

ADAMS COUNTY

JULY  
2019

# BUSINESS



**THE CHAMBER**  
GETTYSBURG & ADAMS COUNTY

## Breeding A *Successful* Business



BUSINESS BRIEFS

ADVOCACY UPDATE

EVENTS CALENDAR



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).



# THE PEOPLE BEHIND THE POWER

This institution is an equal opportunity provider and employer.



**Adams Electric  
Cooperative, Inc.**

A Touchstone Energy Cooperative

888/232-6732 | [adamsec.coop](http://adamsec.coop)

This summer at Liberty Mountain...



**\$25 Family  
Golf Nights**

**Any evening after 6pm**  
(2 adults + children 17 and under)



LIBERTY MOUNTAIN RESORT  
CARROLL VALLEY GOLF

Bring a blanket & enjoy an evening of live music! Food & drink available!

**A FREE OUTDOOR  
SUMMER CONCERT  
SERIES**

**MUSIC ON THE  
MOUNTAIN**

**WEDNESDAYS / JUNE 26-JULY 31 | JULY 4 5:30-10:30PM**  
music from 6-8pm BASE AREA OPENS AT 5:30 | FIREWORKS ON THE MOUNTAIN

Stop in and sign up for the LMR Insider Newsletter  
No fluff, just good deals...golf, restaurants and spa!



LIBERTY  
MOUNTAIN  
RESORT

Visit [LIBERTYMOUNTAINRESORT.COM](http://LIBERTYMOUNTAINRESORT.COM) for more information!

**MANAGED  
IT SERVICES**

**iNet**

Making IT Work for YOU!



[www.inettechnology.net](http://www.inettechnology.net) • 717.398.2550

## BOARD OF DIRECTORS

---

**Pete Martin, Chair\***

Amblebrook Gettysburg

**Stacey Green, Vice Chair\***

Biggerstaff's Catering

**Henry Grossman, Treasurer\***

Individual Member

**Bryan Johnson, Secretary\***

SMB Associates

**Chris Bigger**

Littlestown Area School District

**Isaac Bucher\***

Mister Ed's Elephant Museum & Candy Emporium

**Chad-Alan Carr**

Gettysburg Community Theatre

**Lisa Duffy\***

UPMC Pinnacle Hanover

**Melissa Ferguson**

Holiday Inn Express & Suites Gettysburg

**Duane Kanagy\***

Kanagy Communications

**Sharon Kebil-Whisler**

M & T Bank

**Todd King**

Salzmann Hughes, P.C.

**Dave Lamberson**

Gettysburg Construction Co.

**Bill Shoemaker**

Brown and Brown of PA

**Wes Warehime**

Aero Energy

**Shawn Wilson**

PennCares Support Services

**Carrie S. Stuart, President**

Gettysburg Adams Chamber of Commerce

*\*Executive Committee Member*

## CHAMBER STAFF

---

**Carrie S. Stuart**

President

[carries@gettysburg-chamber.org](mailto:carries@gettysburg-chamber.org)

**Jennifer McCleaf**

Membership/Events Director

[jenniferm@gettysburg-chamber.org](mailto:jenniferm@gettysburg-chamber.org)

**Edith Waldron**

Program Coordinator

[edithw@gettysburg-chamber.org](mailto:edithw@gettysburg-chamber.org)

**Tammy Meli**

Bookkeeper

[bookkeeper@gettysburg-chamber.org](mailto:bookkeeper@gettysburg-chamber.org)

**Emily Kurtz**

Communications Intern

[news@gettysburg-chamber.org](mailto:news@gettysburg-chamber.org)

## IN THIS ISSUE

- 04 Business Briefs
- 06 Member Spotlight:  
Quarry Critters Alpaca Ranch
- 07 Advocacy Update
- 08 Out and About
- 09 Guest Article:  
Are You Really Pursuing Growth?  
By Doug Howard
- 10 Events Calendar
- 11 Chamber News

ADAMS COUNTY BUSINESS IS PUBLISHED AND PRODUCED BY



**THE CHAMBER**  
GETTYSBURG & ADAMS COUNTY

Chartered in 1919, The Chamber of Gettysburg & Adams County 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.

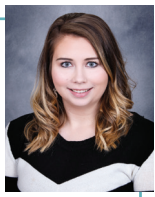
1382 BIGLERVILLE ROAD, GETTYSBURG, PA 17325 | 717.334.8151

[INFO@GETTYSBURG-CHAMBER.ORG](mailto:INFO@GETTYSBURG-CHAMBER.ORG) | [GETTYSBURG-CHAMBER.ORG](http://GETTYSBURG-CHAMBER.ORG)

# 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.

**The Outlet Shoppes at Gettysburg** will soon add Atomic Dog: Home of Jack's Hard Cider. Demolition is underway at the old 36,000 square foot theatre space for a brand new dining experience, combined with the on-site production of Jack's Hard Cider, a special event space, and the ability to offer tours of the cider-making facility. The new owner plans to bring on a chef to create an upscale pub menu. Customers will enjoy local craft beers, the company's well-known and popular homegrown wines, along with the company's specialty hand crafted Jack's Hard Cider. The restaurant will have seating for 300, and lunch and dinner will be served seven days a week.



**Gettysburg Comfort Suites** recently promoted Sarah Dull to General Manager from the Director of Sales position. Dull has worked in the Gettysburg tourism and hospitality industry since 2012. She oversees the hotel staff, guest relations and reputation management, revenue, and brand standard compliance. Dull is also active in several local chambers, networking groups and organizations on behalf of the property.



**TREYSTA Technology Management LLC.** welcomed their new Vice President, John George, Sr. to the organization. He is responsible for leading TREYSTA's sales efforts as well as helping deliver business and technology solutions that enable client success.



Kampstra



Johnides

The **Adams County Community Foundation** has named three financial advisors to its Professional Advisor Recognition Society. James Kampstra APA, APR, CIMA, and CFP of **Stonebridge**



Witherow

**Financial Group**, Elizabeth Johnides AIF and QPFC of **Retire Cents** and Kristine Witherow of **Harvest Investment Services** join a prestigious list of fourteen legal and financial advisors honored by the Community Foundation for demonstrating a commitment to Adams County and South Central Pennsylvania by working to advance philanthropy and encourage charitable giving across the region.



**Mission of Mercy's** Medical Director, Dr. Michael Sullivan, has been recognized by the Jefferson Awards Foundation for his public service and acts of goodwill that impact the lives of others. Dr. Sullivan received his award in a special ceremony at the Harrisburg Country Club on March 20th. The Jefferson Awards were sponsored by Donegal Insurance Group and CBS 21 of Harrisburg.



Jay Herman of Aspers, joins re-elected directors Nadine Hubner of Felton and Jay Grove of Shippensburg, on the **Adams Electric Cooperative** board of directors following an election process that ended during the cooperative's 2019 annual meeting.

## GROWTH READINESS: Preparing Your Company for Growth

July 31, 2019

8:30 registration | 9-10:30 workshop

Holiday Inn Express & Suites | 1871 Gettysburg Village Dr.

Pricing - Members: \$49 per attendee

Future Members: \$69 per attendee

### Deliverables:

- 7 key components to creating your Strategic Plan for Growth
- "Growth Map" Template for growth planning
- Growth Readiness Checklist

### About the Presenter:

Doug Howard is the President and Senior Consultant for Growth Team Strategies. He is a graduate of the Wharton School of Business who has been providing coaching and consulting services to small business owners for more than 25 years. Doug has considerable experience in strategic planning, process improvement, business training and public speaking. He has served in leadership roles in business, non-profits and government.

Co-hosted by:



Register at [gettysburg-chamber.org](http://gettysburg-chamber.org)  
or 717.334.8151 before 7/24.





# ATLANTIC

## FOOT & ANKLE SPECIALISTS

**Frederick**

**301-694-8880**

**Gettysburg**

**717-334-1825**

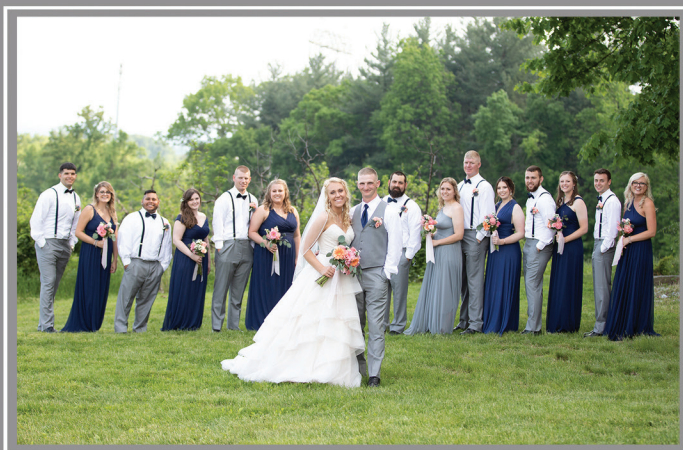
**Hagerstown**

**301-791-2270**

*"For All of Your Foot & Ankle Needs"*

[AtlanticFootSurgeons.com](http://AtlanticFootSurgeons.com)

### BRIENNA RICHELLE *Photography*



Brienna Richelle Photography strives to provide an exceptional photography experience. Since 2006 Brienna has been capturing special moments for her clients. From a newborns first portraits, to a senior graduating high school, or a couple on their big day, her goal is to capture moments that you will treasure.



Brienna Richelle Photography  
Gettysburg, PA

[BriennaRichelle.com](http://BriennaRichelle.com)  
717.253.7026





## MEMBER SPOTLIGHT

JULIE AND DAVID WYSONG

*Quarry Critters Alpaca Ranch: Celebrating 15 Years*

### What are your primary responsibilities?

Being a breeder means that you keep good records and do excellent research to make sure the breeding will better your herd. The characteristics we look to improve in our herd are conformation and quality of fleece. The alpaca is worth so much more than just an offspring. The alpaca grows a beautiful fleece that is in high demand and is considered the fiber of the Kings. Alpaca fleece is made into yarn and yarn then makes clothing and other products. The most popular clothing items we sell are alpaca socks. We can't stop there as the alpaca is very efficient with processing what they eat. The manure is said to be liquid gold in the gardening community. Plant growth is increased so much you might say alpaca manure resembles Miracle Grow on steroids. Because alpacas have only been in the country since the 1980s, and are one of the newest agricultural ventures, we also strive to educate the public. As alpacas become more popular, many folks see them as big puppy dogs and want to keep one in their homes. This is very dangerous as alpacas are livestock and herd animals and need to be respected for what they are.

### How do you stay engaged with trends you see in your industry?

Staying educated in whatever business you are in is the make or break trend. Social media is huge, but not always accurate. We are members of the Alpaca Owners Association and take part in national alpaca events and educational seminars. We are also members of the Pennsylvania Owners and Breeders Association, keeping up to date with PA educational seminars and the latest info on alpacas and fiber education and shows.

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

My backyard. It's filled with alpacas.

### How did your business get started?

David and I immediately fell in love with alpacas. We researched all we could and decided this would be a fun way to spend our retirement. I found I love researching genetics and spending time skirting the fiber to prepare it for sale or processing. I encourage new business owners to follow their dreams and passions. It's worth it.

### What do you think has contributed to your business reaching this milestone anniversary?

Teamwork. Planning. Open conversation.

## BIZ BUZZ

For the past fifteen years Quarry Critters Alpaca Ranch has been breeding and selling alpacas. In celebration of this milestone, the next open ranch day/mini fiberfest event will be held Saturday, September 28, 2019 from 9:00 a.m. to 3:00 p.m. David and Julie will be featuring alpacas for sale, opportunities to walk an alpaca, and their alpaca gift shop. There will be a scarf spinning and weaving demonstration by Time Warp, as well as music by Paul Seipp, and a food truck from A1 Catering. The ranch will also be hosting vendors offering alpaca products for sale, handmade crafts, knitting, and more. David and Julie invite you to mark your calendars and come spend the day with the alpacas.

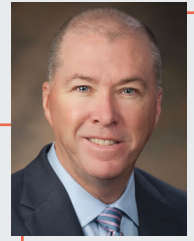




# ADVOCACY UPDATE

## WORKFORCE DEVELOPMENT, STATE BUDGET DISCUSSED AT 2019 CHAMBER DAY

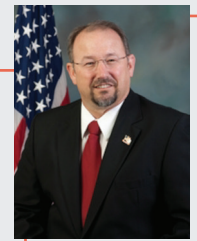
PA CHAMBER PRESIDENT AND CEO GENE BARR



More than 90 state and local chamber representatives from across the Commonwealth gathered in Harrisburg last month for the 2019 Chamber Day at the State Capitol. The annual event is co-hosted by the PA Chamber of Business and Industry and the Pennsylvania Association of Chamber Professionals during one of the busiest times of the year in the Capitol, as state elected officials work to finalize the 2019-20 budget. The event provides a forum for constructive dialogue between local chamber officers and policymakers on key issues important to the state's business community and the best ways to improve the Commonwealth's business climate. The program featured several panel discussions focusing on a wide range of topics, including workforce development; transportation and infrastructure in the Commonwealth; and community revitalization. Welcoming remarks were provided by Senate President Pro Tempore Joseph Scarnati, R-Jefferson, and Speaker of the House Mike Turzai, R-Allegheny. Attendees received an update on the status of state budget negotiations from the Appropriations Committee Chairs from each legislative chamber: Senate Majority Chair Pat Browne, R-Lehigh, and Minority Chair Vince Hughes, D-Philadelphia; and House Majority Chair Stan Saylor, R-York, and House Minority Chair Matt Bradford, D-Montgomery. State Treasurer Joe Torsella delivered the keynote luncheon address.

## THE BATTLE BEGINS OVER STATE BUDGET SURPLUS

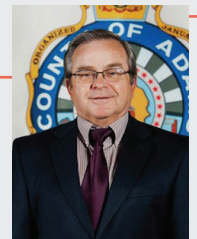
PA REPRESENTATIVE DAN MOUL



There are only a few weeks before the June 30 state budget deadline, but it remains to be seen if that deadline will be met. In past years, budgets were delayed over the cuts needed because revenues were insufficient to cover expenses. This year is a different story. Due in large part to a robust national economy, sparked by the current administration in Washington, D.C., as of the end of May, state revenues were nearly \$1 billion more than projected. While this is great news, lawmakers are divided on what to do with the surplus. Some are already clamoring to spend it on new or existing programs, put it into the Rainy Day fund or apply it to current state debt. I believe, as many of my colleagues do, that the surplus should be used to pay down existing debt and avoid the interest payments on that money. While I believe it is a worthy goal to have a healthy Rainy Day Fund, I have also seen how easily an administration can justify draining it. Right now, the state has several loans on which we are paying interest that could be settled with the surplus. It simply makes sense to use the money to retire debt than it is to spend it or save it and hope for "sunshine."

## MEMORIAL DAY WEEKEND SPEAKS

COMMISSIONER JIM MARTIN



Memorial Day weekend in Adams County was filled with excellent services; smaller communities provided their signature touch that was truly Americana. The over-riding theme of each service reflected on the ultimate sacrifices of lives and their heroic measures. They gave their all in defense of our freedom and liberty. As I pondered that matter, prompted by a speaker, what are we "the living" giving to preserve the freedom and liberty we enjoy? President John F. Kennedy recognized the importance of giving of ourselves as Americans. His famous quotation was "Ask not what your country can do for you, but what you can do for your country". After the extremely low voter participation in our most recent election, the question is, "is voting something we can do for our country"? Yes, and it is not difficult other than standing in a long line. Remember many lives were lost fighting to preserve our nation and for our rights that include voting. Let us exercise the right to vote not only as a right, but to show our appreciation for those that have stood and those that are standing for our true American principals.



# OUT & ABOUT



Membership Mixer  
May 16 | ACNB Bank



Membership Mixer  
May 16 | ACNB Bank



Membership Mixer  
May 16 | ACNB Bank



Member Appreciation Picnic  
May 22 | Adams Electric Cooperative, Inc.



Member Appreciation Picnic  
May 22 | Adams Electric Cooperative, Inc.



Member Appreciation Picnic  
May 22 | Adams Electric Cooperative, Inc.



Member Appreciation Picnic  
May 22 | Adams Electric Cooperative, Inc.



Ribbon cutting  
June 5 | Comfort Suites



Chamber Day at the Capitol  
June 4





# GROWTHTEAM STRATEGIES



## ARE YOU REALLY PURSUING GROWTH?

DOUG HOWARD, PRESIDENT  
*Growth Team Strategies*

Most business owners have growth in mind. They have sales objectives for their organization, some prospects for services and an idea of where they would like to be at some point. But there is a great difference between being interested in growth and getting ready for it. "Growth Readiness" is about not only wanting and pursuing growth but also about defining a clear vision, developing strategies to get there and driving the organization by successfully implementing those strategies.

**Create a Growth Vision.** Do you have a clear and written growth vision? A growth vision is a detailed look at your organization at some point in the future based on the assumption that you achieve the growth you are seeking. Ideally it is a look at some finite point in time (3 to 5 years) that answers questions like: if we achieve the size and scope we are seeking, what would our client base be? How many employees would we have? What would our facility look like? What other aspects of the company would have to change and how? And, most importantly, what would our numbers (budgeted income and expenses) look like?

**Determine Next Steps and Milestones.** With a vision clearly in place, you can consider what the steps should be to move in that direction and milestones for progress in 3 months, 6 months and 1 year. This includes a more specific definition of the types of clients and projects you want, identification of likely sources for new business and referrals, and some true mea-

asures of profit center profitability, marketing activity and sales results. This should be part of your regular management process and something that gets shared with the entire organization.

**Execute Your Sales Process with a Better Story.** In order to move more aggressively and directly towards your growth vision, it is essential to pursue your sales process with the attention and structure it deserves. It is equally important to hone in on your referral network by identifying good potential referral sources and developing their interest in and knowledge of your products and services. Most importantly, your networking and marketing activity must be based on your company's unique and compelling story which highlights the ways you help customers achieve their objectives and distinguishes you from your competitors. How good is your story? Is it so compelling that your referral sources just can't help but retell it? Does it set you apart from your competition?

Are you ready? Are your team and your processes ready? What needs to change in your organization to accommodate an increase in business? This is an excellent time in our economy to be truly pursuing growth opportunities, but to truly benefit you need to be "growth ready"!

*Growth Teams Strategies is a professional service company that specializes in helping successful companies seeking growth*

# CHAMBER EVENTS

## JULY 4 - OFFICE CLOSED

Independence Day

## JULY 9

Executive Committee | 7:30 a.m., TBD

## JULY 18 - REGISTRATION OPEN

Membership Mixer | 5 - 7 p.m., Paramount Senior Living

## JULY 25

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

## JULY 31 - REGISTRATION OPEN

Growth Readiness: Preparing Your Company for Growth Workshop | 8:30 - 10:30 a.m.  
Holiday Inn Express & Suites

# COMMUNITY EVENTS

## JULY 4

7<sup>th</sup> Annual Gettysburg Community Concert & Fireworks | 6 - 10 p.m.

Memorial Field at Gettysburg College  
717.334.6274 | [gettysburg.edu/July4](http://gettysburg.edu/July4)

*\*Note rain date is July 5*

## JULY 5-7

156<sup>th</sup> Anniversary of the Battle Reenactment  
Gettysburg Anniversary Committee  
[gettysburgreenactment.com](http://gettysburgreenactment.com)

## JULY 11-13

Gettysburg Bike Week  
[gettysburgbikeweek.com](http://gettysburgbikeweek.com)

## JULY 13-14

64<sup>th</sup> Anniversary Blueberry Festival | 12 - 4:30 p.m.  
Hollabaugh Bros. Inc.  
717.677.8412 | [hollabaughbros.com](http://hollabaughbros.com)

## JULY 19-28

*Abraham Lincoln*  
Gettysburg Community Theatre  
2 p.m. and 7:30 p.m.  
[gettysburgcommunitytheatre.org](http://gettysburgcommunitytheatre.org)

## JULY 20

23<sup>rd</sup> Annual Summerfest 5K and Kids Puzzle Run | 10 a.m. - 1 p.m.  
East Berlin Area Community Center  
[ebacc.org](http://ebacc.org)

Adams County Irish Festival | 10 a.m. - 6:30 p.m.  
Moose Park of Gettysburg  
Cost \$10, Under 12 FREE  
[adamscountyirishfestival.org](http://adamscountyirishfestival.org)

## JULY 20-21


10<sup>th</sup> Annual Gettysburg National 19<sup>th</sup> Century Base Ball Festival  
Schroeder Farm | 8:30 a.m.-5:30 p.m.  
[gettysburgbaseballfestival.com](http://gettysburgbaseballfestival.com)

## JULY 30-AUGUST 3

97<sup>th</sup> Annual South Mountain Fair | T-F 4 - 10 p.m., S 1 - 10 p.m.  
South Mountain Fairgrounds  
Admission \$7 | 717.677.9663

*Membership Mixer*

Thursday, July 18 from 5-7 p.m.  
at

  
**Paramount**  
Senior Living at Chambersburg Road  
**6375 Chambersburg Road**  
**Fayetteville, PA 17222**

**Come join us and take the opportunity to promote your business. We'd love to hear what your business is all about!**

**RSVP TO:**  
**[Gettysburg-chamber.org](http://Gettysburg-chamber.org)**



## NEW MEMBERS

### NEW HOPE MINISTRIES, INC.

**Brent Toomey**

120 N. Peters St.  
New Oxford, PA 17350  
717.624.4700

[btoomey@nhm-pa.net](mailto:btoomey@nhm-pa.net)

[nhm-pa.org](http://nhm-pa.org)

Health & Human Services----

Associations & Organizations

### STATE FARM INSURANCE – LYLE PITNER

**Lyle Pitner**

5 McCandless Dr.  
East Berlin, PA 17316  
717.818.3085

[lyle.pitner.y2mp@statefarm.com](mailto:lyle.pitner.y2mp@statefarm.com)

[statefarm.com](http://statefarm.com)

Services----Insurance Services

### VISUAL REALIA

**Andrew Smith**

125 South Washington St.,  
Studio 207  
Gettysburg, PA 17325  
717.451.4181

[Ostman4200@comcast.net](mailto:Ostman4200@comcast.net)

[visualrealia.com](http://visualrealia.com)

Arts & Recreation----Creative  
Studios

## MEMBER RENEWALS

### 20-29 YEARS

C.D. Cain Auto Parts, Inc.

Henry O. Heiser, III, Attorney-  
at-Law

Miller Enterprises T/A MacDonald  
Cleaning Co.

RE/MAX of Gettysburg

### 10-19 YEARS

Biggerstaff's Catering

Boles Metzger Brosius & Walborn,  
PC

Borough of Gettysburg

Comfort Suites

Mason-Dixon Endodontics, PC

Miller & Associates Real Estate, LLC

The Pabody Agency

Preferred HealthStaff, Inc.

Quail Valley Golf Club

SMB Associates, Inc.

Survivors, Inc.

Wm. F. Hill & Assoc., Inc.

### 5-9 YEARS

AgChoice Farm Credit

iNet Technology Group

PJ Martin Engineering

The Markets at Hanover

### 1-4 YEARS

Fine Line Trim, LLC

GBC Church

Harvest Investment Services

Holly Purdy, Assoc Broker/Owner/  
Realtor-RE/MAX of Gettysburg

The Brafferton Inn

ThreeBigDogs, Inc.

Typical Life Corporation



UPMC Pinnacle



Adams Electric  
Cooperative, Inc.  
A Touchstone Energy® Cooperative

 **Outlet**  
Shoppes at Gettysburg

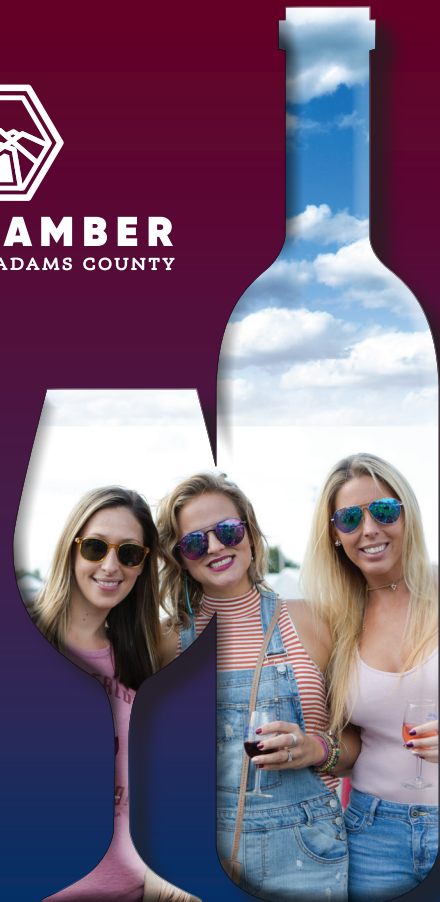


**THE CHAMBER**  
GETTYSBURG & ADAMS COUNTY

# SEPTEMBER 7-8

Gates Open 11 a.m. | Sampling Noon-6 p.m. | Gateway Gettysburg Complex  
95 Presidential Circle, Gettysburg

Get tickets at [GettysburgWine.com](http://GettysburgWine.com)





**THE CHAMBER**  
GETTYSBURG & ADAMS COUNTY

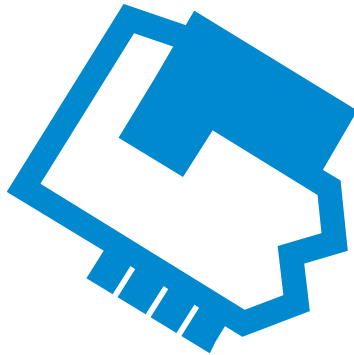


1382 Biglerville Rd. | Gettysburg, PA 17325  
717.334.8151 | FAX 717.334.3368  
info@gettysburg-chamber.org  
www.gettysburg-chamber.org

**OFFICE HOURS**

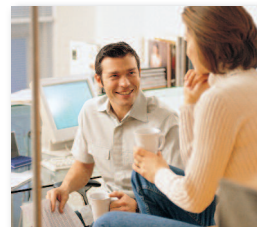
Monday-Friday, 8:30 a.m.-4:30 p.m.

Standard  
U.S. Postage  
**PAID**  
Gettysburg, PA  
Permit No. 28



# A LOT MORE THAN A BROKER.

We're a partner that cares about the health and prosperity of your business.



When you work with PA Chamber Insurance, you not only get the best in benefits solutions — you get the power of the PA Chamber of Business and Industry's pro-business advocacy efforts and our commitment to your company's economic growth and stability.

**For more information, contact the PA Chamber Insurance Service and Support Department at 877.463.9891 or [service@pciinsurance.com](mailto:service@pciinsurance.com)**



**PCI**<sup>TM</sup>

Pennsylvania  
Chamber Insurance