

# CHAMBER



**November 2013**

A monthly publication of  
the Gettysburg Adams  
Chamber of Commerce



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**Also: Membership  
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## Business Ethics

Imagine for a minute going to work everyday with a tape recorder taped to your chest, one in your briefcase and one in a special notebook, knowing that you will be secretly recording your co-workers, supervisors, and in some cases your friends. This is exactly what Mark Whitacre did every day for three years (1992-1995) when he was a mole for the FBI in the largest price-fixing scandal in the history of the United States.



Mark Whitacre

In 1992, Archer Daniels Midland (ADM) was the 56th largest Fortune 500 Company with over \$70 billion in annual revenues and 30,000 employees. ADM is a food additive company and their ingredients are found in the foods and drinks people consume everyday including; Kellogg's cereals, Kraft Foods, Tyson Foods, Coca-Cola and Pepsi.

Mark Whitacre began his career at ADM in 1989, as president of the bio-products division at just thirty-two years old. Within three years he was promoted to corporate vice president and corporate officer. Between his base salary and stock options, he was earning seven figures. Mark, along with his wife Ginger and three children, lived in a beautiful mansion, drove nice cars and their children went to the best private schools that money could buy. Anyone looking from the outside in thought that Mark had everything! He was living the American Dream...

So why would he turn on ADM with the possibility of losing everything? Ginger, Mark's wife, noticed major changes in his behaviors – he was not happy, work consumed him and he was greedy. After much interrogation from Ginger, Mark finally caved in November of 1992. He admitted that ADM was stealing billions of dollars each year from food and beverage customers by fixing the prices of several key ingredients. Ginger insisted that he turn himself into the FBI or she would do it for him. An hour later he was confessing the details of the largest price-fixing scandal to an FBI agent.

If you were in Mark's situation, what would you have done? Would you have continued to look the other way in order to keep climbing the corporate ladder? Or would your business ethics have overpowered your desire to succeed?

Please join us on November 20 at the 13th Annual Community Prayer Breakfast to hear Mark's presentation, "When Good Leaders Lose Their Way."  
The registration form can be found on page 20.

# We're Moving!

But not too far...

**As of January 2014 our new address is 1380 Biglerville Road.**

The Gettysburg Adams Chamber of Commerce supports the Adams County area by promoting diverse economic opportunities through advocacy, networking and information.

## —2013 BOARD OF DIRECTORS—

**\*Stacey Green, Board Chair**

Biggerstaff's Catering

**\*Duane Kanagy, Vice Chair**

Adams Electric Cooperative, Inc.

**\*Carl E. Frantz, Secretary**

Carl E. Frantz, Inc.

**\*Dave Campbell, Treasurer**

Graphcom, Inc.

**\*S. Gregory Allen**

Celebrate Gettysburg

**\*Mary Bottorf**

Hartman & Yannetti

**\*Darlene A. Brown**

Adams County Housing  
Authority/Pennsylvania Interfaith  
Community Programs, Inc.

**Emried Cole**

Lutheran Theological Seminary  
at Gettysburg

**Norris Flowers**

Gettysburg Convention &  
Visitors Bureau

**Ryan Fox**

Financial Consulate, Inc.

**Amanda Hollabaugh**

Hollabaugh Bros., Inc.  
Fruit Farm & Market

**Bryan Johnson**

Country Inn & Suites By Carlson

**Katie Lawhon**

Gettysburg National Military Park

**Pete Martin**

Sharrah Design Group, Inc.

**Steve Rice**

Steve Rice, P.C.

**Matt Sheads**

Hockley & O'Donnell Insurance  
Agency

**Sherry Wisor**

Wisor HR Consulting

**\*Carrie S. Stuart, President**

Gettysburg Adams Chamber of  
Commerce

*\*Denotes Executive Committee member*

## —CHAMBER STAFF—

**Jennifer McCleaf**

Membership/Events Director  
jenniferm@gettysburg-chamber.org

**Edith Waldron**

Operations Assistant  
edithw@gettysburg-chamber.org

**Kaylee Sites**

Marketing Assistant  
kaylees@gettysburg-chamber.org



18 Carlisle St., Ste. 203 | Gettysburg, PA 17325

717.334.8151 | FAX 717.334.3368

info@gettysburg-chamber.org

gettysburg-chamber.org

**Office Hours**

Monday-Friday, 9am-5pm



## New Members

**Galen C. Krebs**

**Metro Public Adjustment, Inc.**

1058 Pickett Dr.

Gettysburg, PA 17325

717.487.8203

FAX 717.334.4331

metrogalen@gmail.com

## Did you KNOW?

The Gettysburg Adams Chamber of Commerce is nearly 95 years old! 2014 marks the commemorative year. The organization was incorporated on April 26, 1919. Our earliest recorded minutes show the Gettysburg Chamber was instituted by a group of concerned businessmen who had a vision for the future of our county.

The chamber officially changed its name to the Gettysburg-Adams County Area Chamber of Commerce in 1981. And then in 2004 the name was changed to the Gettysburg Adams Chamber of Commerce.

## Development of Community Profile and Membership Directory has begun...

Preparing our annual edition of the Community Profile & Membership Directory is a major undertaking, starting with the process of contacting all of our members and sharing with them what a fantastic marketing opportunity this publication creates. Last year's edition was very well received and has provided the Chamber with both a print and online edition that is used to promote our members and the community. This year's Community Profile will showcase our members to new residents, new businesses, visitors, as well as the business community. The publication will be widely distributed, and will be available in late-July.



The Community Profile will be a full-color, glossy publication packed with over 50 pages of information, featuring full color photos and interesting articles highlighting each major aspect of our community. Designed to be the community's go-to source for local demographic information, it will once again include helpful and eye-catching demographic and statistical information about our county.

The publication is widely distributed. Copies are mailed directly to all members. Most member hotels have also placed copies of the publication in their rooms, giving our members access to the area's many visitors and business travelers. **Centre Publications**, who specializes in producing chamber directories for communities like ours, is publishing it again this year.

Only members will have the opportunity to purchase display advertisements in the directory. Plus – each ad purchased includes design services for your advertisement and professional on-site photography of your business to help you look your best – all with no extra charge!

The directory will be used as the Chamber's main marketing and promotional tool. Please make supporting this publication a priority for your business this year. For more information, please contact Centre Publications directly at 1-800-200-5375.

## Membership Renewals

**The Chamber would like to thank the following businesses for continuing their commitment to the Gettysburg Adams Chamber of Commerce and the Gettysburg/Adams community:**

1863 Inn of Gettysburg  
AAA Central Penn/AAA Travel  
Adams County Christian Academy  
Adams County Housing Authority/ Pennsylvania  
Interfaith Community Programs, Inc.  
Adams County Nursery, Inc.  
Adams Oral Surgery, Inc.  
Americas Best Value Inn  
Appleford Enterprises, Inc.  
BottomLine Pros LLC  
Bowders Pipe Organ Service, Inc.  
C. E. Williams Sons, Inc.  
Carl E. Frantz, Inc.  
Cross Keys Village - The Brethren Home Community  
Crouse Electric Co. LLC  
Eicholtz Co.  
El Costeno Mexican Restaurant  
El Vista Orchards, Inc.  
Ferrara Kampstra  
First Baptist Church of Gettysburg  
Flatbush Golf Course  
Gettysburg Eddie's  
Gettysburg Gardens, LLC  
Gettysburg Gift Center (FutureStake, Inc.)  
Gettysburg Pediatrics

H.A.R.T. Center  
Hickory Bridge Farm, Inc.  
Hockley & O'Donnell Insurance Agency  
The House of Bender, Inc.  
Justice Excavating Inc.  
Knight Builders, Inc.  
L & H Mechanical & Electrical Services, Inc.  
Land Conservancy of Adams County  
Musselman Greenhouses Div. of Musselman  
Wholesale Foliage, Inc.  
Patriot's Choice Tax Services  
Penn State Mont Alto  
Phillips & Phillips  
Phillips Office Solutions  
Redding Auction Service  
Richard Weidner Paving & Excavating Inc., LLC  
Sandoe's Mini Storage, Inc.  
Sheen, Eleanor B.  
Sherwin-Williams  
Sites Realty Inc.  
South Central Community Action Programs, Inc.  
Tigrett Corp.  
United Way of Adams County, Inc.  
Wellspan Gettysburg Hospital  
YWCA Gettysburg & Adams County



# Member News



The American Civil War Wax Museum Complex opened its doors to the public in 1962 with Chaim Uberman as a principal shareholder. In the 1970's, C.M. Uberman Enterprises, became the exclusive proprietor. On August 26, 2013 the American Civil War Wax Museum Complex was acquired by FutureStake, Inc., a Gettysburg, Pennsylvania based corporation. One variable which will not change is the helpful staff of the museum complex, the same friendly and attentive team will continue to serve and lead as they enter this exciting partnership.

HACC is helping to meet the needs of area logistics industries with a new program in warehouse equipment moving specialist training. The warehouse equipment specialist course is a 62-hour course taken over two weeks, with additional self-paced online courses required. The following locations for these two sessions will be determined. Monday, Nov. 11-Friday, Nov. 22, 2013, and the second session will be Monday, Dec. 9-Friday, Dec. 20, 2013. Register at <http://vc/hacc.edu/>. For more information, contact Cheryl Deitz, HACC workforce training coordinator, at 717-221-1338 or email [chdeitz@hacc.edu](mailto:chdeitz@hacc.edu).



Karl A. Lehman, CPA, managing partner of Rager, Lehman & Houck, P.C. has been awarded the Personal Financial Specialist (PFSSM) credential by the American Institute of Certified Public Accountants, joining an elite group of professionals who have demonstrated advanced knowledge of tax, estate, retirement, investment and insurance planning.

Rowan Joseph, a nationally-recognized producer and director with over 30 years of experience working in the American Theatre has been named as the new Producing Artistic Director of the Totem Pole Playhouse. As founding Managing Director, Joseph built, opened and operated The Century Center for the Performing Arts in New York City. In addition to his stage work, he has appeared in several TV series. Joseph took over management of Totem Pole Playhouse September 23rd and plans to relocate full-time to the Cumberland Valley.



Breaktime Massage is pleased to welcome new staff and a new service! Pamela Spicknall is a Usui Reiki Master, and is practicing as Hands of Light Reiki for Breaktime Massage. Reiki (pronounced Ray-key) is a Japanese technique for stress reduction and relaxation that also promotes healing. It is a simple, natural and safe method of healing. More information on this new service can be found on Breaktime Massage's website at [www.breaktime-massage.com](http://www.breaktime-massage.com).

Richelle M. Groff, of Rager, Lehman & Houck, P.C. has been promoted to Semi-Senior Accountant. She graduated from Shippensburg University with a Bachelor of Science in Accounting in May 2012. She was an intern with RL&H during the summer of 2011 and accepted a full time position as a Junior Accountant the following June.



*Save the Date!*  
*John R. White Memorial*  
*Tournament*

*When:*  
June 5 - 11:30am Registration,  
1pm Tee Time

*Where:*  
Quail Valley Golf Course  
900 Teeter Road, Littlestown, PA 17340

*Sponsored By:*



# Member News



Gettysburg National Military Park recently recognized two members of the staff for outstanding performance. Lucas Harmon was recognized for overseeing the parking

operations during the battle anniversary events. Harmon and his team parked more than 30,000 vehicles during four days of special events with no accidents. Jared Frederick was recognized for creating graphic designs for the park's social media sites that were highly effective in increasing the public's awareness of special park programs and events. Bob Kirby, Gettysburg National Military Park superintendent, presented the awards.

The Pennsylvania Chamber's 2013 Annual Human Resources Conference on Tuesday, Dec. 3, 2013 at Hershey Lodge. Designed to provide tangible, practical steps and sound advice that human resources professionals can take with them and apply immediately to help make their difficult jobs a little easier. The fee to attend is \$295 for PA Chamber members, \$345 for non-members. Full registration, topics and speaker information is included online. You may register at [www.pachamber.org/confor](http://www.pachamber.org/confor) call our toll-free Conference Hotline 877 866-8965.



Sherry Cracium-Bolin, of Rager, Lehman & Houck, P.C. has been promoted to Principal. She graduated from York College of Pennsylvania with a Bachelor of Science degree in Accounting in 1996. Sherry's public accounting experience includes extensive tax compliance work and planning for individuals and a variety

of entities including corporations, partnerships, trusts, estates, and not-for-profits as well as management advisory services.

ACNB Bank is proud and thankful to achieve #1 Bank out of all the other banks and credit unions in the Gettysburg Times Pick of the County contest. Nothing is more important than taking care of our customers and serving our community, like at our Community Shred Event, held in conjunction with United Way of Adams County's (UWAC) Day of Caring. Adams



Countians shredded and recycled over 5,600 pounds of documents. A goodwill offering and non-perishable food were accepted for UWAC. \$863.50 was raised and four boxes of food were collected for UWAC's Bag the Bounty food drive.

Carli Lehr, of Rager, Lehman & Houck, P.C. has recently earned the professional designation of Certified Specialist in Estate Planning™ (CSEP). This designation was awarded by The National Institute for Excellence in Professional Education, LLC, in conjunction with various state societies of CPAs. To earn this designation, Carli was required to complete a curriculum of eight courses, meeting core and elective obligations ranging from basic ideas to advanced concepts.



Don't miss Dancing With the Local Stars, scheduled for Jan 14 at 7 p.m.! Tickets are still on sale at the Majestic Theater box office and sponsorship opportunities are available; visit [ywcagettysburg.org](http://ywcagettysburg.org) for information and a complete cast list. All proceeds benefit YWCA fitness programs and general operations.

**eliminating racism  
empowering women  
ywca**

As the Gettysburg area prepares for two major events Dedication Day (Nov. 19) and Remembrance Day (Nov. 23), it is imperative that we explore ways in which we can turn these one-day events into multiple night stays, thus increasing the positive economic impact on our community. On Nov. 19, thousands of visitors are expected to arrive that morning - as early as 5 or 6 a.m. - attend the ceremony at 10 a.m. and then do one of two things - leave and return home, or stay throughout the day. The CVB is working hard to provide visitors with plenty of options and ideas so that they may extend their trip as long as possible.




  
 Liberty Mountain
   
 Resort & Conference Center

CELEBRATE THE
   



  
*Holidays*
  
 AT LIBERTY MOUNTAIN!


MAKE PLANS NOW TO JOIN US FOR OUR THANKSGIVING AND CHRISTMAS DINNER BUFFETS
   
*Reservations are now being accepted for our very popular (and very delicious!) holiday buffets in the Ballroom of the Carroll Valley Clubhouse.*

Call 717-642-8282 to make your reservations

**HOLIDAY PARTIES**
  
*Looking to host a holiday party, a luncheon, or even a gala celebration? Look no further!*
  
*Liberty's experienced staff will provide you with an event your guests will long remember. We have multiple venues to accommodate most any size group. Contact our sales team for a resort tour and see just how simple it is to plan the perfect gathering!*

LibertyMountainResort.com
   
 78 Country Club Trail Carroll Valley, PA 17320


**TIP OF THE MONTH**



 Geotab provides the world's most sophisticated GPS fleet management solutions


Rising fuel costs, increasing competitive pressures and unpredictable market conditions are driving fleet and operations managers to seek out new ways to leverage technology, telematics, and other business metrics within their operations to increase operational efficiencies and do more with less.

Did you know that a 5% reduction in operating costs has the same P&L impact as a 30% increase in sales? Did you also know that your wireless carrier can help you achieve these objectives and more? Many leading companies look to Sprint for superior fleet-tracking and telematics solutions. We are not just in phones anymore. Just to pat ourselves on the back a bit, we're the nation's number one provider of GPS solutions with more than 10 years of experience!

One of the products currently on the market is GeoTab. It is a plug and play device that hooks up to your fleet and begins reading data. It notifies you of erratic driving behavior, vehicle maintenance tasks and issues, and more. It runs on the cost of an air card each month. Sprint has the exclusive on this product through the summer.

If you are looking for ways to increase operational efficiencies, there may be a way that your wireless carrier can help. Reach out to your business rep with a wish list and let's explore together. This is what we are here for!

Questions? Please feel free to reach out to me directly:
   
**Mark Morrett**
  
 Sprint Business Consultant
   
 Mark.Morrett@emp.sprint.com • (717) 841-4105





**McCleaf**
  
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**717-530-1165 • Shippensburg, PA**

**Recognized as a STARS safe company program for commitment to safety excellence in 2013 by PLANET.**

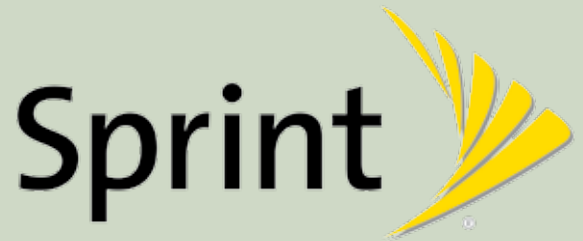
**Chamber members receive a 10% discount on snow removal services for the 2013-2014 winter season for their home or business.**





# Member Spotlight

## ALL Wireless



### Now a Sprint Authorized Retailer

*In 1995 ALL Wireless entered the cellular industry as the areas first locally owned and operated cell phone specialty store. In 1998 ALL Wireless moved to its current location at 33 Buford Avenue. All Wireless has been serving customers in and around Gettysburg for 18 years. Together, founder Jamie Harbaugh and employee Tami Tuckey have over 25 years experience in the wireless industry.*

*Offering truly personal solutions to our customers' wireless needs along with the best possible service has always been the goal of the ALL Wireless team. The "Hometown Advantage" is more than a marketing phrase it is the backbone of how we operate our business. We are proud to be a Sprint authorized retailer and assure our community that our commitment to serving our customers has not changed.*

*We now have live displays of every phone we sell to make choosing the right phone easier. We look forward to supporting our community's needs in partnership with Sprint and the all new 4G LTE Network.*



### Yes, LTE is here and it delivers:

- More coverage in more places
- Stronger signal indoors
- Faster downloads
- Unlimited Data
- Fewer data interruptions.

*ALL Wireless looks forward to supporting both new and returning customers well into the future. Stop by and see us today at 33 Buford Ave. Or call us at 717.337.0137*

*Past customers come on over to Sprint and keep your "Hometown Advantage".*



**Jamie Harbaugh  
ALL Wireless**

**33 Buford Avenue, Gettysburg, PA 17325  
Office: 717.337.0137 Fax: 717-337-0137**

**[www.allwirelesspa.com](http://www.allwirelesspa.com) ♦ [jharbaugh@allwirelesspa.com](mailto:jharbaugh@allwirelesspa.com)**

# PICTURE THIS

## PORTRAITS & SPECIAL EVENTS

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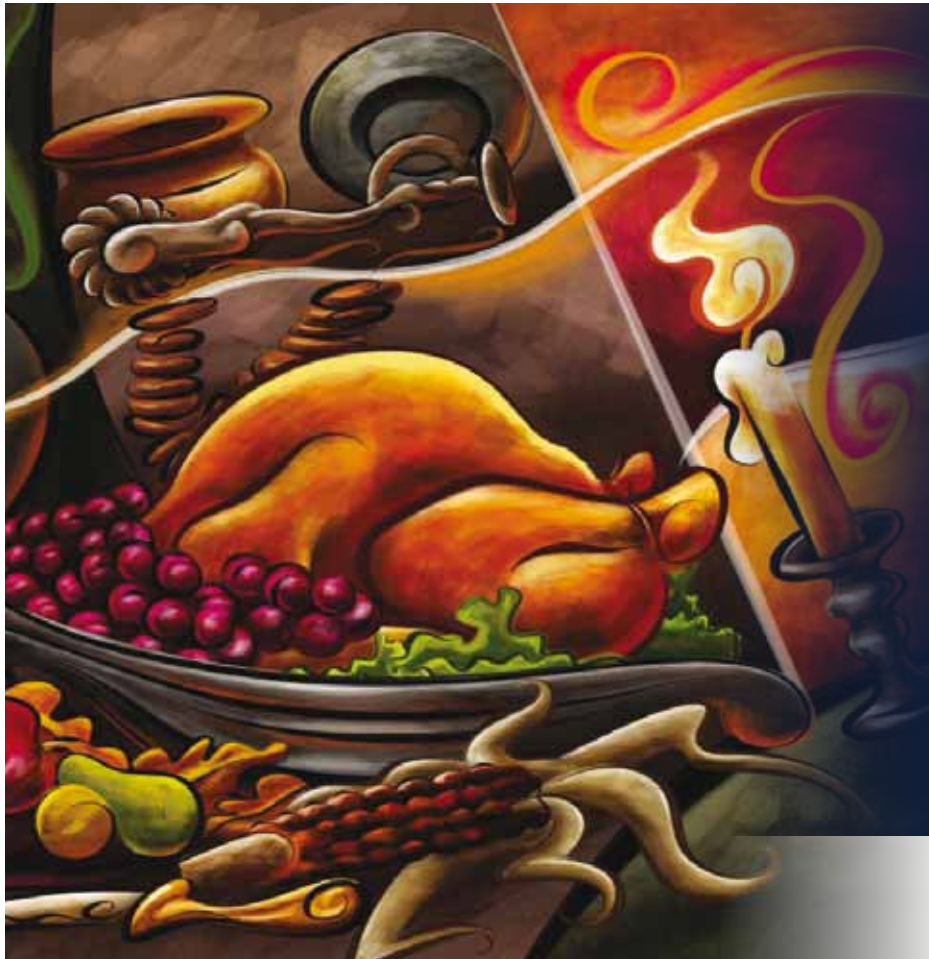
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Happy Thanksgiving!*

*from your friends at...*



Because the goodwill of those we serve is the foundation of our success, it's a real pleasure at this holiday time to say "Thank You" and extend to you our best wishes for a Happy and Healthy Thanksgiving.

Call Us Today! **1 (877) 914-9283**  
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# Community Partners

## “Remembrance Day”

by Carl Whitehill, Media Relations Manager, Gettysburg Convention and Visitors Bureau



The tourism community, along with other organizations and businesses throughout Adams County, are busily preparing for Gettysburg's second 150th – this time, the Sesquicentennial of President Lincoln's Gettysburg Address. Additionally, preparations are taking place for one of Gettysburg's busiest weekends: Remembrance Day, just days later. The CVB and other stakeholders are looking to replicate the success of the 10-day commemorative event this past June/July. This summer, for the 150th anniversary of the Battle of Gettysburg, the Adams County community welcomed 235,000 visitors, 660 journalists and brought in

approximately \$100 million in economic impact to the community. In November – specifically for Dedication Day (Nov. 19) and Remembrance Day Weekend (Nov. 22-24) – similar plans will be in place for parking and traffic, media relations and visitor information services. While visitation won't quite reach the levels Adams County experienced for this summer's 150th commemoration, the Gettysburg CVB anticipates that logistics for Dedication Day will take coordination and cooperation among many organizations because of the number of people expected to attend the ceremony on Nov. 19th. For a full list of all events scheduled during this time and the remainder of 2013, visit [www.gettysburgcivilwar150.com](http://www.gettysburgcivilwar150.com).

## “GARMA PREPARES FOR THE HOLIDAY SEASON”

by Walt Tuchalski, GARMA Member, Gettysburg Area Retail Merchants' Association

November is upon us and by Thanksgiving Day the streets of downtown Gettysburg will be decorated for Christmas, the tree will be standing tall on the Square, Santa will be keeping visiting hours in his Shanty, stores will be fully stocked with gifts, entries for the annual \$1,000.00 Shopping Spree Giveaway will be in member locations, and the holiday shopping blitz will be underway! The Gettysburg Area Retail Merchants' Association (GARMA) mission is to help create, promote, advertise, and represent the better business interest of the membership of the organization, and this is never more apparent than at Christmas time.

GARMA accepts the responsibility to buy, store, maintain, and display the festive street decorations that greet our visitors, delight children, and welcome customers to our town every Christmas season. By a decades long special arrangement, GARMA welcomes Santa to town and provides his Shanty on Lincoln Square, where he meets all his little apple dumplings year after year. GARMA encourages members to participate in special holiday shopping hours and events, coordinate their window decorations with a seasonal theme, and help to make shopping in charming, downtown Gettysburg a real pleasure and a wonderful escape from the crush of the malls.

GARMA enjoys the cooperation of Gettysburg Borough to erect the tree on the Square, facilitate the decorating of the town, and to provide FREE parking at marked meters after 12 noon throughout the downtown area. This partnership gives Gettysburg a welcoming edge over larger communities in the area.

GARMA Gift Certificates are welcomed gifts that are honored at most member locations. Gift Certificates are available in denominations of \$5, \$10, and \$20 each to allow you maximum flexibility in sizing your gift, while providing maximum flexibility for the recipient when redeeming your gift at any of the over 75 participating GARMA members. Purchase GARMA Gift Certificates at T&S Clothing and Gifts, 1 Chambersburg Street, Gettysburg Gift Center, 297 Steinwehr Avenue, or Go'in Postal at 1863 Gettysburg Village Drive.

Celebrate 1st Friday – Gettysburg Style this Friday, November 1st, when participating members will be open extended hours, offering specials, extra hospitality, unique events, entertainment, and unusual opportunities at their locations. Learn more on the events page at [www.gettysburgretailmerchants.com](http://www.gettysburgretailmerchants.com) or in the October 31st Edition of the Gettysburg Times.

GARMA and Go'in Postal Gettysburg will join the community to send holiday boxes to our troops currently serving overseas. The Salute the Troops Campaign will kick off on 1st Friday- Gettysburg Style this November 2nd. Collection boxes can be found at participating members to accept donations of requested items throughout November and Go'in Postal Gettysburg will generously ship them out to our fighting men and women stationed overseas during the holidays. Learn more and view a complete list of soldier requested items at participating merchants or online at: <http://www.gettysburgretailmerchants.com/pages/salutethetroops.html>.



Gettysburg Area Retail Merchants Association

# Program Updates



*Carrie Stuart presenting Duane Kanagy with his winnings from the 2012 Holiday Jackpot Raffle.*

Planning for the Holiday Jackpot Raffle Party is in full swing! This year's event will be held on December 12 from 5 to 7pm at Wyndham Gettysburg - we hope to see you there! In addition to the great cash prizes, there will be a Silent Auction as well.

The Raffle Team is currently seeking donations, if your business/organization has something fun and unique to share please contact Jennifer McCleaf, at [jenniferm@gettysburg-chamber.org](mailto:jenniferm@gettysburg-chamber.org) or 717.334.8151, today!

The staff is hard at work on the 2014 Membership Directory and we need your help! We are requesting members review your current directory listing for errors or additions that need to be made before the membership directory is printed. We will be sending

an Update Form via e-mail. The forms can be faxed to 717.334.3368 or e-mailed to [jenniferm@gettysburg-chamber.org](mailto:jenniferm@gettysburg-chamber.org). If you have any questions don't hesitate to contact the staff at 717.334.8151. We appreciate your assistance in making the directory as accurate as possible.

Does your name say it all? In today's cluttered advertising world, it is often hard to be noticed - even harder when people don't know exactly what you do. With an upgraded listing with the Gettysburg Adams Chamber of Commerce Online Business Directory you can solve that issue. For only \$25, a description of your business will appear with your basic listing. Not only does this define who you are - it makes you stand out from those who haven't made this small investment. Where else can you advertise for an entire year for only \$25? Contact Jennifer McCleaf at 717.334.8151 or [jenniferm@gettysburg-chamber.org](mailto:jenniferm@gettysburg-chamber.org) today to make this small investment that will make your business stand out in the Online Business Directory.



## ACEEF Adams County Economic Education Foundation Updates



*2013 Mentees and Mentors*



*Dr. Russel Greenholt addresses the students*

## Mentor Program

We are off to another great start! The Mentoring Program Kick-Off event was held at the Charlie Starnier Building at the Gettysburg Recreation Park on a lovely Friday in late September. The assembled students were introduced to their mentors and then they were shown the "Winning Colors" program by the Junior ROTC team from Gettysburg Area High School, lead by Col. Michael Wertz. The exercise helps you identify your personality type and give a little insight as to how you communicate and behave. Our Lunch was delivered by Papa John's and was gobbled down by the students! The afternoon began with a guest speaker; Dr. Russell Greenholt Assistant Superintendent at Conewago Valley School District. Dr. Greenholt spoke to the group about doing one's best and doing it for the right reason- for yourself! Thank you Dr. Greenholt for fitting us into your busy schedule! The group tested their coordination or lack thereof with team building activities for an hour or so before departing. Now the real work and fun begins as the relationships will begin to build on an individual basis to a fulfilling relationship. If you or some one you know would like more information on this program please contact Edith at 334.8151 or [edithw@gettysburg-chamber.org](mailto:edithw@gettysburg-chamber.org).



# LUNCH and LEARN Series



## "Identify Theft"

*When:* Wednesday, November 6, 12:15-1pm

*Where:* GACOC Office, 18 Carlisle St., Ste. 203

*RSVP:* 717.334.8151 by November 5

*Hosted by:* **Susquehanna**  
*A Smarter Way to Money*

## "Techniques to Manage Behaviors in the Alzheimer/Dementia Person"

*When:* Friday, November 8, 12:15-1pm

*Where:* GACOC Office, 18 Carlisle St., Ste. 203

*RSVP:* 717.334.8151 by November 7

*Hosted by:*



## "Is your website mobile friendly?"

*When:* Wednesday, November 13, 12:15-1pm

*Where:* GACOC Office, 18 Carlisle St., Ste. 203

*RSVP:* 717.334.8151 by November 12

*Hosted by:* **Marama Local  
Marketing Services**



**\*Bring your lunch and questions!**

*Parking is available in the Race Horse Alley Garage*

**Free to members, \$10 for non-members.**

# MEMBERSHIP MIXERS 2013

**THURSDAY, NOVEMBER 21  
5-7PM.**

Please join the staff of The Pub & Restaurant, located at 20-22 Lincoln Square in Gettysburg, for the November Membership Mixer on Thursday November 21, from 5-7pm. They plan to offer their signature Grimster's Brew cocktail, using wines from Adams County Winery, beer and wine. Cash bar will be available. RSVP your attendance to the Chamber Staff, 717.334.8151, before November 14.



**Thank you to Ferrara Kampstra for  
hosting the Membership Mixer in  
September at the Dobbin House!**

*All photos taken by:  
Picture this Portraits & Special Events*



Holiday

\$50 per ticket

# Jackpot Raffle

**December 12, 2013 • 5-7pm**

*Hosted by Wyndham Gettysburg*

**GRAND PRIZE - \$1,000**

**Additional Prizes:**

**3-\$500 and 15-\$100**

*Need not be present to win*

**Only 299 tickets will be sold.**

License No. 1006

*In the event the raffle is cancelled, all money collected will be refunded.*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Method of Payment:

☐ Check ☐ Visa ☐ Master Card ☐ Discover

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_ person (s) will be attending,  
but not purchasing a raffle  
ticket.

\$10 per person = \$ \_\_\_\_\_

\_\_\_\_ Raffle ticket (s) at \$50  
(includes admission for two people)

\$50 per ticket = \$ \_\_\_\_\_

Total amount = \$ \_\_\_\_\_

Beverages sponsored by:



Please make checks payable to:

**Gettysburg Adams Chamber of Commerce**

☐ I would like to attend the event, but not purchase a raffle ticket. **Cover charge is \$10 per person.**

☐ I cannot attend the event, but would like to donate a door prize in support of the Chamber.

*Please return to:*

*Gettysburg Adams Chamber of Commerce, 18 Carlisle Street, Ste. 203, Gettysburg, PA 17325*



# 8 Reasons Why You Need a Business Coach!



As a small-business owner, the goal is to keep moving forward. But sometimes you find yourself and your business stuck in neutral. Other times, you're going in reverse, watching as all that you've worked for begins to slip away. We've often heard about taking one step forward and two steps back, but what happens when you're stuck in that pattern and can't get out? Althea Cheng Fitzpatrick was at a "make it or break it" point in her fledgling business when she sought the advice of a business coach as a last ditch effort to turn around her photography businesses, NestingNYC and Photosanity.

According to Fitzpatrick, developing strategies and knowing how to implement change was not difficult, but she often doubted her decision-making process, which stalled her forward progress. It was her "Business Coach" who helped provide clarity and confidence, and helped Fitzpatrick turn her struggling business into a viable and profitable one.

"I tripled my annual gross income from the previous year (my first year in business) and went from barely breaking even to profitable and on track for even more growth. Basically I turned a self-supporting hobby into a real business," she says.

If you are operating a business and you feel that something is not going according to your plans it is high time you sought the services of a business coach. Below are some of the reasons why you need a business coach.

- **Results:** *If you are working for so many hours and you are not getting the results you desire, then a business coaching program is what your business needs.*
- **Profits:** *If your business is not making the kind of return that can be justified with the risk, effort and investments employed in the business, it is time to turn it around. A business coach can look into your business and uncover strategies for your marketing, sales, advertising, business growth, profit growth, team building and time management.*
- **Passion:** *Do you love what you do? Do you feel bored sometimes or even sick of your business? Business motivation is the fuel that helps a business to accomplish its goals and objectives. To get your groove back just like when you first started it, you need a re-injection of that passion and vision. The fastest way to get there, to love what you do, to be motivated again is through business coaching.*
- **Insight:** *To better equip your business with the latest industry insight or to know whether you are on track, a business mentor can help you to just do more than that.*
- **Accountability:** *During those times when you feel worn out, some things may go wrong or you might be slow to respond. A business coach can help you take charge of your business by assisting you develop an "action plan" and then holding you accounting to ensure it gets completed in a timely manner that successfully impacts your business.*
- **Education:** *As a business owner, you need be at the top of your game at all times. You need to keep up with the latest industry changes and information. Through a business coaching program, you can learn new things that you can use to improve yourself and the business.*
- **Team building:** *Business coaching is not just about the business alone. It is about people who work there as well. In order to release their full potential, you need to keep them motivated and appreciated. A team building program is perhaps what they need.*

No matter what you studied in school, the principles and approaches of coaching remain the same. In the same line, business coaching is like sports coaching. In football, the coach pushes his players to achieve optimal results, provides support and encourages them when they are down, and shows them how to execute tactics the other team doesn't know. In business coaching, people are shown how to achieve maximum performance in ways similar to those but focuses more on business success.

• **As for Fitzpatrick, hiring a business coach may have been one of her greatest investments as a small-business owner. She continues to use coaches in various manors in her business and is currently working with a brand manager who is coaching her on how to grow her brand and her business. "When you find the right person, you will know it. Trust your instincts and go for it, even if it feels like a scary-big investment. Trust that you and your business are worth it and that you will make back your investment several times over."**

*In the next article, we will discuss "the Role of the Business Coach" and how to select and hire the best coach for your business!*

**Jeff Rock, Jeff Rock Consulting, LLC**  
(717) 387-1746 • [jeffrock60@yahoo.com](mailto:jeffrock60@yahoo.com)



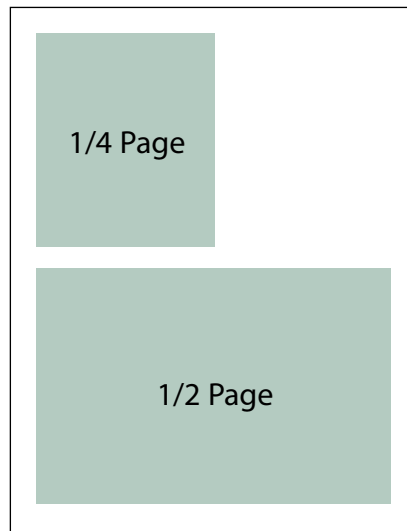
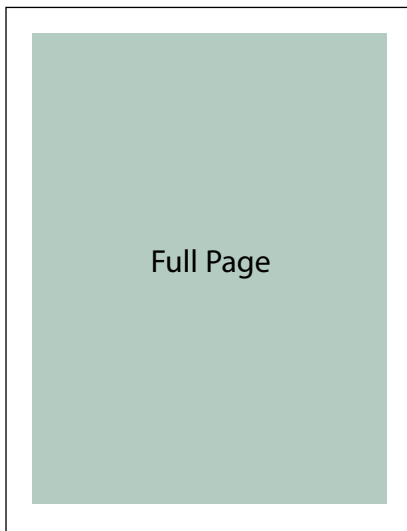
# Reserve Your Ad Space Now!

The *Chamber Chat* is the premier business information publication, featuring pertinent information about fellow members, an introduction of new members and timely community information. Don't miss your chance to promote your products and/or services to over 700 business/community individuals. Each issue will be featured on the Chamber's web site, and can be downloaded for circulation within your company or organization. See ad rate discounts below.

**Space is Limited** Space Close and Materials Due deadlines are subject to change; contact Stephanie Mummert at 717.334.8151 today!

## Ad Rates

	1X issue/Year Non Member	3X issues/Year Non Member	6X issues/Year Non Member	12X issues/Year Non Member
Full Page	\$350  <b>\$210</b>	\$315  <b>\$190</b>	\$280  <b>\$170</b>	\$250  <b>\$150</b>
Full Page (2-Sided/Back-to-back Ad/Flyer)	\$525  <b>\$315</b>	\$475  <b>\$290</b>	\$425  <b>\$260</b>	\$375  <b>\$225</b>
1/2 Page	\$225  <b>\$135</b>	\$200  <b>\$120</b>	\$180  <b>\$110</b>	\$160  <b>\$100</b>
1/4 Page	\$150  <b>\$90</b>	\$135  <b>\$80</b>	\$120  <b>\$75</b>	\$105  <b>\$65</b>



## Ad Sizes

	WIDTH	X	HEIGHT
Full Page	8.5"	x	11" (1/8" bleed on all sides)
1/2 Page	8"	x	5"
1/4 Page	3.875"	x	5"

## Ad Submission

**EMAIL** Stuffed or zipped files under 10M to: [stephm@gettysburg-chamber.org](mailto:stephm@gettysburg-chamber.org).

## Ad Requirements

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized, may incur additional charges. Ads submitted after materials due date are subject to a late fee.

Preferred format: high res PDF supplied at exact ad size. PDFs must be 300dpi, all colors CMYK and all fonts embedded.

\*Ads may be changed month-to-month.

**Ad Design is available, with a graphic designer, through the Chamber.**



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Office Hours: Monday through Friday 9 am - 5 pm



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*March 15, 1933 - September 21, 2013*

## ***In Memoriam***

The Gettysburg Adams Chamber of Commerce was deeply saddened by the recent loss of Dr. James D. Sheen. Dr. Sheen was a past chairman of the board (formerly president of the board) of the Gettysburg Adams Chamber of Commerce in 1980 through 1981. Under his leadership the organization's name was changed from Gettysburg Chamber of Commerce to the Gettysburg-Adams County Area Chamber of Commerce, better reflecting the region serviced by the organization.

Many thanks to Jim for continuous support and dedication to improving the quality of life in Adams County. He was a friend of the Chamber and will be greatly missed.



TrueNorth Wellness recently had a Ribbon Cutting to celebrate their new name. Pictured in the photo are local and state elected officials and numerous representatives from TrueNorth Wellness.



ARM Agape House recently had a Ribbon Cutting. Participating in the Ribbon Cutting are residents and staff of the Adams Rescue Mission.

# County Connections

**The Gettysburg Adams Chamber of Commerce was truly honored to recognize 17 members celebrating milestone anniversaries of Chamber membership.**



Builder's Association of Adams County  
1 year



Children's Aid Society  
1 year



Littlestown YMCA  
1 year



AgChoice Farm Credit  
1 year



Papa John's Pizza  
1 year



Morris Mechanical Plumbing, Heating, Air  
1 year



Stock and Leader  
5 years



Gettysburg Regional Airport/ SARAA  
5 years



Project Gettysburg/ Leon  
5 years



# Breakfast: *helping you build connections throughout Adams County*



Quinn Flags & Banners  
5 years



Smith & Company CPA  
5 years



Mason-Dixon Endodontics, PC  
10 years



Thrivent Financial for Lutherans  
10 years



Penn State Mont Alto  
15 years



Littlestown Foundry  
15 years



Bill Rohrbaugh's Charter Service  
15 years



Gettysburg Foundation  
15 years



I'M PART OF THE  
**MOB**



# Community News



On November 23, 2013, citizens from across the nation will gather at the Gettysburg National Military Park Soldiers' National Cemetery to remember "those who here gave their lives that this nation might live." Each Civil War soldier's grave in Soldiers' National Cemetery will be marked with a luminary. Luminaries can be

sponsored by groups or individuals for \$18.63 per candle, you can do this by filling out the sponsorship form. This event is free and open to the public from 5:30–9:30 p.m.

On Saturday, November 16, at 7:00 p.m. the five musicians who make up the Susquehanna Wind Quintet – Eric Baytala

(oboe), Jana MacKay (flute), Anne Nye (horn), Robin Plant (bassoon) and Laveena Shertzer (clarinet) – will be performing. They are teachers, freelance musicians and individuals whose primary profession is outside of music. They have been performing together since 2009. Of particular note, this group has premiered new works by up-and-coming local composers.



**CROSS KEYS VILLAGE**  
The Brethren Home Community

Strawberry Hill Nature Preserve is hosting an opportunity for the public to participate in Fly Tying with Custom Tied on Saturday, November 9th from 10:00 am – 3:00 pm at the Preserve. George Hammond, licensed Pennsylvania

Fishing Guide, of Custom-Tied Flies and Guide Service will be teaching how to tie four types of flies. You'll learn how to tie a nymph, dry fly, wet fly and a streamer. Nothing adds to the fly fishing experience like fooling fish with something that you made with your own hands! \$45.00 for Members, \$55.00 for Non-members. Pre-registration required by November 7th.

On Saturday, November 30, 8:00 a.m.-3:00 p.m. at The Cross Keys Village Christmas Bazaar offers handcrafted/

homemade items – many holiday-themed – for sale: Christmas ornaments, Santas and snowmen, jewelry, ceramics, woodcrafts, fiber art, etc. All items sold by the actual craft makers. It's a great opportunity to do some Christmas shopping or find that extra holiday touch for your home or workplace. Ample free parking.



**CROSS KEYS VILLAGE**  
The Brethren Home Community



Virtual learning at HACC, Central Pennsylvania's Community College, is hosting information sessions for prospective students to learn more about online education.

The information session webinars are scheduled for Wednesday, Nov. 20, at noon; and Wednesday, Dec. 18, at 6 p.m. To register, visit [www.hacc.edu/virtual](http://www.hacc.edu/virtual). Each webinar will cover online admission, learning format, self-assessment, orientation and a sample course tour. For more information, contact Jazmin Simpson, at [jbsimpson@hacc.edu](mailto:jbsimpson@hacc.edu) or 717-801-3327.

The Adams Rescue Mission is holding a Spaghetti Dinner / Silent Auction Fundraiser on November 15 at the Intersection Church on Baltimore Pike. Hours for dinner are 5pm - 8 pm.

Tickets are \$10/Adults, \$5/Children ages 5-12 (Tickets will be sold at the door, and carry out is available). Please call 334-1128 for tickets or for more information. 100% of the funds raised benefit the Adams Rescue Mission's work of feeding, clothing, and sheltering the homeless in our communities.



*Announcing*

**TASTE**  
OF THE  
*Town*

*Presented by:*  
**Gettysburg Adams**  
Chamber of Commerce

**Mark your Calendars!**

*April 6th, 2014*

This event will be held at:  
**Gettysburg Eisenhower Hotel,**  
**2634 Emmitsburg Rd.**

Businesses interested in participating or sponsorship opportunities should contact:

**Jennifer McCleaf at 717.334.8151 or**  
**[jenniferm@gettysburg-chamber.org](mailto:jenniferm@gettysburg-chamber.org)**

# 2014 SPONSORSHIP OPPORTUNITIES

## WHAT DO I GAIN FROM SPONSORING A CHAMBER EVENT?

### Be Seen.

Chamber programs give your business recognition with professionals, executives, managers and other influential business decision-makers in the Adams County area.

### Be Heard.

Chamber programs allow businesses to develop partnerships with new clients and customers through unique one-on-one marketing opportunities.

---

### General Membership Breakfasts

An exclusive opportunity to gain 2 hours of visibility with over 100 area business leaders. The meetings include informative speakers to address topics of importance to the business community and the area's leading awards recognition ceremony.

**Event Sponsor—\$275.00 (limit 2 per breakfast) | Student Breakfast Sponsor—\$100**

### County Connections Breakfasts

A unique opportunity to gain visibility with 50+ employees of member businesses/organizations in specific areas of the county. The informal program features a roundtable networking opportunity and recognition of businesses/organizations celebrating milestone anniversaries of Chamber membership.

**Event Sponsor—\$275.00 (limit 2 per breakfast)**

### Legislative Luncheon

An opportunity to gain 2 hours of visibility with area legislators and over 100 business leaders. The program allows members the opportunity to express ideas and suggestions to the Adams County legislative delegation and thank them for their continued service to the community.

**Event Sponsor—\$500 (limit one) | Supporting Sponsor—\$375 (unlimited) | Table Sponsor—\$200 (unlimited)**

### Taste of the Town

Taste of the Town is the premier culinary event in Adams County. Spotlight your products/services to over 20 businesses in the hospitality/food service industry and more than 200 "foodies." This unique promotional venture will give you unparalleled exposure to the local community.

**Title Sponsor—\$2500 (limit one) | Supporting Sponsor—\$1000 (limit 2) | Contributing Sponsor—\$500 (limit 4)**

**Community Sponsor—\$250 (limited 6) | Patron Sponsor—\$100 (unlimited) | Table Sponsor—\$50 (limited to total # of vendors)**

### Membership Orientation

An elite opportunity to expose your products and/or services to new members of the Chamber or new representatives of member businesses. This program allows members the opportunity to learn more about the program and benefits of Chamber member and how they can get the most return on their investment.

**Event Sponsor—\$175**

### Golf Outing

Expose your business to CEOs, business leaders and top officers representing companies from across the county. It's a full day of visibility on the course!

**Platinum Sponsor—\$1,250.00 (limit 1) | Gold Sponsor—\$725 (limit 1) | Dinner Sponsor—\$425.00 (limit 1)**

**Putting Contest Sponsor—\$250.00 (limit 1) | Hole Sponsors—\$50**

### Chamber Newsletter

Distributed to over 700 business/community individuals monthly. The *Chamber Chat* is the premier business information publication, featuring pertinent information about fellow members, an introduction of new members and timely community information.

**Full Page Ad—\$210.00 | Half Page Ad—\$135.00 | Quarter Page Ad—\$90.00 \*multiple run discounts also available**

**Additional details? Contact Jennifer McCleaf at 717.334.8151**



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# ***Adams Rescue Mission***

## **Spaghetti Dinner & Silent Auction November 15, 5-8 pm**

**at The Intersection Church, 1980 Baltimore Pike, Gettysburg  
(Tickets at the door & Carryout available)**

**\$10 Adults / \$5 ages 5-12**

**Dinner includes spaghetti, meat sauce, plain sauce, garlic bread, salad, and dessert.  
Silent Auction featured items: Harley Saddlebags, Large Abe Lincoln Picture,  
Louis Vitton Purses, Vera Bradley Purses, Gift Certificates, and much more!**

**[www.adamsrescuemission.org](http://www.adamsrescuemission.org)**

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PRESENT

# The 13<sup>th</sup> Annual COMMUNITY PRAYER BREAKFAST

Corporate  
Sponsors:



**Wednesday, November 20, 2013**  
**7-7:30am-Networking & Breakfast Buffet • 7:30-9am-Program**  
**at the Gettysburg Hotel**

## “When Good Leaders Lose Their Way”



The keynote speaker is Mark Whitacre who came to public attention in 1995 when, as president of the BioProducts Division at Archer Daniels Midland (ADM), he was the highest-level corporate executive in U.S. history to become an FBI whistleblower. Whitacre's story inspired the film *“The Informant,”* which stars Matt Damon.

Your Take Away will include:

- The ultimate real-life lesson in personal and business ethics
- The value of accountability
- The need to think long-term in all of your personal and business decisions
- About ALWAYS doing the right thing

**Cost is \$15 per person - Tables of 10 are available**

***Parking for the Gettysburg Hotel is available in Race Horse Alley Parking Garage.***

## **Reservations for 13<sup>th</sup> Annual Community Prayer Breakfast - November 20, 2013**

Return this form to the Gettysburg Adams Chamber of Commerce, 18 Carlisle Street, Suite 203, Gettysburg, PA 17325, with a check payable to:  
**Gettysburg Adams Chamber of Commerce**, or call the Chamber office at 717.334.8151. No refunds after November 13, 2013. No shows will be billed.

No. attending: \_\_\_\_\_ Check enclosed for \$ \_\_\_\_\_

Names of those attending:

Business Name: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_





## November 2013 Events

### November 1

Membership Council Meeting, 8:30 am,  
Chamber office

### November 4

Staff Meeting, 9:30 am, Chamber office

### November 6

Lunch and Learn Program Series: "Identity Theft,"  
presented by Susquehanna Bank, 12:15-1 pm,  
Chamber Office

### November 7

Annual Meeting, 5:30 pm, Liberty Mountain Resort

### November 8

Lunch and Learn Program Series:  
"Techniques to Manage Behaviors in the  
Alzheimer/Dementia Person," presented  
by Home Instead Senior Care, 12:15-1 pm,  
Chamber Office

### November 11

Staff Meeting, 9:30 am, Chamber office

### November 12

Executive Team Meeting, 7:30 am,  
Chamber Office

Environmental Team Meeting, Noon,  
Chamber Office

### November 13

Lunch and Learn Program Series: "Is your website  
mobile friendly?" Presented by Marama Local  
Marketing Services, 12:15-1 pm, Chamber Office

### November 14

Legislative Meeting, Noon, Gettysburg Eddie's

### November 15

Taste of the Town Team Meeting, 3:30 pm,  
Chamber office

### November 18

Staff Meeting, 9:30 am, Chamber office

### November 19

Mentor Team Meeting, 9 am, Chamber office

### November 20

Community Prayer Breakfast, 7-9 am,  
Gettysburg Hotel

Marketing Council Team Meeting, 12:30 am,  
Chamber office

Career Fair Meeting, 1 pm, Chamber Office

### November 21

Board of Directors Meeting, 7:30 am,  
Chamber office

Business and Industry Team Meeting, Noon,  
Gettysburg Eddie's

Membership Mixer, 5-7 pm,  
The Pub & Restaurant

### November 25

Staff Meeting, 9:30 am, Chamber office

### November 28

Happy Thanksgiving! Office Closed

### November 29

Office Closed

*Deb Sites, named Chamber 2013 Volunteer of the year!*

*Pictured from left to right:*

*Marty Qually, Randy Phiel, Jim Martin, Deb Sites,  
Chris Kimple, Senator Rich Alloway, and Carrie Stuart*







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