1, can apply for low-interest disaster loans from the U.S. Small Business Administration. SBA's customer service representatives will be available at the Disaster Loan Outreach Center(s) to answer questions about the loan program and help with applications. Applicants may apply online using the Electronic Loan Application (ELA) at DisasterLoan.sba. gov. To obtain more information or a loan application, call 1.800.659.2955 or email disastercustomerservice@sba. gov. Deadline to return applications for physical property damage is December 17, 2018. Deadline to return economic injury applications is July 18, 2019.

**Barley Snyder** has been named to the "Best Law Firms" list for 2019 as ranked by U.S. News & World Report and Best Lawyers. They ranked as a Tier 1 firm for the Harrisburg metro area for Banking and Finance, Closely Held Companies and Family Business Law, Commercial Litigation, Corporate Law, Employee Benefits (ERISA) Law, Litigation-Banking & Finance, Litigation-Construction, Trusts & Estate Law. They ranked as a Tier 2 in Litigation-Intellectual Property, Litigation-Real Estate, Municipal Law and Personal Injury Litigation-Defendants. Barley Snyder also ranked a Tier 3 ranking for Environmental Law. Firms included are recognized for professional excellence with consistently impressive ratings from clients and peers.

Starting Spring 2019, **HACC** Gettysburg Campus will offer a Winemaking and Grape Growing Certificate Program that can be completed in one year. Students will participate in sensory evaluation and learn different characteristics of wine, how to pair wine with food, and complete a 60-hour internship at a local vineyard. The program is designed to attract those who might be looking for a new hobby or considering a new career.



Adams Electric promoted Michael Feathers to manager of operations. Feathers started as a second year apprentice in 1996 and was promoted to various positions over the next 20 years. He completed the National Rural Electric Cooperative Association (NRECA) Management Internship Program in 2018.

**ACNB** Bank promoted Sheila J. Fleischer to Community Banking Manager of the New Oxford Office. She is responsible for welcoming new customers, fulfilling customer needs for banking and services, building relationships with the local community, and managing the office staff. Fleischer has five years banking



experience and joined ACNB Bank in 2017 as a community banking specialist.

The Assistant Vice President of PNC Community Development Banking, Adrienne Squillace (left in photo below), presented **Adams County Arts Council** Executive Director Chris Glatfelter (right in photo below) with a sponsorship check of \$2,500 for the Arts Council's Jingle Ball which will be held on December 15 at the Gettysburg Museum and Visitor Center.



Adams Electric promoted employees to new positions. Travis Rawlings was named engineering technician. He started as a staking technician C in August 2016, then staking technician B in February 2017. Andrew Kuykendall was promoted to second year apprentice over the summer. He started as a groundman in January 2017.



Rawlings



Kuykendall

Waldron

Hensley

William "Ty" Hensley moved to fourth year apprentice in October. He started as a first year apprentice in the operations department in October 2015. Adam Waldron moved to second year apprentice this fall. He started as a service dispatcher in July 2013, groundman in February 2016 and first year apprentice in June 2017.







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*.



888/232-6732 | adamsec.coop

This institution is an equal opportunity provider and employer.



#### Tell us about your business.

The Adams County Arts Council is a grass-roots organization whose mission is to cultivate an arts rich community. We believe that all members of our community should have access to the Arts Education Center and participate in our programs to cultivate their inner artist. This year, we celebrate 25 years of bringing the arts to our community. We offer free and tuition based programs and we provide scholarships to those who qualify. We are open to the public and have artwork for viewing and sales throughout the year at the AECenter.

#### What are your primary responsibilities?

As Public Programs and Gallery Director, I am responsible for creating, developing, and scheduling year-round classes and gallery shows for adults, children, and artists in our community and beyond.

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

The ACAC is a grass-roots organization providing interaction with our students and creating classes and events that interest them and motivate them to try something new to cultivate their inner artist. I exchange ideas daily with all members of the community and get their feedback and thoughts. I meet with other arts organization leaders, periodically, to discuss and share ideas and goals. I am also a big fan of social media which allows me to have global access to the creative programs in other parts of the county and the world.

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

I am naturally highly motivated and fueled by my curiosity. I wake up excited for what is in store for the day and curious about the new things I will discover. I am easy to please and find that a beautiful sky or the drumming of a woodpecker, when I walk out the door in the morning, inspires me and starts my day off right.

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

My advice is to start simple which ensures the very best outcome for customers, co-workers, and yourself. Being able to see the big picture and setting goals is essential, but creating a plan that produces attainable results is excellent. Building on success ensures a prosperous and growing business. Do your best and deliver what you have promised even if it takes a few tries to get it right.

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

We give back by offering free programs throughout the year, partnering with other organizations, and offering our space and marketing platform to other organizations to assist them in getting their message and mission across.

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

My husband and I love being outdoors, and when we have free time, you can find us walking around the battlefield.

# **ADVOCACY UPDATE**

### SENATOR ALLOWAY RECEIVES GUARDIAN OF SMALL BUSINESS AWARD PA SENATOR ALLOWAY

Senator Richard Alloway was recently honored as a recipient of the Guardian of Small Business Award by the National Federation of Independent Businesses. The award is presented annually to legislators who work to protect the future of free enterprise and promote policies that help small businesses. Alloway compiled a 100% voting record on behalf of Pennsylvania's small-business owners. "Small businesses represent the core of our economy and serve as the foundation for robust communities,"

said Alloway. "Small businesses are responsible for nearly half of all employment in Pennsylvania and across the nation, so ensuring these businesses can thrive and grow is the best way to create and maintain jobs for local workers." The National Federation of Independent Businesses is the state's leading small-business association and the Guardian of Small Business Award is the most prestigious honor the group bestows on legislators. A 100% score indicates that a state lawmaker supported small businesses in Pennsylvania each time a vote was taken during the 2017-2018 legislative session that would have impacted small and independently owned companies. "I deeply appreciate this recognition and will continue to support measures designed to create new business opportunities and family-sustaining jobs," said Alloway. "Working to create new opportunities for local businesses and employees is one of my highest priorities as an elected official."

### MERCY HOUSE PROJECT ADAMS COUNTY COMMISSIONER MARTY KARSTETER QUALLY

As we are all painfully aware, the opioid epidemic is still impacting our community. Too often we read articles in the paper about another unexpected overdose, another life lost. To help fight this problem, Adams County applied for and was awarded over \$650,000 to renovate a county building in Gettysburg to become the first substance abuse recovery center in Adams County. This building will serve as a central location for those in need of substance abuse therapy and treatment. It will also

contain four apartments for individuals in recovery, making it possible for them to be independent, hold down a job, and receive treatment for their addiction. While this will not be a cure-all, it is a step in the right direction. If all goes as planned, this facility will be up and running in 2019.

### ABUSE OF TAXPAYER MONEY PROMPTS CALL FOR REGISTRATION PA REPRESENTATIVE DAN MOUL

The Susquehanna River Basin Commission (SRBC), an interstate compact involving Pennsylvania, New York and Maryland that manages and regulates water resources in the Susquehanna River basin, came to my attention a few years ago when water authorities in Adams County began complaining about onerous regulations and fees. Meetings with SRBC officials were fruitless and were met with arrogance and defiance. I found that this quasi-government agency, which received \$473,000 in state tax dollars last year and is sitting on reserves of more than \$10 million, operates with unchecked regulatory authority. After public hearings on the matter, the House authorized the state auditor general to audit the SRBC. The audit revealed much more. We learned that the SRBC, under the leadership of Executive Director Andrew Dehoff, has been spending taxpayer money lavishly on meals and alcohol for commission members, and gift cards, flowers and other gifts for employees and others. This abuse of taxpayer dollars is offensive. I am calling on Dehoff to resign and will be sponsoring legislation to establish legislative oversight of the SRBC to ensure this egregious behavior is not repeated.







GIFT SHOWS FOR RETAIL BUSINESSES: WHY YOU NEED TO GO...NOW NICOLE L.C. BUCHER, OWNER, MISTER ED'S ELEPHANT MUSEUM & CANDY EMPORIUM

One of the most important things you can do for your retail business is attend buying shows in Atlanta, Chicago, New York, Philadelphia, and more. While we regularly have sales reps visit our store, there's nothing like a show to get inspiration, see and touch actual products, and discover new product lines. If you're not going to at least one show each winter, you're missing an opportunity to breathe new life into your business.

#### **GETTING STARTED**

Most shows just require three simple things to get set up as a buyer: a tax ID number, a valid credit card to keep on file, and a driver's license. They just want you to prove you are affiliated with an actual business. Most gift shows are free to attend. Register in advance online to ensure the check-in process is easier and book your hotel months in advance. For example, hotels near the America's Mart in downtown Atlanta are booked well ahead of the show, and rooms that are available are very expensive. Bring an easy-to-carry bag with your business cards, brochures, and credit sheets. A credit sheet should include your business name, tax ID number, address and contact information, and three companies you regularly deal with as credit references.

#### SURVIVING THE SHOW

Attending trade shows can be brutal, both physically and mentally. Here are some best practices we employ to make the most of your shopping experience. **Get connected.** Usually the larger shows, like Atlanta, have a free downloadable app that can make your onsite navigation easier. You can search for exhibitors, categories, events, and even food locations. **Shop smarter, not harder.** There is a lot of ground to cover, so make a game plan for the sections you'll visit and those you won't. It's helpful to bring inventories of products you already carry, as your current vendors may be offering show specials. Also brainstorm ideas for product holes you'd like to fill. Be sure to carve out enough time in your schedule to see everything you want to see. **Fuel your**  **body.** Be sure to drink plenty of water and eat food. The saying, "never shop on an empty stomach" holds true even at gift shows. If you're "hangry," you won't make good buying decisions. At larger shows with permanent showrooms, companies want you to stay and shop in their booth, so they'll often have snacks. But it's best to be prepared with some quick snacks in your bag.

#### **BUYING AT THE SHOW**

You've found a new product line you're excited to carry. Now what? Booths are full of helpful sales reps ready to answer all your questions. We ask these questions at every single booth we visit: Are there any show specials? Often companies will entice orders at the show by offering show specials like free display pieces or free shipping. It never hurts to ask. What's your minimum opening order? Booths usually have minimum order requirements, from \$100 to \$1,500. Sometimes it's not just the booth as a whole, it's the individual lines within the booth. Most of the time, reorder minimums are much smaller or non-existent. What are retailers selling this for? Usually sales reps will offer a price range. Sometimes they will mention a minimum advertised price requirement, the lowest price for which you're allowed to sell an item. You know your customers best, so decide what you think your customers will pay. Where do you ship from? For those of us on the East Cost, it can be a challenge to order from West Coast or international companies because of the high cost of shipping. You'll want to negotiate a rate cap if you're ordering from a company located far away. We don't like to spend more than 15% of our total order on shipping. So, if your order is \$1,000, shipping should be \$150 or less. When are you shipping? The great thing about shows is that you get to see the newest products. But if the latest, greatest thing isn't going to be ready to ship until October, when your season is the summer and early fall, you may want to reconsider.

#### **UPCOMING SHOWS**

If you've never been before, I encourage you to look into these upcoming winter shows: Philadelphia Gift Show (Jan. 4-11), America's Mart in Atlanta (Jan. 8-15), Las Vegas Market (Jan. 27-31) and New York NOW in Manhattan (Feb. 3-6). Most have smaller iterations in the summer, along with specialty shows like the Fancy Food Show in New York (June 23-25).

Nicole Bucher, third-generation owner of Mister Ed's Elephant Museum and Candy Emporium, has been attending gift shows for nearly two decades. She and her husband, Isaac, pride themselves on finding unique and affordable gifts, living by the notion that "there's always something new at Mister Ed's." If you've never been to a show and need some advice, send an email to nicole@mistereds.com.

Mister Ed's Elephant Museum & Candy Emporium 6019 Chambersburg Rd. Ortanna, PA 17353 717.352.3792 Open Everyday 10 a.m.-6 p.m.





BRIENNA RICHELLE Photography

NEWBORN • MATERNITY FAMILIES • CHILDREN HIGH SCHOOL SENIORS WEDDINGS • HEAD SHOTS

www.BriennaRichelle.com

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91% MEMBER RETENTION RATE

NOV. 2017-OCT. 2018



SMALL BUSINESS PERSON TIMBREL WALLACE, LARK GIFT SHOP

> EDUCATOR OF THE YEAR JAMIE COPE, BIGLERVILLE H.S.





NON-PROFIT OF THE YEAR ADAMS COUNTY SPCA

OUTSTANDING CITIZEN OF THE YEAR CATHLEEN LEREW





CHAMBER VOLUNTEER OF THE YEAR BRYAN JOHNSON



# **2018 NEW MEMBERS**

Adams Abstract Associates, Inc. Apple Ridge Family Medicine Atlantic Foot & Ankle Specialists Aura Integrative Medicine Clinic bare Skin Care & Laser Center Bayliss, Everett BCM Services Payroll, Inc. Bible Fellowship Church of Adams County Big Pine Systems, Inc. **BOOM** Creative Brown, Darlene A. Brown and Brown of PA Center of the Arts Chapel-Ridge Meat & Mercantile Chez Cheri Café and Catering **Comcast Business** Gettysburg National 19<sup>th</sup> Century **Base Ball Festival GRIT** Marketing Group Henley Corbelis, LLC Herbology Holly Purdy, Assoc Broker/Owner Realtor-RE/MAX of Gettysburg

Interstate Festival Group Keller Williams Keystone Realty **Keystone Payroll** Littlestown Area School District Milhimes Automotive Paramount Senior Living at Chambersburg Road PennCares Support Services **Quality Inn & Suites Staples** Suzanne Christianson Realtor at RE/MAX of Gettysburg T.M. Becker - Author Tender Care Pregnancy Centers, Inc. The Beveled Edge Marble and Granite, Inc. The Blessing Shop Total Tech Solutions LLC Viscul Creative Inc.

# **TOP REFERRED CATEGORIES**

- 1. EDUCATION
- 2. HEALTH & HUMAN SERVICES
- 3. BUSINESS & INDUSTRY
- 4. SERVICES
- 5. HOMES & REAL ESTATE
- 6. AGRIBUSINESS
- 7. SHOPPING & DINING
- 8. TOURISM
- 9. ARTS & RECREATION
- 10. EVENTS & MEETINGS

### IN THE COMMUNITY



\$5225 in local tax generated to Straban Township from the Gettysburg Wine & Music Festival (GWMF)

- \$1,000 to Gettysburg Rocks from GWMF
- \$1,000<sup>+</sup> to the Optimist Club of Gettysburg from GWMF
- \$750 to Biglerville High School Wrestling from GWMF
- \$500 to Freedom Transit from GWMF
- \$197 to Paralyzed Veterans of America from GWMF
- \$1,000 to the Adams County Community Foundation from the Golf Outing
- \$500 to Land Sharks youth baseball league from GWMF

**\$1,000** to the Adams County Economic Education Foundation from Taste of the Town

\$750 to Adams Regional Emergency Medical Services from GWMF

\$250 to Adams County Relay for Life from GWMF

\$500 to Ruth's Harvest from Adams County Community Prayer Breakfast

**PLUS** monetary and supply donations to South Central Community Action Programs, Adams County Christian Academy, and Blessing Boxes at Under The Horizon from County Connections programs and the Holiday Jackpot Raffle Party.

# **OUT AND ABOUT**



Ribbon Cutting | October 26 Rabbittransit

rabbittransi



Membership Mixer | October 18 Under The Horizon



Membership Mixer | October 18 Under The Horizon

UH



Membership Mixer | October 18 Under The Horizon



WELLSPAN

ACBiz Con | October 25



ACBiz Con | October 25

WELLSPAN'



A.R.E.M.S. received a \$750 donation from the Gettysburg Wine and Music Festival 



Carrie Stuart received a 20 Year Service Award from the Pennsylvania Association of Chamber Professionals



Carrie Stuart received a 20 Year Service Award from the Pennsylvania Association of Chamber Professionals





Outgoing board members Darlene A. Brown (left), board chair and Eric Gladhill (right), board secretary receive their service plaques from President Carrie Stuart.



Matt Johnson (center), on behalf of Bryan Johnson accepted the Chamber Volunteer of the Year award and is pictured with (left to right) Bev Frey, legislative aide to Sen. Alloway, Rep. Dan Moul and Adams County Commissioners Randy Phiel and Jim Martin.



Cathleen Lerew was named Adams County Citizen of the Year (center) and is pictured with (left to right) Bev Frey, legislative aide to Sen. Alloway, Rep. Dan Moul and Adams County Commissioners Randy Phiel and Jim Martin.







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# **CHAMBER EVENTS**

**DECEMBER 6** 

Holiday Jackpot Raffle Party | 5-7 p.m. Wyndham Gettysburg

**DECEMBER 11** Executive Committee | 7:30 a.m., Chamber Office

**DECEMBER 20** Board of Directors | 7:30 a.m. Refectory at United Lutheran Seminary

DECEMBER 24-JANUARY 1 Christmas/New Year Holiday | Chamber Office Closed

JANUARY 17 Membership Mixer | 5-7 p.m., Aura Integrative Medicine Clinic, co-hosted with Misfit Interactive

JANUARY 19 Martin Luther King, Jr. Holiday | Chamber Office Closed

JANUARY 29 County Connections Luncheon | 11:30 a.m.-1 p.m. East Berlin Area Community Center



## Join us for LUNCH

at East Berlin Area Community Center Tuesday, Jan. 29

12:00 Program & Anniversary Recognitions



>>

Cost is \$22 (future member \$32)

RSVP by Jan. 22 to 717.334.8151 or gettysburg-chamber.org

## **COMMUNITY EVENTS**

**DECEMBER 7-9** 5th Annual Christmas Festival ebacc.org

**DECEMBER 8** Holiday House Tour and Tasting gettysburgbedandbreakfast.com

**DECEMBER 8 & 15** A Civil War Christmas at the Shriver Museum shriverhouse.org

**DECEMBER 14** Gettysburg Holiday Tuba Carol Fest 717.334.7719

**DECEMBER 14-23** Totem Pole Playhouse's A Christmas Carol gettysburgmajestic.org

DECEMBER 15 Adams County Arts Council Jingle Ball adamsarts.org

**DECEMBER 24-25** Christmas Dining at 1863 Restaurant inside Wyndham Gettysburg 1863restaurantandlounge.com

#### **DECEMBER 31** New Year's Eve Celebration on Lincoln Square adamsarts.org

DECEMBER 31

New Year's Eve at the Gettysburg Hotel hotelgettysburg.com

**DECEMBER 31** Wyndham Gettysburg New Years Eve Party 717.339.0020 ext. 6019

**DECEMBER 31** New Year's Eve Celebration at The Lodges gettysburgaccommodations.com

# **NEW MEMBERS**

#### Atlantic Foot & Ankle Specialists

Cara Dawes 525 W. Middle St. Gettysburg, PA 17325 717.334.1825 caradawesdpm@gmail.com atlanticfootsurgeons.com Health & Human Services----Physicians

### The Beveled Edge Marble and Granite, Inc.

Holly Marshall 1540 Chambersburg Rd. Gettysburg, PA 17325 410.386.0161 bemgranite@gmail.com Homes & Real Estate----Building Materials

Please join us in welcoming these businesses to the Gettysburg Adams Chamber of Commerce. They join you in our collective effort to enhance the economic climate for businesses in Adams County. You are encouraged to reach out to these and other fellow members for your business needs.

# **MEMBER RENEWALS**

**20-29 Years** James Gettys Hotel Liberty Mountain Resort at Ski Liberty

#### 10-19 Years

Edward Jones-Frank Pizzuto, AAMS Members 1st Federal Credit Union Staff Music & Amusements Mamma Ventura Restaurant and Lounge, LLC New Age Associates, Inc.

#### 5-9 Years

Adams County Community Foundation Family First Health-Gettysburg Center G-Force Investigations, LLC

#### 1-4 Years

Mason Dixon Distillery Getty Pak, Inc. CORE Design Group Focus Foundation Quarry Critters Alpaca Ranch Littlestown Area School District Keller Williams Keystone Realty

# **OUTGOING BOARD MEMBERS**



Darlene A. Brown, Board Chair 2007-2018 Board of Directors 2012 Secretary | 2015 & 2016 Vice Chair 2017 & 2018 Chair | 2009-2018 Executive Committee

> **Eric Gladhill**, C.S. Davidson, Inc., Board Secretary 2016-2018 Board of Directors 2016-2018 Executive Committee 2017 & 2018 Secretary





**Elizabeth Johnides**, The Markets at Hanover 2016-2018 Board of Directors 2017 & 2018 Executive Committee 2017 Treasurer

> Steve Rice, Steve Rice Law 2013-2018 Board of Directors 2016 & 2017 Executive Committee





**Ryan Fox**, Huston-Fox Financial Advisory Services 2013-2018 Board of Directors 2015 & 2016 Executive Committee 2016 Treasurer





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#### **OFFICE HOURS**

Monday-Friday, 8:30 a.m.-4:30 p.m.





Shed some light on this important decision – if you're a member of the Chamber, refer a business owner who may still be in the dark about their electric supply options. UEA will provide vital information about their product choices and determine personalized innovative solutions, budget certainty, and peace of mind – features your business already enjoys! **For every qualified enrollment, you'll receive a BONU\$!** 



CASH BONUS

Here's how it works: we will come to your referral's business location to conduct a no-obligation FREE energy invoice analysis/site location audit. We ensure that there are no hidden fees or lost savings opportunities, see if they qualify for promotions offered in the area, tell them what to keep an eye on when buying energy, and make sure they are getting the services they're being promised.

REFERRALS

#### Refer a business to Unified Energy Alliance and you'll both earn a bonus!

UEA is more than just a business. We take pride in working with the community to create a strong local economy and build everyone's business, not just our own. Through community outreach and our referral bonus system, we strive to help every business find success. Choose Unified Energy Alliance as your trusted energy consultant, and we'll find an energy supply plan that better suits the needs of your business' electricity usage patterns.



If your referral likes what they hear and signs on with us, you'll receive a bonus based on the size of their electricity needs. Your referral will receive a matching bonus as well! There's no limit to the number of referrals you can send or bonuses you can earn.