



# News Release

FOR IMMEDIATE RELEASE

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## **Gettysburg Adams Chamber of Commerce Announces Business Development Week Workshops**

Biggest Loser Contestant, McDonald's Corp. Present Ways to Improve Local Businesses

**Gettysburg, Pa.** – Business leaders can learn how to boost employee morale, take control of their cash flow, navigate social media, perform human resources duties and protect against cybercrimes during a week of expert led programming hosted by the Gettysburg Adams Chamber of Commerce. The five, hour-long educational sessions are offered as part of Business Development Week, May 4-8.

“Business Development Week is a chance for our business community to get high quality training at an affordable price close to home,” said Gettysburg Adams Chamber of Commerce President Carrie Stuart. “The chamber invites business leaders and community members to this weeklong series to hear from the experts, network and share resources to keep their businesses growing.”

The programs are:

- **Monday, May 4 – Building a Better Workplace: Boosting Health and Morale** – Presented by Jay Jacobs, a top four finisher on [NBC's The Biggest Loser](#) who lost 181 pounds. Jacobs not only relates the lessons he learned on the hit reality show, but also adds unique lessons and stories taken from his life as a serial entrepreneur. He will help you discover what strengthens you physically, mentally and spiritually so you can live your best life – on and off the clock. *In partnership with the Rotary Club of Gettysburg. Held at 11:45 a.m., at the Gettysburg Hotel, 1 Lincoln Square.*
- **Tuesday, May 5 – Take Control of Your Cash Flow** – Cash flow is the lifeblood of any business. For some businesses, cash steadily streams in, but more often than not, it cycles between floods and trickles. Learn to take control of your finances and avoid financial ruts with simple tips from an expert panel led by [Members 1<sup>st</sup> Federal Credit Union](#). *Held at 8 a.m. at the Country Inn and Suites by Carlson, 1857 Gettysburg Village Drive, Gettysburg.*
- **Wednesday, May 6 – Which Social Media Platforms Are Best for My Business?** – Social media changes by the day. As a business owner or manager, you don't have infinite time and resources to use every social media platform. From Facebook and Twitter to Pinterest and Google+, learn to choose the platforms that work best for your business, goals and customers.

Presented by a [McDonald's Corp.](#) panel of experts. *Held at 8 a.m. at the Country Inn and Suites by Carlson, 1857 Gettysburg Village Drive, Gettysburg.*

- **Thursday, May 7 – Human Resources for Non-HR Managers** – Owners and managers of small and mid-size businesses don't just have to understand and deal with employment laws, they have to properly hire, retain, discipline, discharge and reward employees. Learn to attract the employees you need, keep the employees you have and make sure you're compliant with the law. Led by [Brown & Brown Insurance](#) Director of Human Resources Kimberly A. Nash. *Held at 8 a.m. at the Comfort Suites, 945 Baltimore Pike, Gettysburg.*
- **Friday, May 8 – Cybercrime: The New Face of War** – Technology is an essential part of doing business, but it's becoming increasingly dangerous. Learn how you can ensure the internet remains a reliable and trustworthy resource for banking, shopping, learning and communicating without fear. Presented by [ACNB Bank](#) Treasury Management Manager Cheryl McVay. *Held at 8 a.m. at the Comfort Suites, 945 Baltimore Pike, Gettysburg.*

All sessions are \$15 for chamber members and \$20 for non-members, including a meal. Attend four sessions, get the fifth session free. Register to 717-334-8151 or [info@gettysburg-chamber.org](mailto:info@gettysburg-chamber.org).

The week concludes with recognition of Business Award winners Friday, May 8, following the cybercrime presentation. The awards recognize the contributions of small business owners in the categories of Young Business Leader, Minority Business, Family Owned Business and Best Small Place to Work in Adams County. Nominate an honoree by April 23 by visiting [www.gettysburg-chamber.org](http://www.gettysburg-chamber.org) and clicking on "News & Programs" then "Nomination Forms" and "Business Awards."

Program sponsors are ACNB Bank, Adams Electric Cooperative Inc., McKee Allstate Agency, Members 1<sup>st</sup> Federal Credit Union and Take Shape for Life by Rick McKee. Media sponsor is the Gettysburg Times.

The chamber supports the Adams County business community by promoting diverse economic opportunities through advocacy, networking and information. More than 530 local businesses and organizations are members. For more information, visit [www.gettysburg-chamber.org](http://www.gettysburg-chamber.org).

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**Photo Caption:** Jay Jacobs, top four finisher on NBC's *The Biggest Loser*, is a presenter during the Gettysburg Adams Chamber of Commerce's Business Development Week, held May 4-8.