

ADAMS COUNTY

JULY 2022

BUSINESS



THE CHAMBER
GETTYSBURG & ADAMS COUNTY

A Safe Home in

Adams County



Special Digital Edition Only

BUSINESS BRIEFS

ADVOCACY UPDATE

EVENTS CALENDAR

CELEBRATE *Gettysburg's*
Greatest Winner
2022

Gettysburg WINE AND MUSIC Festival

Presented by:
 **THE CHAMBER**
GETTYSBURG & ADAMS COUNTY

September 10-11

Sampling Noon-6pm on Saturday
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Gates open at 11am




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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 | 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.



Doceo has hired Tyler Kauffman as an IT support specialist for their growing IT Division. Kauffman will assist clients and end users with technology-related problems, both on-site and remotely. He will also work alongside senior analysts with server and network deployments, as well as provide analysis and recommendations to the Business Development Team. Kauffman attended Pennsylvania State University and holds a Bachelor of Science in Information Sciences and Technology.



WellSpan Health's president & CEO, Roxanna Gapstur, Ph.D., R.N., has been honored by national industry leader in the healthcare news and information, Modern Healthcare, for her leadership as a healthcare executive. Gapstur was the only clinical leader from South Central Pennsylvania to make this distinguished list.

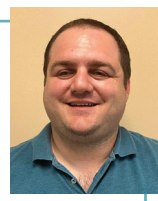


YWCA Gettysburg & Adams County named Tymia Q. Green as its executive director. Green most recently worked as the associate executive director of the Boys & Girls Club of Harrisburg, prior to which she established Miayo Entertainment & Management LTD, where she provides business management services to clients within the entertainment industry. Currently, Green is working on a doctoral degree in business administration and management, and her MBA.



Provias has re-elected Mark Mullen for the fourth year to the position of Chair for the Philadelphia Society of Motion Picture & Television Engineers (SMPTE) chapter with a term of July 1, 2022 through June 30, 2023.

The York Water Company's President and CEO, JT Hand, announced that their Board of Directors has appointed a new director to the Board. Mr. Paul R. Bonney, energy industry consultant and adjunct professor of business strategy, energy, and sustainability at Clemson University, was appointed to the class of directors with terms expiring in 2025 at the Annual Meeting of Shareholders.



Adams Economic Alliance welcomed Brady Rodgers as the Alliance's new director of business development & community outreach. Rodgers came to them by way of next-door neighbors, CareerLink Adams County. He attended Penn State Mont Alto and Future

Generations University, served as a Peace Corps Volunteer, then a Juvenile Probation officer before his position as site administrator for PA CareerLink Adams and Franklin County where became acquainted with the Alliance.



ACNB Corporation announced that Jason H. Weber is now executive vice president/treasurer & chief financial officer of ACNB Corporation and ACNB Bank as of June 1. As previously announced, Weber was selected as the successor to David W. Cathell, who announced in September 2021 his intentions to retire from all of his positions with ACNB effective the close of business on May 31. Weber joined ACNB Corporation and ACNB Bank on January 31 as executive vice president/finance for the period until Cathell's retirement.



WellSpan Health is pleased to announce that Faraaz Yousuf will join the health system as executive vice president and chief operating officer. Yousuf comes to WellSpan from Bon Secours Mercy Health in Richmond, Virginia, where he served as market president for the non-profit Catholic health system. There, he led seven hospitals, 139 physician offices, an accountable care organization and a broad network of physicians.

WellSpan Health has announced a new partnership with **Amblebrook at Gettysburg**, a 55-plus active adult living community, to provide on-site health and wellness benefits for active adult residents. WellSpan Health at Amblebrook: A service of WellSpan Gettysburg Hospital will provide various services to Amblebrook residents, including physical therapy, sports medicine, wellness programs, pharmacy services, health screenings, telehealth and digital services, and more. In addition to offering classes and programs in the community clubhouse, WellSpan will provide on-site health care services at the new fitness center being constructed on the campus.



Stock and Leader, Attorneys at Law is pleased to announce that Steven Ahlbrandt has joined the firm as an associate in the Real Estate group. Majoring in Exercise Science, Steve began his college career as a student-athlete at Temple University and ultimately earned his undergraduate degree from the University of Delaware and his Juris Doctorate from the University Of Baltimore School Of Law.



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JAMIE BONSER

Program Director

YWCA Hanover Safe Home



Tell us about your business?

YWCA Hanover Safe Home is a 501(c)(3) non-profit which provides services to victims of domestic violence and human trafficking in Adams and York Counties. Although YWCA Hanover Safe Home has been serving the greater Hanover community for 40 years, we officially opened our Gettysburg location in October of 2019. YWCA Hanover Safe Home provides a safe harbor to families impacted by domestic violence and human trafficking. We offer comprehensive trauma-informed services for survivors regardless of ethnicity, gender, sexual orientation, age, or religious affiliation. YWCA Hanover Safe Home is dedicated to the overarching mission of YWCA Hanover to eliminate racism, empower women, and promote peace, justice, freedom and dignity for all.

What are your primary responsibilities?

As Program Director for YWCA Hanover Safe Home, I am responsible for overseeing the implementation of all Safe Home's services and programs in both Adams and York Counties, including our 24/7 crisis hotline, emergency shelter, case management, civil legal assistance/accompaniment, safety and goal planning, transportation services, crisis counseling, and our outreach and prevention efforts. As daunting as this might sound, all of this is accomplished through the amazing work of Safe Home's dedicated staff.

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

YWCA Hanover Safe Home is a member agency with the Pennsylvania Coalition Against Domestic Violence (PCADV). As a member agency, Safe Home participates in discussions and trainings with other domestic violence service providers across the state. The ability to interact and have an open dialogue with our sister

agencies is invaluable in helping to track and understand developing trends and needs in trauma-informed and client-centered domestic violence services.

What motivates you to jump out of bed every morning?

I am not really a morning person, so "jump" isn't an accurate descriptor for how I get out of bed in the morning! However, I feel blessed and honored to be of service to others in my community, and my desire to help others drives me to show up and try my best every day.

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

I always try to remember the quote attributed to First Lady Eleanor Roosevelt: "to handle yourself, use your head; to handle others, use your heart."

As someone doing business in Adams County, how does the chamber help you?

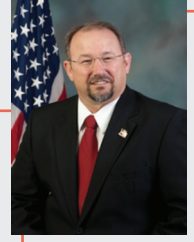
The chamber has been incredibly supportive of YWCA Hanover Safe Home's mission and has been instrumental in promoting our outreach events, such as Domestic Violence Awareness Month, Walk a Mile, and our annual Red Sand event in honor of Human Trafficking Awareness Month. These events are crucial for us to continue raising awareness of the services we offer to the Adams County community.

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

While I was an undergraduate, I worked for the National Park Service at the Fredericksburg and Spotsylvania National Military Park, so now that I live in Gettysburg, I enjoy exploring the Gettysburg National Military Park. I also love hiking on all the local trails with my three dogs.

ADVOCACY UPDATE

BUDGET SURPLUS TO ADD SECURITY IN UNCERTAIN FUTURE BY REP. DAN MOUL (R-ADAMS)



June is a busy month at the state Capitol with the 2022-23 state budget deadline on June 30. With supply chain interruptions and the price of food and fuel skyrocketing in Pennsylvania and across the country, the Pennsylvania House Republican Policy Committee is currently holding hearings to examine the impact this inflation is having on state government and Pennsylvania residents, and to determine actionable state level solutions.

Revenue collections for this fiscal year are nearly \$44 billion through May and the Independent Fiscal Office (IFO) estimates that revenues will finish around \$5.2 billion above the official estimate for the year. While this is good news, we should not rush out and find new ways to spend it. At this time, there are discussions about a reduction in the Corporate Net Income Tax (CNIT), paying down debt and putting more money into the state's Rainy Day Fund.

The IFO has been predicting an economic downturn, making the Rainy Day Fund essential to avoiding massive tax increases in future budgets. Republican leadership in the House and Senate has insisted on rebuilding the fund after it was depleted during the Rendell administration. Today, the Rainy Day Fund stands at \$2.8 billion.

To follow the progress of the state budget, please sign up for my weekly email updates on the RESOURCES page of my website: www.RepMoul.com.



ELECTION REFORM? BY MARTY QUALLY, ADAMS COUNTY COMMISSIONER

Another Primary election is in the books. It's amazing after all the complaints about the 2020 election, I haven't heard a single complaint this time around. In the Republican Primary for US Senate it looks like a recount is likely, so maybe someone will still cry foul. In Pennsylvania an automatic recount is required, if the results are within 1%. The last time that happened in Adams County was when Representative Torren Ecker won by one vote. When that election was recounted, there wasn't a single error. This doesn't mean that the Pennsylvania election system is perfect. Far from it.

Did you know there is no limit to how much an individual can donate to a candidate running for state or local elections in Pennsylvania? How does the public benefit from unlimited campaign limits? Then we have our system of Gerrymandering, where party leaders literally attempt to draw voting districts to make sure they stay in power. If we want real election reform, I suggest that our legislature investigate the impact of money and political gerrymandering on elections. Who thinks that the same leadership that benefits from these practices is willing to limit it?

LUNCH & LEARN



FREE educational programs over the lunch hour. BYOL to enjoy.

Wednesday, Sept. 21

Employee Retention presented by Leslie Elsner Bell, Elsner Bell & Associates

Tuesday, Oct. 4

Charitable Planning for Savvy Millennials and GenX Procrastinators presented by Adams County Community Foundation panel

Wednesday, Oct. 12

How to Master Conflict without Being a B!T@H presented by Dr. Judy Morley, Intuitively Speaking

Register at gettysburg-chamber.org



Hello, Summer!



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THE CHAMBER
GETTYSBURG & ADAMS COUNTY

Nonprofit Spotlight

Co-hosted by:

Adams Christian Prison Ministry
Adams County Farmers' Market Association
Adams County Library System
Adams County SPCA
Adams County Youth Advocate Programs, Inc.
Central PA Chapter IEC
Gettysburg Area Recreation Authority
Gettysburg Community Theatre
Hoffman Homes for Youth
Mission of Mercy
United Way of Adams County
Visiting Nurse Assoc. of Hanover & Spring Grove
YWCA Gettysburg & Adams County
YWCA Hanover

THURSDAY, JULY 21 | 4-6 P.M.

**Charlie Sterner Building at
Gettysburg Rec Park**

Join us for a fun carnival-themed evening of games, networking and refreshments as you learn about the work that local non-profits are doing to make Adams County a better place to live. See how you and your employees can get involved!

Whether it's new marching band uniforms, a student trip, or even a Relay for Life team, there are always needs in our community that can only be met with money. As business owners and managers, requests often come across our desks to support these needs. But the funds available for charitable giving are limited, so we must carefully pick and choose who gets our support.

We cannot say "yes!" to every request that comes in, but there may be a way for your business to still provide the financial resources to further a cause without overburdening your bottom line. Consider offering a fundraising program.

Mister Ed's started offering a fudge fundraising program in 2009. Now our program has become regionally popular, and we offer not only fudge, but also cinnamon glazed nuts and loaded chocolate covered pretzels. Last year, we helped organizations raise \$25,000 to support their causes – a number far greater than our charitable giving budget. As an added bonus, we gained lots of new customers who might not have otherwise been exposed to our physical location.

I hope these considerations will help you get started on a path to fundraising success that will not only help you support the needs of the community, but also help grow your business.

How can your business help raise funds?

Maybe it's giving away a percentage of sales on a given day to people who have special fundraiser vouchers.

Maybe it's making a product available for people to sell and sharing the profit – for us, that's fudge, nuts and pretzels. Perhaps it's offering a make-and-take activity that can help raise funds. Or maybe it's providing free space to an organization to host an event. Be creative.

Consider how it might be mutually beneficial. If you plan to offer a percentage of daily sales, pick a day when you're traditionally not busy. The influx of people wanting to support the cause will help boost your sales that day. But make sure you're staff is ready, eager, and friendly, because for some, this will be the first taste of your business. If you're offering a product to sell, make it something that is popular that you are eager to get in the hands of more people. Just remember the same rule for retail also applies to fundraisers: *you can sell anything but you can't sell everything.* We don't offer the whole candy store, only high-value, giftable items that are special and unique to us.

The financials. As in every situation, financials are deeply personal, and I can only tell you what we do to support the community. You have to decide what makes sense for your business. Our fundraising program offers between 48-52% profit depending on how much an organization sells. That's very generous by industry standards.

Since fundraising is not our primary business, we have three goals for each one we hold: (1) Help local organizations raise money for their cause, (2) expose more people to our products to encourage visits to our store, and (3) stretch our giving by helping that local organization raise more money than we would have considered donating (donating \$50 versus raising \$1,000). We make enough money to cover all our expenses and consider the rest of it to be some of the best marketing money can buy.



CREATING A WIN-WIN FUNDRAISING PROGRAM

By Nicole Bucher

Mister Ed's Elephant Museum & Candy Emporium

Consider your fine print. When we started our fundraiser program, it was informal. Over time, we had little issues arise and have put safeguards in place to ensure each fundraiser goes off without a hitch. For example, we only do fundraisers with groups, never for individuals. We require all orders to be counted upon pick up, never relying on volunteers to ensure the count is correct. You'd be amazed how many boxes of fudge have gone missing over the years when volunteers are filling orders and make honest mistakes. And we only allow a certain number of fundraisers to happen at the same time in the same area. Each group that does a fundraiser has to read our policies and sign off on them. We strictly adhere to our rules with no exceptions.

Marketing your fundraising opportunities. Think about items you've been asked to buy over the years – pastries, pizzas, gift cards, wrapping paper, and meals at restaurants – and you'll realize there is a lot of national competition for fundraising dollars. To compete with the big guys, you've got to have professional looking order forms or vouchers. Hire a graphic designer – don't just put something together in a Microsoft Office program – and have it professionally printed. We've found our customers prefer a matte finish to something glossy, because it's easier to write on. Make sure any photos you use are professionally quality, too.

When it comes time to promote your program, mention it periodically on all your social media channels. You'll also want to contact group leaders and teachers and let them know about your program. And don't forget to promote it in your physical location, too. As with all things, success begets success, and word-of-mouth will become key to your program's growth.

Nicole Bucher is the third generation of Mister Ed's Elephant Museum & Candy Emporium. She manages the production of all the business's sweets, as well as marketing, group tours and unique gift items. Contact her at nicole@mistereds.com.

OUT & ABOUT



Ribbon Cutting | June 8
Burkentine Real Estate Group



Annual Golf Outing | June 10
1st in 1st Flight - Riggle Wealth Group
team with a score of 53



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Annual Golf Outing | June 10
2nd in 1st Flight - Raffensperger, Martin &
Finkenbinder team with a score of 54



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Annual Golf Outing | June 10
1st in 2nd Flight - Tom Haupt's team with
a score of 59



Adams Electric
Cooperative, Inc.
A Touchstone Energy® Cooperative



Annual Golf Outing | June 10
2nd in 2nd Flight - G-Force Security
Solutions team with a score of 59



Adams Electric
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County Connections | June 15
Children of Gettysburg 1863, 1 year



County Connections | June 15
DG Entertainment, 1 year



County Connections | June 15
Hartzell Home & Garden Service, 1 year



County Connections | June 15
Innovo Detox, 1 year





County Connections | June 15
Novak Strategic Advisors, 1 year



County Connections | June 15
USI Insurance Services, 1 year



County Connections | June 15
Focus Foundation, 5 years



County Connections | June 15
Tevis Energy, 5 years



County Connections | June 15
Celebrate Gettysburg, 15 years



Membership Mixer | June 16
YWCA Gettysburg & Adams County



Membership Mixer | June 16
YWCA Gettysburg & Adams County



Ribbon Cutting | June 17
Brandenburg & Stein Funeral Parlor, Inc.



Ribbon Cutting | June 24
Caruso Homes On Your Lot PA1

CHAMBER EVENTS

JULY 4

Independence Day Holiday | Chamber office closed

JULY 12

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

JULY 20

Ambassador Committee | 11:30 a.m., Mela Kitchen

JULY 21--REGISTRATION OPEN

Membership Mixer | 4-6 p.m., Non-profit Showcase at the Gettysburg Area Recreational Park

JULY 28

Board of Directors Meeting | 7:30 a.m., Chamber office

COMMUNITY EVENTS

JULY 2-3

159th Battle of Gettysburg | 9 a.m.
Daniel Lady Farm
gbpa.org

JULY 4

A Gettysburg Fourth! | 3-10 p.m.
Gettysburg Area Rec Park

JULY 7-10

Gettysburg Bike Week
gettysburgbikeweek.com

JULY 9

Family Fun Day | 9 a.m.-3 p.m.
The Markets at Hanover
717.646.1649 | marketsathanover.com

JULY 9-10

67th Annual Blueberry Festival | 12-4:30 p.m.
Hollabaugh Bros. Inc.
717.677.8412 | hollabaughbros.com

JULY 16

26th Annual Summerfest 5K and Kids Puzzle Run | 8 a.m.
East Berlin Area Community Center
info@ebacc.org

JULY 16

2nd Annual Snack Town Street Fair | 8 a.m.-4 p.m.
Hanover Square
717.637.6130 | hanoverchamber.com

JULY 16-17

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

JULY 26-30

100th Annual South Mountain Fair | T-F 4 - 10 p.m.,
S 1 - 10 p.m.
South Mountain Fairgrounds
Admission \$7 | 717.677.9663

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717.766.5397
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assocproducts.com
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amblebrookgettysburg.com
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3045 Baltimore Pike, Gettysburg, PA 17325
717.345.5524
jim@gettysburgfunerals.com
gettysburgfunerals.com
Services----Funeral Homes

D.R. Horton

Emily Grum

27 Bridge Valley Rd., Gettysburg, PA 17325
443.714.3044
eapooler@drhorton.com
drhorton.com
Homes & Real Estate----Building & Construction

PDM Insurance Agency, Inc.

Chaz Timmons

65 N. Main St., Biglerville, PA 17307
717.369.5500
chaz@pdminsuranceagency.com
pdminsuranceagency.com
Services----Insurance Services

Don't Forget To Let Us Know

We are working on the layout of the printed membership directory and it is imperative that we have correct information for each of our member businesses/organizations. Soon 10,000 copies of Adams County Living will be printed and we want to ensure that potential clients and customers can reach you!

Call the office today, 717.334.8151, if you did not receive the email with the information to update.



THE CHAMBER
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Hockley & O'Donnell Agency	Gettysburg	717-334-6741