

CHAMBER

Chat

February 2014

A monthly publication of
the Gettysburg Adams
Chamber of Commerce

UNITED STATES CHAMBER OF COMMERCE
ACCREDITED



—INSIDE—



2 Member News From Around the County



Gettysburg Area Retail Merchants Association

11 Community Partners



13 Calendar of Events

Also: President's Message,
Updates & More!

The Chamber's New Digs

There are many people to thank for making the recent move a smooth transition; from the construction process, to moving day, to settling in and everything in between. We are grateful for all of the helping hands and the wonderful partnerships that we have formed along the way.

We are extremely excited to share our new home with all of you! Below is a "virtual tour" of our office, but we welcome you to stop out anytime to see it first-hand. An open house will be held in April, in conjunction with celebrating our 95th Anniversary, so keep an eye out for details as they are finalized.



The Chamber's entrance is on the right side of the building - Adams Electric is on the left.



You are greeted by the staff as you walk through the door and they are always eager to help.



President Carrie Stuart in her new office - remember her door is always open!



Just down the hall from Carrie's office is the new conference room space for small meetings.



SUNDAY, APRIL 6, 2014

in the Ballroom of the Eisenhower Hotel

2634 Emmitsburg Road, Gettysburg • 2-5pm

Join Us for A One-of-a-Kind Epicurean Adventure!

www.tasteofgettysburg.com

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

—2014 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/PA Interfaith
Community Programs Inc.

Wesley T. Doll, Ed.D.

Upper Adams School District

Norris Flowers

Gettysburg Convention & Visitors
Bureau

Ryan Fox

Financial Consulate, Inc.

Shannon Harvey

HACC-Gettysburg Campus

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 Law

Mark S. Terry

Knouse Foods Cooperative, Inc.

Sherry Wisor

Wisor HR Consulting, LLC

***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



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, 8:30am-4:30pm



New Officers

As per the by-laws, in December the Board of Directors elected the following officers and at-large members to the Executive Council:



Stacey Green,
Chair



Duane Kanagy,
Vice Chair



Carl Frantz,
Secretary



David Campbell,
Treasurer



Greg Allen,
At-Large Member



Darlene A. Brown,
At-Large Member



Bryan Johnson,
At-Large Member

From the Desk of... the Chamber President



As we begin the New Year, the staff is getting settled into the new office. Most of the boxes have been emptied, most of the plaques and pictures are hung and it's back to work as usual! Thanks to all for your patience during our down time. While we were "down" we took the time to make some upgrades to our software which will aid us greatly in efficiency.

We are also excited about the ability to transition to a new billing system. This has been something we have been working toward since the launch of our new web site and subsequent online business directory.

So, in the coming months you will start to notice a different appearance to the invoices you receive from the Chamber. We have the ability to not only email invoices, which we have been doing on a small scale, but you will now be able to log into your account and make a payment by credit card.

Also on the horizon will be online registration for programs and events, as well as renewing your membership online and having the ability to identify a payment plan if you choose. We are very excited about these changes that give you not only flexibility and new options, but you can do it on your time when it's convenient for you.

As we begin to unroll these new capabilities, please take a few minutes and give us your feedback on how the process is working. Or, feel free to stop in and tell us what you think when you check out our new office!

Carrie S. Stuart

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:

Adams County Arts Council
Artisans Design Build
Comcast Spotlight
Commuter Services of Pennsylvania
County of Adams
David M. Green Bookkeeping & Tax Service
Gettysburg Cancer Center
GTG Solutions, LLC
Kennie's Markets, Inc.
Liberty Mountain Resort at Ski Liberty
Rotz & Stonesifer
Scott & Co. Fine Jewelers

Pennsylvania Free Enterprise Week

Pennsylvania Free Enterprise Week (PFEW) 2014 is rapidly taking shape with five weeklong sessions scheduled for July and August. This award-winning program is open to all 10th and 11th graders in Pennsylvania and all students attend on full scholarships donated by the private sector. The week features world-class speakers and a journey into the world of business, teaching participants about the private sector and opening their eyes to possible career paths.

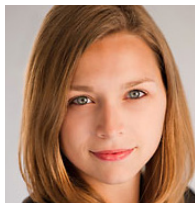
Applications will be accepted through mid-June and interested parents or grandparents of age-appropriate students should visit www.pfew.org to learn more about the program. Students are encouraged to apply online to facilitate the awards process.

Here is just a sample of what students are saying about their PFEW experiences:

"This program is miles beyond what school could teach me and has blown my mind with all of the activities they allow us to do."

-Derek Seibert, Carlisle H.S. - Cumberland County

Member News



The Pennsylvania State University Dickinson School of Law recently recognized **Stock and Leader** Attorney Kate Hynes and fellow Civil Rights Appellate Clinic peers in the Fall 2013 edition of Lexicon, the school's alumni publication. Members of the clinic were successful in conducting months of legal research and writing resulting in a significant win on appeal for an Americans with Disabilities Act (ADA) plaintiff. Attorney Hynes is a member of the firm's Business and Real Estate Practice Groups, focusing her practice in the areas of business and commercial transactions, business planning, and commercial real estate and finance.

Lutheran Home Care & Hospice and LIFE

Lutheran Services recently presented the third annual Physician of the Year award to local physician Dr. Pierre Turchi. The award honors a physician who exhibits an exemplary degree of dedication to the health, comfort and quality of life of his or her patients, shows commitment to bettering the community through actions, provides the highest quality of healthcare, and recognizes the value of home & community based services in achieving these goals. Dr. Turchi is highly regarded by both his peers and patients for his skill in the management of care and has a strong commitment to the utilization of home health care, hospice and the LIFE program.



Lutheran Home Care & Hospice, Inc.
A Ministry of Lutheran Social Services



Ed W. Clark has been selected as the new Superintendent of **Gettysburg National Military Park and Eisenhower National Historic Site**. Clark has served most recently as Superintendent of Manassas National Battlefield Park. "Ed's deep understanding of park operations and tremendous partnership skills – as well as deep connections to the Civil War community - make him the ideal candidate to lead one of the most significant battlefields in the nation, if not the world," noted National Park Service Northeast Regional Director Dennis Reidenbach. Clark, a native of Roanoke, Virginia, replaces Superintendent Bob Kirby, who retired on January 3.

GTG Solutions

GTG Solutions, LLC is pleased to announce its affiliation with Strategic Capital Partners, a business accelerator based in Frederick, MD. GTG Solutions president Mark Greathouse, a pioneer in the online equity capital industry, will serve as president and managing partner of the new entity. Strategic Capital Partners offers comprehensive business information and financial services toward establishing an industry standard for private equity financing services and forging a reputation for enabling the very best early stage investment opportunities for businesses and investors. Founded in 2001, GTG Solutions leverages more than 40 years of experience and expertise in sustainable business solutions. Information on the new venture can be found at www.StrategicCapPartners.com.

The Members of **Smith Elliott Kearns & Company, LLC** recently announced the following staff members were promoted from Supervisors to Managers effective January 1. Sandra S. Bruno, CPA works out of the firm's new Camp Hill office providing accounting, consulting, and tax service



Smith Elliott Kearns & Company, LLC
Certified Public Accountants & Consultants



Great Fun For All Ages!

Liberty Mountain February Events

Feb. 5 - Operation Thank You

Free lift ticket for active duty Military, Paid & Volunteer EMS, Firefighters and Law Enforcement.

Feb. 7 - 9 - 70's, 80's, & 90's Weekend

Feb. 9 - "Do It For the Love" Rail Jam

All proceeds benefit the American Heart Association

Feb. 20 - Community Appreciation Day

Local residents receive 50% off lift, lesson, rental, packages, children's products and snow tubing tickets!

Feb. 21 - 98 Rock Baltimore Live

Morning Show 'Bacon & Beer' Broadcast

Feb. 22 - Mountain Dew Vertical Challenge

Free, Family Fun Race with lots of prizes!

Feb. 23 - The Chill Shred-a-Thon

Every Wednesday - College Days & Nights!
Current College Students Receive \$35 lift tickets and \$5 rentals! Must show valid ID.

Times, Pricing, Details & Restrictions for all events are available online.

Be sure to read the website before visiting for the most up-to-date information!

78 Country Club Trail
Carroll Valley, PA 17320

www.libertymountainresort.com
717-642-8282

Member News

for closely-held businesses, individuals, and nonprofit organizations. Kelli A. Cobb, CPA, MBA works in the Hagerstown office providing clients with professional accounting service and tax compliance support. Krystal A. Mitchell, CPA is a part of the ERISA audit team and works in the Hanover office. Patrick R. Mulherin, CPA provides consulting, tax planning and preparation services, and financial statement preparation for both businesses and individuals. Amanda D. Ruhlman, CPA performs pension, nonprofit and single audits for clients in the Hanover office.

For the second time, **WGTY's** morning personality Scott Donato has been nominated for Country Aircheck PD/OM of the Year. Scott was previously up for the honor in 2011. The award is voted on by radio and record label industry representatives across the country. The others nominated are from Asheville, NC, Augusta, GA, Springfield, MO, Ft. Collins, CO, and Fayetteville, NC. The awards ceremony will be at Country Radio Seminar in Nashville on February 21.



C.S. Davidson, Inc. is pleased to announce that Linda B. Davidson, Treasurer, was honored with a bench and planter as a token of recognition for her dedication and leadership of Downtown Inc and York County Economic Alliance.

The organization dedicated a YorkCrete bench to Davidson, recognizing her longstanding involvement and leadership of that organization. The public art streetscape project is a program designed to celebrate the area's industrial heritage while showcasing York's local artists. It also serves to populate downtown streets and sidewalks with interesting and useful amenities.

The **Pennsylvania Chamber** presents Workforce Development Summit II: Educating Tomorrow's Workforce from 8:30am to 1:45pm Wednesday, March 26 at the Radisson Harrisburg Hotel, Camp Hill. This is your chance to hear from, and provide your feedback to, the educators and government policymakers who are developing and implementing recommendations. The fee to attend is \$60, and includes a continental breakfast and lunch. Full registration and speaker information is included online, www.PAChamber.org/conf or call the Conference Hotline at 877 866-8965.



For the sixth year, **Belco Community Credit Union** will provide free tax preparation services to the community through April 8. Belco is participating in the IRS's Volunteer Income Tax Assistance (VITA) program, which is managed locally by the United Way of the Capital Region. Any qualifying individual or family, both Belco members and non-members, can take advantage of this free service. Certified volunteers will be preparing basic tax returns at Belco's Operation Center at 449 Eisenhower Blvd., Harrisburg, PA. To schedule an appointment, or to inquire about the program call 800.642.4482.

Financial-services firm Edward Jones ranked No. 4 on FORTUNE magazine's

Edward Jones | INVESTMENTS

"100 Best Companies to Work For 2014," according to **Erik J. Hendricks, Financial Advisor**. The firm was the highest-ranking financial-services firm on the prestigious list. Edward Jones' 15 FORTUNE rankings also include top 10 finishes for 11 years, top five rankings for six years and consecutive No. 1 rankings in 2002 and 2003. Last year the firm ranked No. 8 overall.



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Voted Among the Best Places to Work in PA 2010, 2011 and 2012.

Adams Electric Cooperative provides its employees the resources they need to effectively serve 32,000 member-accounts in Adams, Cumberland, Franklin and York counties. The co-op provides peace of mind while improving the quality of life in communities it serves. Adams Electric: Owned By Those We Serve!



Adams Electric Cooperative, Inc.

A Touchstone Energy® Cooperative

1-888-232-6732 | www.adamsec.coop

2014 Adams County Home Show

February 21st 5-8pm AND February 22nd 10am-7pm

All Star Events Complex 2638 Emmitsburg Road, Gettysburg, PA

PRESENTED BY THE

BAAC
Builder's Association of Adams County

FEATURING:

New/larger Floor Plan!

Children's Activities
Saturday 10am to 2pm

Student design competition, adult competitions, door prizes, free parking and Live Broadcasting from The Peak.

To become a vender, contact BAAC at 717.337.5144 or baacmail@yahoo.com

Proceeds benefit the Student Scholarship Program



SAVE PAPER TODAY...

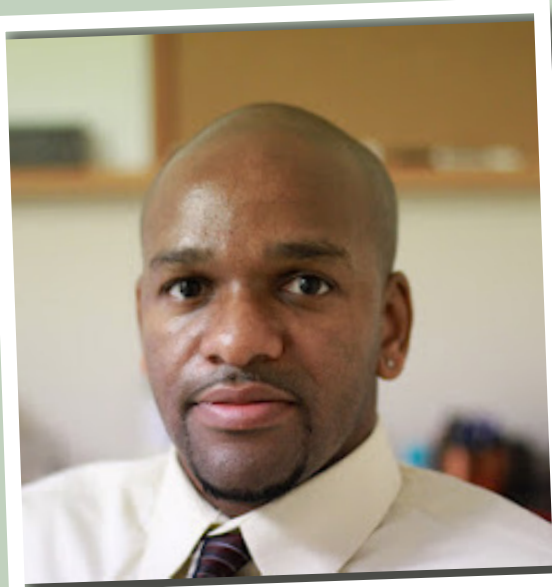
Have the *Chamber Chat* sent to you electronically!

Email Jennifer McCleaf at jenniferm@gettysburg-chamber.org or call 717.334.8151 to sign up for the electronic newsletter.

Member Spotlight

Marama Local Marketing Services

The definition of marketing hasn't changed over the years but the landscape has been transformed. Millennials, born between 1977 and 1995 (age 18 to 36) will have the greatest combined purchasing power of any generation alive by 2017. Clients of Marama Local Business Marketing (MLBM) cannot afford to ignore this generation and they understand that if they are not allocating resources to marketing online, their businesses have a timestamp on it. Marketing online is no longer an option for local businesses; it is a requirement for any target market. By partnering up with MLBM, clients are able to leverage word-of-mouth advertising online; are educated in social media tools that often blur the lines between customer services, sales & marketing when it comes to content creation and relationship building; produce an ROI online; and gain the knowledge of proven processes that have been tested in the market and will yield the highest probability of success when implemented based on previous clients who have been profitable across a myriad of industries.



Daniel Chiteji, Owner

MLBM uses strategies that are zero or low cost, (high yield; low cost marketing) yet highly effective, to connect clients with customers who are making their purchasing decisions online. MLBM understands that customers buy from people they like and MLBM helps clients cultivate those relationships through multiple channels. Clients of MLBM will always get more in use value than they will ever pay in cash value, which is why MLBM is very selective with whom they work with. The difference between MLBM and other agencies is that MLBM does not have staff, building(s), car(s), etc. As a result, the expense that MLBM does not incur in business, MLBM passes the savings to its clients (not discounting value, discounting lower expenses).

Most businesses don't know what they don't know until MLBM educates them on how much it is costing them. Prior to collaborating, MLBM walks prospective clients through a discovery process called IBR. MLBM wants to learn a business's Intention (their active vision for their business), MLBM determines the necessary Behavior in order to achieve the Results a business desires and MLBM will offer a business three options: 1) do it yourself option (equipped with resources); 2) MLBM will train the owner or a member(s) of their staff (50/50); or MLBM takes care of all the behaviors (so that a business owner can allocate their TIME and money to their deliverables).

If you are considering hiring MLBM, ask yourself these two questions: 1) can your customers find your business in multiple devices, and if they can, is what they see good; 2) are you serving your community where they are (remember those Millennials). To remain ahead in today's fast-paced social media world, every brand needs to be in the social media game – and not just present but relevant. MLBM offers a FREE 20 minute coaching call to any business that wants to inquire about SEO, Press Releases, Social Media Branding, Social Media Management (Facebook, Twitter, LinkedIn, Google+, Pinterest and MORE), Reputation Management, Paid Online Traffic, Video Marketing, Local & Mobile Marketing, Text Messaging, Websites & MORE. If you would like access to a Weekly LIVE Video Training on marketing strategies, visit <http://everythingmarama.com/training>.



Marama Local Marketing Services

717.253.2639

chiteji@gmail.com • <http://socialmediain7minutes.info/>



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Filter Packs and Specialty Coffees
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Chamber Partnerships

In an effort to help your bottom line, the Chamber has developed a number of partnerships that offer member-only pricing and/or increased options for your business.



Affiliated Power Purchasers International, LLC

224 Phillip Morris Drive, Ste 402
Salisbury, MD 21804
Phone: 800.520.6685
Jane Seagraves
jseagraves@appienergy.com



FirstData Merchant Services

155 Glen Drive
Manchester, PA 17345
Phone: 717.682.2684
Sheila Vargas
sheila.vargas@firstdata.com



Pennsylvania Chamber Insurance

417 Walnut St.
Harrisburg, PA 17101
Phone: 717.720.5466
Melissa Dawson
mdawson@pciinsurance.com



CenturyLink

1201 Walnut Bottom Rd.
Carlisle, PA 17015
Phone: 717.245.7762
Deborah Keyser
deborah.keyser@centurylink.com



Centre Publications

P.O. Box 345
Centre Hall, PA 16828
Phone: 814.364.2000
Gene Kneller
gene@centrepublishations.com

Program Updates

The **Awards Team** is seeking nominations for the 2014 Small Business Person of the Year Award. Take this opportunity to nominate someone who best represents the principles of the Chamber of Commerce in business success, personal achievement and community service. The nomination form is available on the website, www.gettysburg-chamber.org. Completed forms are due to the Chamber office by March 10. The recipient will be announced at the April 10 Economic Breakfast at the **Inn at Herr Ridge**.

We are energized about the return of the Chamber's premier culinary event, **Taste of the Town** on April 6. Once again this epicurean adventure brings together caterers, bakeries, breweries, specialty shops and restaurants in a central location for a one-of-a-kind experience. The event offers you the opportunity to network while experiencing the best samples culinary experts have to offer. Industry exclusive sponsorships are still available. For more information, contact Jennifer McCleaf at 717.334.8151.



LUNCH and LEARN Series

The **Lunch & Learn Program Series** is aimed at helping members create

awareness about their business by educating fellow members about a specific topic. The program is meant for a smaller, captive audience. If you have a topic that you would like to share with fellow members, please contact Jennifer McCleaf at 717.334.8151 or jenniferm@gettysburg-chamber.org about the possibility of hosting a Lunch & Learn Program Series.

Expose your business to more potential clients and customers, market to Chamber members and their employees and utilize free on-going marketing with the Chamber's **Member-to-Member Discount Program**.

This program is designed to support member businesses and provide economic growth into the Adams County community. To participate, contact Jennifer McCleaf at 717.334.8151.



LUNCH and LEARN Series

Hosted by:



When: Tuesday, February 25, 12-1pm

Where: GACOC Office, 1382 Biglerville Rd.

RSVP: 717.334.8151 by February 24

TOPIC:

“Optimize Your LinkedIn Profile”

Bring your lunch & questions!

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



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:



ACEEF Updates

Adams County Economic Education Foundation

The 2014 **Introduction to Manufacturing and Business** (ITMB) course has begun with the students attending the scheduled classes at the HACC-Gettysburg classroom with Dr. Chris Esgar. The Foundation is very pleased that this year we have students participating from three of the Adams County school districts; Fairfield Area, Gettysburg Area and Upper Adams, in addition to a home schooled student! The class will begin their business site visits in early March at **Liberty Mountain Resort** in Carroll Valley and wrap up the visits at **Knouse Foods Cooperative, Inc.** in Peach Glen at the end of April. We hope you can join us for the student presentations at the May Breakfast on May 22 at the **Eisenhower Hotel and Conference Center**. For more information contact Edith Waldron at 717.334.8151 or edithw@gettysburg-chamber.org.



2013 ITMB Students with Dr. Chris Esgar

The **Adams County Economic Education Foundation** (ACEEF) is a 501(c)3 registered charitable organization. The Foundation, along with many volunteers, is responsible for the planning and execution of programs that enhance the connection between the local community, education systems and the workplace. The ACEEF does not receive any state or federal funding to support the programs. We rely on securing local grants and the support of our generous business benefactors to continue bringing these programs to our community. If you or your company would like to support the Mentoring Program; Introduction to Manufacturing and Business course; the Dwight D. Eisenhower Senior Self Improvement Award or the Adams County Career Fair you may contact Edith Waldron at 717.334.8151 or edithw@gettysburg-chamber.org.

 presents

FREE ANALYSIS

 **First Data**™

Do you want to review your merchant services account?
We have a special member program in place just for you.
February 26 is your opportunity to learn more!

Sheila Vargas, representative from FirstData will be available (by appointment only)
at the Chamber Office on **Wednesday, February 26**
from 10am-4pm to meet with you

*Each appointment time slot is 30 minutes.
All you need to do is fax a current merchant services statement,
in advance, to Sheila at 402.916.7476.*

*Members interested in this free opportunity should contact
Jennifer McCleaf at 717.334.8151 to schedule an appointment.*

Save the Date

LEGISLATIVE LUNCHEON Friday, March 14, 2014

at HACC-Gettysburg Campus
Registration/Lunch, 11:30am
Program, Noon
Cost is \$20

*Lunch provided by SCCAP Food
Service Development Program*

*Featuring a panel of both Federal and State
officials and moderated by Fred Snyder.*

*Registration Deadline is March 7, 2014
Form is available at www.gettysburg-chamber.org*

14th Annual Gettysburg Hospital Benefit **Tennis** Tournament

Saturday, May 3, 2014

Rain Date: Sunday, May 4, 2014

Gettysburg College

Proceeds fund the Adams County Young Women's/Young Men's Leadership Conference, an annual event for 7th graders committed to inspiring, educating, and empowering the youth and future leaders of our community.

29th Annual Gettysburg Hospital Benefit **Golf** Tournament

New date
for 2014!

Friday, July 25, 2014

The Links at Gettysburg

Proceeds fund the Gettysburg Hospital Foundation's Children's Health Fund, dedicated to helping uninsured and under-insured children and families in need in Adams County and northern Maryland.



Save the Dates

For more information about these events,

please call Judy (Cole) Alder at 717-337-4154 or email at jalder@wellspan.org

www.wellspan.org/ghf

MEMBERSHIP MIXERS 2014

THURSDAY, FEBRUARY 20

Eisenhower Hotel & Conference Center
2634 Emmitsburg Rd., Gettysburg

Don't be late for a very important date.....

February 20 from 5 to 7pm

Cakes Small and Tall

Tea is a Must

Strolling Hors d'oeuvres that would make
the Cheshire Smile

Get your KEY to the prize, but you must be
present to win, or Off with your Head!

RSVP your attendance to the Chamber
office, 717.334.8151, before February 13



January Mixer hosted by
Tripwire Operations
Group in Gettysburg



Community News

eliminating racism
empowering women
ywca

Kristin Rice, Adams County's chief public defender, will present at the **YWCA's** monthly Brown Bag Lunch on February 18 at Noon. The 2014 series will feature local female leaders, and Rice will discuss being a woman in criminal defense, a traditionally male field. The session will be held in the YWCA Community Room. Admission is free and open to the public.

Seedlings and transplants may now be ordered for the **Adams County Conservation District's** 2014 Tree Seedling Sale. Pick up date is Thursday, April 10 from 10am to 7pm at the Ag Center building, 670 Old Harrisburg Road. All orders must be prepaid and the order deadline is February 26 for peach trees and March 17 for all other trees. Contact the ACCD at 717.334.0636 or email shull@adamscounty.us.

PENNSTATE



Over the weekend of February 7 & 8, more than 100 bands will descend on Gettysburg to perform live. "Gettysburg Rocks" is a fundraising event with proceeds benefiting the Four Diamonds Fund in care of Penn State Mont Alto's THON organization and will help provide support for patients with pediatric cancer and their families. The money raised at "Gettysburg Rocks" will be donated to **Penn State Mont Alto**. Tickets are required for the Friday event at **The Pike Restaurant & Lounge**. For more information, visit www.gburgrocks.com.

It's not too late to enter the **Builders Association of Adams County (BAAC)**'s Student Design Contest. **ACNB Bank** is sponsoring the contest by contributing \$1,000. The Student Design Contest is



in conjunction with the BAAC's annual Home Show, taking place February 21-22 at the Allstar Events Complex. Students in architectural programs in all Adams County high schools may enter. The detailed architectural plans demonstrate the valuable education and experience that students are gaining. Attend the home show and see the students' amazing work yourself! Contact the BAAC at 717.337.5144 or baacmail@yahoo.com.

United Way of Adams County

announces the 7th Annual A Women's Purse Live & Silent Auction on Friday, February 28 from 5:30 to 10:30pm in the Eisenhower Aspire Hotel Ballroom. Proceeds benefit ACCYS Independent Living Program & other AWP initiatives. Call 717.334.5809 or visit www.uwadams.org for details.



Sugaring, the art of making maple syrup, has been practiced for thousands of years. People of all ages are invited to see this tradition brought to life



by **Strawberry Hill Nature Preserve** naturalists. You will learn how trees are tapped, view sap-collecting methods past and present, and see the boiling process that produces delicious maple syrup. Two public demonstrations, including a pancake breakfast; a local arts and craft fair; and local musician, are held at Camp Eder, 914 Mount Hope Road in Fairfield on February 22 and March 1. For additional details visit www.strawberryhill.org.

The teachers, principals and administrators of the **Gettysburg Area School District** are hosting a question and answer program, "What BUGS you about Common Core?" on Tuesday, February 25 at 6pm. The program, held at the Lincoln Elementary Library/Media Center, will provide information on the updated education standards used in our schools. Following the program, students from Kindergarten and First Grade will be presenting a "Bugs-themed" Fine Arts Program in the Lincoln Elementary Cafeteria/Auditorium at 7pm. RSVP to jcollins@gettysburg.k12.pa.us before February 21.



February is "National Heart Month," a great time to evaluate your personal risk factors for heart disease and learn more about this number one killer of women. **Wellspan Gettysburg Hospital** is hosting a heart program on February 19 with keynote speaker, Sarah Shaw, D.O., Cardiac Diagnostic, who will discuss changes that a woman's heart undergoes which can place her at risk for coronary disease and heart failure. The program will be held in Community Room A from 6:30 to 8pm. Call 800.840.5905 to register.

The **Gettysburg Seminary Ridge Museum** will offer the History Conversations Film Series throughout 2014—the series features historic and contemporary topics such as slavery, human trafficking and civil rights. Film Series attendees will view clips from featured films and will then have the opportunity to listen and discuss the topic with a featured humanities scholar. Tickets for the February 16 "Freedom Riders" program are available in advance at www.seminaryridgemuseum.org. The film series is presented by the museum and wtf Public Media, the region's PBS affiliate. The **Adams County Historical Society** is a participating partner.

Community Partners

Tourism Impact Rises on Cusp of 150th

by Carl Whitehill, Media Relations Manager for the Gettysburg Convention & Visitors Bureau

In the year leading up to Gettysburg's major 150th Anniversary of both the Battle of Gettysburg and the Gettysburg Address, tourism spending increased to \$628 million – a 3.4 percent jump over 2011.



The Pennsylvania Department of Economic Development recently released its annual study measuring the economic impact of tourism across the state in 2012. As Gettysburg and Adams County ramped up to its sesquicentennial anniversaries, the economic impact of the county's largest industry grew significantly.

In 2012, visitors spent \$628 million in Adams County. Spending in 2010 and 2011 was \$555 million and \$608 million, respectively.

Additionally, tourism generated \$121.7 million to federal, state and local governments in 2012.

Employment supported by tourism in Adams County grew slightly at 90 people to 7,350 workers in 2012. This figure represents those who work in jobs that are impacted by tourism directly or indirectly.

Unity in Our Community

by Ashley Andyshak Hayes, Director of Advocacy and Public Relations at the YWCA of Gettysburg/Adams County

Eliminating racism is a key part of our mission at the YWCA, both nationally and here in Gettysburg. In working toward this goal, we partner with many other community organizations to form the Adams Unity Coalition. This group was started in 2006 to respond to a local rally by a white supremacist group, and to this day the Coalition continues to facilitate networking between the many organizations in Adams County that are working toward the same mission: peace, justice, freedom, and dignity for all.

Member organizations of the Unity Coalition work every day to promote these ideals through educational programs and events that celebrate the diverse religions, cultures, and people that exist here in Adams County. Our hope is that increased understanding and appreciation of all people will lead to greater acceptance and respect.

The business community in Gettysburg has been very supportive of this message, especially this past fall as many stores and restaurants displayed posters promoting respect for diversity in their windows. We strongly believe that an accepting and welcoming community is good not just for individuals and families, but for businesses, too.

To see all of the community organizations that are a part of the coalition, for more information, or to see how you can get involved, visit adamsunity.org or email peace@adamsunity.org.

First Friday Chocolate Walk

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



Gettysburg Area Retail Merchants Association

Chocolate lovers will want to be in Gettysburg on Friday, February 7, to take a First Friday – Gettysburg Style Chocolate Walk across the retail district. Participating members of the Gettysburg Area Retail Merchants' Association (GARMA) will be offering extra hospitality, refreshments, specials and even menu choices featuring Chocolate in their theme. Look for the unique, colorful First Friday flags and window banners which help identify participating members for the day's events.

What a perfect opportunity to explore the shops and restaurants of Gettysburg looking for gift ideas for your favorite Valentine. Consider giving a GARMA Gift Certificate to the Valentine who already seems to have everything because they are redeemable at scores of Gettysburg's finest restaurants, retailers, and service providers.

GARMA members offer an array of unique shopping opportunities, extended evening hours, special events, warm hospitality, sales or savings each First Friday of the month throughout the year. Mark your calendar now for the next First Friday – Gettysburg Style planned for March 7 and every First Friday each month of 2014.

Continued on next page

Community Partners cont.

Freedom Transit Announces New Fare Schedule

by Jenna Reedy, Business Development Manager for York Adams Transportation Authority

rabbittransit received demonstration funding for the creation of a fixed route transit program, Freedom Transit, in Adams County. The demonstration period ended and as part of an effort to create a sustainable funding plan, community stakeholders requested rabbittransit modify its fare policy. This is one step in a larger funding process that also requires local matching funds to be identified to access state and federal funds.

As of March 1, 2014, Freedom Transit will begin to charge a boarding fare for its riders. Please see the detailed list below for the specific fare details.

General Boarding Fare	\$1.00
Passenger 44" in height (children)	Free
Gettysburg College	Free on Campus and anywhere with ID
Gettysburg NPS	Free on Campus and anywhere with proof of purchase
Half Fare	\$0.50 with Half Fare Card or Medicaid Card
Seniors 65+	Free with PA Free Fare Card
Monthly Pass (unlimited rides)	\$27.00
10-Ride Pass	\$9.00
Day Pass (unlimited rides)	\$3.00

An illustration of a lit match with a yellow flame striking a red rectangular box. The box has the word "Ideas!" written on it in a white, stylized font. The match is positioned diagonally across the top of the box, with small black lines indicating the point of impact and sparks.

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February 2014 Events

February 3

Staff Meeting, 9:30am, Chamber office

February 7

Membership Council Meeting, 8:30am,
Chamber office

February 10

Staff Meeting, 9:30am, Chamber office

February 11

Executive Team Meeting, 7:30am,
Chamber office

Environmental Team Meeting, Noon,
Chamber office

February 12

Career Fair Meeting, 1pm, Chamber office

February 13

General Membership Breakfast, 7am,
Gettysburg Hotel

Legislative Team Meeting, Noon,
Gettysburg Eddie's

February 17

Office Closed for President's Day

February 18

Wine Festival Team Meeting, Noon,
Refectory at LTSG

February 19

Marketing Council Meeting, 12:30pm,
Chamber office

February 20

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

Membership Mixer, 5-7pm, Eisenhower
Hotel

February 21

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

February 24

Staff Meeting, 9:30am, Chamber office

February 25

LnL Program: Optimize Your LinkedIn
Profile, 12-1pm, Chamber office

February 26

FirstData Merchant Services Day, 10am -
4pm, Chamber office

February 27

Board of Directors Meeting, 7:30am,
Adams Electric Headquarters

*The 2013 Environmental
Stewardship Award recipient,
Adams Rescue Mission at
last year's February General
Membership Breakfast.*





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