

It's YOUR BUSINESS

www.centralpachamber.com

Volume 5, Issue 10 - October 2020

Helping Our
Region Grow...
for 115 years!
CENTRALPA
CHAMBER OF COMMERCE

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CHAMBER OF COMMERCE

REGIONAL RESOURCE CENTER

Commemorating...

...and Celebrating, pg. 3



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Staff

Tea Jay Aikey - President & CEO tjaikey@centralpachamber.com
Jeff Shaffer - Communication Director jshaffer@centralpachamber.com
Michael Porter - Education Coordinator mporter@centralpachamber.com
Jessica Williams - Finance & Membership Director jwilliams@centralpachamber.com

The Inside Scoop



Although quite different this year (haven't most things), we still managed to pull off a very nice Member Appreciation Celebration, topped off with a celebration of our 115th Birthday! Re-live the event, or see what we managed to do this year, on the next page.

Change is coming for another one of our members - a change in venue! In August, Pinpoint Federal Credit Union broke ground on its new building in Milton, and it's going up fast! See the groundbreaking picture on page 11.

Our members continue to remain active and in many ways. Events are continuing to be held - even if modified - or perhaps services and appearances are changing. Staying idle over the pandemic is something many just simply didn't want to do! You can see what fellow members are up to throughout this issue.

There are several new members to welcome. You can find who the latest are to join the Chamber ranks on page 4.

On page 5, we feature a pair of newer members - Covation Center in Williamsport and Roto-Rooter Sewer & Drain, based out of Bloomsburg.

Pages 12 and 13 are filled with information on new hires and even some special recognition. The job market is alive and well!

Don't forget to check out the columns from the staff, including President & CEO Tea Jay Aikey (page 10), Education Coordinator Michael Porter (page 17), and Finance & Membership Director Jessica Williams (page 18).

And, we even include a guest column from The Stahlnecker Group posing the question, "What would happen to your business if you or a key employer were no longer there?"

Enjoy the issue!

Jeff Shaffer, Editor
Communication Director
jshaffer@centralpachamber.com



Ann Hilliard - RE/MAX Bridges
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Safeguard Business Systems ■ Service 1st Federal Credit Union
Service Electric Cablevision/SECV8 ■ Seven Mountains Media
Stahl Sheaffer Engineering ■ Susquehanna Fire Equipment Company
Susquehanna Valley Limousine ■ T-Ross Brothers Construction
The Daily Item ■ The Standard-Journal ■ The Wealth Factory
Unique Inspirations Limited ■ Watsontown Dental ■ XW Construction

The President's Club is an exclusive sponsorship program created to prominently recognize companies that contribute to the Central PA Chamber over and above their annual membership investment. For more information, call 570-742-7341.

It's Your Business Deadlines

November Issue

News/Ads September Oct. 16 -- Flyer Inserts Oct. 21

Interested in advertising in this publication?
Contact Jeff at jshaffer@centralpachamber.com or
call 570-742-7341

Find FREE copies of *It's Your Business* at these
Chamber member locations (availability may vary):

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Watsontown

Watson Inn ■ Watsontown Dental, PC



From left, Tea Jay Aikey, Central PA Chamber President & CEO, welcomes members to the annual Member Appreciation Celebration, including: Cindy Potoeski, Decal Dynasty Wraps and Graphics; Tina Nail, Nailed It Business Services; and Cheryl Rheppard, USG. On the cover: State Sen. John Gordner presents a pair of citations from the state House and Senate, commemorating the Central PA Chamber's 115th Anniversary. And, around 50 members visited the Chamber during the celebration, to catch up, learn more about the organization's programs and services, and take home some special keepsake items.

Commemorating and Celebrating

MILTON – The Central PA Chamber of Commerce celebrated a significant milestone on Sept. 15, during one of its signature events.

The organization dedicated to “Helping Our Region Grow,” officially turned 115 years old on May 19, however, state-wide restrictions at the time, due to the pandemic, prevented any sort of substantial celebration.

So, at its annual end-of-summer Member Appreciation Celebration, the Chamber also threw itself a birthday party for the special occasion.

Members, their co-workers and other guests visited during the “come-and-go” style event throughout the day, which allowed them to tour the building and take home some special keepsake items.

The Central PA Chamber itself received some special items, including citations from both the state House and Senate, and a certificate of recognition from U.S. Senator Pat Toomey.

“On behalf of Rep. (Lynda) Culver and myself, we congratulate the Central PA Chamber of Commerce on 115 years,” said state Sen. John Gordner, presenting both citations. “The places and services that this great Chamber provides, and whether it is to the many small and large businesses in the area, whether it’s to



All members and guests were given punch cards upon entry, with the task of visiting different areas of the Central PA Chamber building to learn more about member programs and services. They were awarded with special keepsake items from the event, including ‘We’re All Essential’ bracelets.

See “**Commemorate**” (on page 14)



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New Members

Covation Center
217 W. Fourth St.
Williamsport, PA 17701
570-435-1993
clynch@covationcenter.org
Carolyn Lynch - Business Consultant
<https://covationcenter.org>

The Covation Center provides: co-working space; business workshops; business education; one-on-one business coaching; meeting facility with amenities; Internet; 24/7 access for members.

MV Payroll Bookkeeping & Tax Services

215 Laporte Ave.
Eagles Mere, PA 17731
570-244-8219
mvpbtsservices@gmail.com
Michelle Vest - Accountant
<https://mvpayrollbookkeepingservices.com>

Providing payroll, bookkeeping and tax services to individuals and businesses.

Backyard Broadcasting of Pennsylvania

1685 Four Mile Drive
Williamsport, PA 17701
570-323-8200
vmichael@backyardbroadcasting.com
Van Michael - Owner/President
<https://www.wilq.com>
Radio station.

Apfelbaum Kula, P.C.

210 Market St.
Sunbury, PA 17801
570-286-0210
brianna@apfelbaumkula.com
Brianna Apfelbaum Kula - Attorney
<http://www.apfelbaumkula.com>

Apfelbaum Kula, P.C. is a general practice law firm with offices in Sunbury and Lewisburg. Our attorneys are committed to meeting the needs and goals of our clients, and we are focused on providing the highest quality legal services to individuals, families, small businesses, and municipal entities in Central Pennsylvania. Our clients conduct business locally, regionally and nationally.

KVS Computers

71 W. Water St.
Hughesville, PA 17737
570-312-0479
nicole@kvscomputers.com
Nicole Wettlaufer - President
<https://kvscomputers.com>

KVS Computers is a small business located in Hughesville that is committed to offering and providing reliable, efficient technology services and support, quality products and sustainable e-recycling services. We offer computer repair, refurbishing and sales along with certified electronics recycling services.

Find the latest member news on our Facebook page and at www.centralpachamber.com.

Membership Renewals

(As of Sept. 28, 2020)

A New Design Landscape & Stone, Inc.
A+ Office Outlet
AdOne Advertising & Design
BNi Central PA
Borough of Lewisburg
Camp Mount Luther
Decal Dynasty
Hans CedarDale Satellite Inc
Haven-to-Home
Canine Rescue
Hooplas Xtreme
Kingdom Kidz Inc.
North Central Sight Services
Nottingham Village

OPTIMO Information Technology
Pivot Physical Therapy
Rep. Lynda Schlegel
Culver's Office
108th District
Susquehanna Valley CASA
SVRE Enterprises, LLC
The Miss Cupcake
& Let's Make Whoopie
The Salvation Army - Milton
Thermo Fisher Scientifics
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2020

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RE/MAX
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210 Main St.
Watson, PA 17777
570-538-2582



Carolyn Lynch, Business Consultant

clynch@covationcenter.org

(570) 435-1993

www.covationcenter.org

What makes your organization unique?

The Covation Center is an organization committed to working with businesses in every aspect to help them grow. We have a co-working facility with an abundance of resources and amenities. It is a comfortable, convenient facility for anyone to become a member and work or meet when and how they want. In addition, the Covation Center provides a wide variety of workshops, 1-on-1 coaching, and Cohort education sessions for small business owners and much more.

What is your Mission Statement?

Covation Center is a 501(c)(3) not-for-profit organization. We specialize in the education of small, micro businesses in rural PA by providing co-working spaces and coaching for small businesses and entrepreneurs.

Advice to those who own a business?

Get together with other small business owners frequently, to talk about ideas or situations with one another. At the Covation Center, we call this experience "serendipitous collisions" - when entrepreneurs from different industries and stages in their business have unexpected encounters. This provides for conversations, ideas, and discoveries that otherwise would not be discussed.

What are your top 3 company priorities?

Coworking - The Covation Center provides a convenient, safe and comfortable working space environment.

Community - The Covation Center opens its doors to local business owners, local groups, entrepreneurs, provides workshops all to enhance community development.

Coaching - The Covation Center offers 1-on-1 coaching sessions for entrepreneurs and small business owners. From starting a business to pivoting your customer service due to a situation. We will also make the introduction between our members and our partners to assist them with their particular circumstances, if needed.

Larry Hopper, Operations Manager

larryhopper@rotorooterservices.com

(570) 784-6093

www.PARotoRooter.com



What makes your business unique?

At Roto-Rooter, we have all the latest equipment to address even the toughest of jobs.

How do you market your business?

SEO, Facebook, Yellow Pages, radio, chamber, local community events.

What is your Mission Statement?

We will offer every customer, whether residential, commercial, industrial, or municipal, the services, equipment and skilled professional team to get the job done effectively, efficiently, and right the first time.

How many does your business employ?

17

Advice to those who own a business? You are only as good as the people you hire.

Finish this sentence - "On a day off I..." Like to spend time with family.

Words to live by?

Success is never owned, it is rented and the rent is due every day.

What are the top 3 company priorities you focus on?

Here at Roto-Rooter, we believe 1) If we take

care of our team, they will take care of the customer. 2) If we take care of the customer they will always be a customer. 3) Do the job right the first time and that customer will tell every one.

What are the characteristics you look for in employees?

Work ethic, reliability, character.

What philanthropic causes does your business support?

We support many in the areas we serve. Camp Victory, Little League Baseball, Local High Schools, Kiwanis, etc.



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What's Happening



Raising the Board is designed to build the skills and confidence of would-be and current members of non-profit boards.



Held in the spacious Smith Room!

"I think one of the biggest things I learned from this class, between all of the instructors, is not only to initiate it in a non-profit but in a daily business aspect as well."

-Chenelle Harriman,
RtB Graduate

Featuring 4 focus areas:

Practice - Vision & Mission, Culture and Strategic Planning

Apply - Financial Essentials, Fundraising, Bylaws and Meeting Protocols

Act - Ethics, Servant Leadership, Personal Why Statements and Serving on Committees

Connect - Communication Protocols, Social Media Practices, Advocacy and Marketing

Fall 2020 Session (in-person)

6 to 8 p.m. Oct. 21 & 28, Nov. 4 & 11

Contact Jeff Shaffer at

jshaffer@centralpachamber.com

or visit www.centralpachamber.com/rtb

to learn more!

Raising the Board is a program of the Central PA Chamber of Commerce.

IN SEARCH OF THE GHOST OF REBECCA DAVIS
WORLD-FAMOUS 1920'S MEDIUM

OCTOBER 3, 10, 17, 24, 31
Tickets go on sale August 1

Lewisburg Odd Fellows presents:
A night of scary theatre

An historical re-creation of a 1920's seance
1920's dress encouraged but not required
It helps our ghost feel at home!

Advance tickets only
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Held at: Lewisburg IOOF Lodge No. 96 - 10491 River Rd - New Columbia

Musical score by Chad Lawson

WARNING! PERSONS UNDER 18 WILL NOT BE ADMITTED. THIS PROGRAM IS FOR ENTERTAINMENT ONLY. NOT RECOMMENDED FOR THOSE WHO ARE FAINT OF HEART, UNDER MENTAL STRESS, OR WHO ARE AFRAID OF THE DARK. ADVANCED TICKETS ARE REQUIRED. SPECIAL SHOWS ON HALLOWEEN (2 SHOWS - 7PM & MIDNIGHT). NO ONE ADMITTED AFTER DOORS CLOSE ON ANY DATE. NO REFUNDS. ALL PROCEEDS BENEFIT IOOF NO. 96. SPECIAL DATES & SHOWS FOR GROUPS, PLEASE ASK.

SHE FLEEDED LOCALS OF THEIR FORTUNES IN 1924 SHE WAS FOUND DEAD UNDER QUESTIONABLE CIRCUMSTANCES DOES HER GHOST WANT TO BE HEARD? ARE YOU BRAVE ENOUGH TO FIND OUT?

OCTOBERFEST/HALLOWEEN BASH!!



**Network with other
Young Professionals!**

When: Oct. 29: 5-7 p.m.

**Where: 217 W. Fourth St.
Williamsport**

**Cost: \$5 in advance
\$10 at the door**

www.covationcenter.org





COME JOIN US AT THE FOLLOWING EVENTS

Every Day – We have a clothing and shoes ONLY bin at the puppet home as a fundraiser. It is a HandUp Foundation bin located behind the puppet home in the back alley.

Flamingo Flocking Fundraiser – You can make someone smile by placing some pink flamingos on their yard. You can do it for a birthday, anniversary, graduation or just to make their day! Call us at 570-838-3133 for more information.

Miss Curly's Right Hand Club – Fundraiser for a monthly subscription of \$15 or more to help pay for our monthly utilities and insurances. Go to: hiskingdomkidz.com.networkforgood/projects/95011-2020-giving

Virtual Programming – Kingdom Kidz is currently doing all programs virtually on Facebook each night at 7 pm. Join in and see what new adventures God is sending us on.

Matching Fund Campaign – Kingdom Kidz is looking to match funds recently received to help recoup losses due to the shut down of programs due to COVID-19. We would like to thank the community for your grace and generosity during these difficult times. May God richly bless you for blessing Kingdom Kidz.

Amazon Smile - If you are starting your Christmas Shopping early, you can help us while shopping. Go to: Smile.Amazon.com, click on Kingdom Kidz, and we will receive a donation from Amazon Smile. No extra monies taken from you.

Kingdom Kidz is looking for volunteers who are willing to assist with the sound, lighting and media aspects of our programs. We will train. Clearances are a requirement. MUST HAVE A HEART TO SERVE AND MINISTER TO OTHERS.

Quality Family Programming

www.hiskingdomkidz.org e-mail: puppets@hiskingdomkidz.org

Follow us on Facebook 570-838-3133



Kingdom Kidz Inc., Watsontown, continues to present virtual programs at 7 each night on their Facebook page. They also introduced a new series in September. 'Praise Him' features the puppets and 'live' individuals from Community Mennonite Fellowship, Milton, who engage the audience in singing, presenting Bible stories and teaching. Pictured are, from left: Donna Bridge, KKI Founder; Oakley and Belle Landis, Jim and Aubrie Hostetter and Lisa Derr, KKI General Manager. All programs at the Kingdom Kidz 'Puppet Home' have been cancelled through the end of the year, including its popular fundraisers. For more information concerning Kingdom Kidz, call the office at 570-838-3133 or visit www.hiskingdomkidz.org. Gifts are tax deductible less the value of any goods provided. Kingdom Kidz Inc. is not affiliated with a church or denomination.

CENTRAL PA BUSINESS & EDUCATION ASSOCIATION Seminar & Training Series

Change Management: How to Lead Through Change

9 to 10:30 a.m. Wednesday, October 7 @

Central PA Chamber of Commerce, 30 Lawton Lane, Milton

Cost: \$20 for Members/\$25 for Non-members

Register: www.centralpachamber.com/events

Presented by:



Date	Event	Location	Time	Cost
10/6/20	Dispelling Common Myths Around Industrial Digital Transformation	Webinar	2 to 3 p.m.	Free
10/13/20	Leveraging Deep Learning and AI Applications in Manufacturing	Webinar	11 a.m. to 12 p.m.	Free
10/13/20	How to Safely Maintain Business Operations During COVID-19	Webinar	11 a.m. to 12 p.m.	Free

Lauri Moon
Manager, Training & Outreach
570-329-3200 ext 8085
www.imcpa.com/events

Small Business Development Center
Bucknell University
570-577-1249
www.bucknell.edu/sbdc

Date	Event	Location	Time	Cost
10/14/20	1 Million Cups Susquehanna Valley Entrepreneurship Event	Online	9 a.m. to 11 a.m.	Free
10/22/20	Business Startup Basics Webinar	Webinar	10 a.m. to 12 p.m.	Free
11/14/20	1 Million Cups Susquehanna Valley Entrepreneurship Event	Online	9 a.m. to 11 a.m.	Free

Are you worried about having Christmas Gifts for your children this year?

The Holiday Help Program at the
Donald Heiter Community Center
is here to help!

We understand that this year has been especially hard. The Holiday Help Program has been serving our region since 1999 and continues to ensure that no child is forgotten.

How does it work? Contact us, we'll have you complete a form outlining your child's (or children's) "wish list" and then our donors will get to work. Gifts will be available for curbside pick up during selected "appointment" times.



The Holiday Help Program

Registration is due by October 23, 2020

Call us at 570-524-5000
email us at donaldheiter@gmail.com

**Due to Covid-19 restrictions please do not stop in to visit us. Unfortunately we can not welcome unscheduled visitors.*



Dwell Orphan Care held its 2nd Annual Dwell Golf Outing on Sept. 20 at White Deer Golf Complex, Montgomery. According to Executive Director Jennifer Lake, it was a great day for the event, including the weather and turnout. While coming up short of their goal, they are very grateful for the funds raised to help children and families in the foster care/adoption community. You can find more information about Dwell Orphan Care, including pictures from their golf tournament, at www.dwellorphancare.org. Pictures can also be found on their Facebook page. Up next is the 2nd Annual 'Miles for Minus 1' Dwell 5K Walk/Run on Oct. 17. The event will be held virtually this year. Registration is now open on the web site. Sponsorship opportunities are also available.

2ND ANNUAL "MILES FOR MINUS 1" DWELL 5K WALK/RUN

SATURDAY, OCTOBER 17, 2020

A Virtual Movement

Details @ www.dwellorphancare.org

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Grant program for digital needs

LEWISBURG - A state grant program that helps companies increase export sales is funding new activities because of COVID-19 travel difficulties.

The Global Access Program (GAP) is now providing grants for e-commerce, digital marketing, marketing media design, and certain certifications.

SEDA-Council of Governments' (SEDA-COG) Export Development program assists businesses with application development, submittal, reporting, and reimbursement, among other assistance.

Since the program began eight years ago, SEDA-COG has helped 63 companies to be awarded 103 grants totaling \$371,525.

Noelle Long, director of SEDA-COG's Export program, encouraged small- to mid-sized companies to apply for these funds.

"Businesses are having to adapt to the rapidly changing environment with the pandemic, and the GAP grant program has also adjusted to suit their needs since digital marketing is more important than ever. SEDA-COG is committed to continuing to empower businesses through this crisis and connect them with as many opportunities as possible," Long said.

The reimbursable grants can be awarded up to \$5,000. SEDA-COG's GAP funds are available through next September.

For more information, contact Long at export@seda-cog.org or 570-524-4491.



Singercise, a free, live-online program will be offered through the Greater Susquehanna Valley YMCA, thanks to a community grant from the Parkinson's Foundation. The program is a music therapy, group-singing protocol designed specifically for people with Parkinson's disease and their care partners to work out little muscles we don't usually think about that play a crucial role in swallowing and respiratory control. The program aims to improve vocal intensity, speech intelligibility, respiration and swallowing, and provides stress reduction as well as reduced symptoms of anxiety and depression. Class will be facilitated by board-certified music therapist Alysha Suley, MM, MT-BC. Singercise is open to individuals of all ability and fitness levels. Virtual class times are from 12:30 to 1:30 p.m. Wednesdays from Oct. 7 through Dec. 30. The program will be offered via Zoom. Register by Oct. 7 at the Lewisburg YMCA at the Miller Center, call 570-556-4191 or visit www.gsvymca.org.

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Time with Tea Jay

Navigating everything anew

Here we are at the beginning of the fourth quarter of the never to be forgotten year of 2020. As we prepare for the 2021 budget here at the Central PA Chamber, there are lots of things that will need to be considered and visited as there are a lot of unknowns in regard to how things will be returning to normal or perhaps changing completely for good.

Sustainability is something we take very seriously as this organization has been in existence for 115 years, and it is our duty as stewards to continue to "Help Our Region Grow" and thrive for the next 115 years.

In the next month, you may receive a survey and other forms of outreach to gauge your pressure points and forecast needs of services for 2021.

As many of you are well aware, our organization and team did not shutter once in the eye of the COVID-19 storm. We did not furlough any staff at any time but rather worked from satellite locations during the mandated shutdown. We kept communications with all members and ensured them we were and are always here for them. Canceling events was not an option I was willing to consider, so during the shutdown, we were among the first leading virtual events to keep members informed and most importantly connected.

Once we were permitted to be back on site, we continued right where we were without skipping a beat. We analyzed the comfort of our members and team and then ramped up events while applying the necessary protection of those attending. We are hosting more events in 2020 than any year prior.

We've seen a continued growth of membership since the pandemic began. Our membership retention rate has been 90 percent or higher throughout. We continue to work with those industries hit hardest and will do so as long as they need us.

I have received many notes and e-mails of support during these enduring times, and I'd like to share one with you. It says, "Congratulations on the fantastic citation from Senator Gordner! The Central PA Chamber's 115 years of service to businesses across the Susquehanna Valley and central PA counties has remained steadfast and continued to blaze a path forward through the COVID pandemic under your guidance."

I am so proud of my team and the Board of Directors for trusting me as we've chartered and continue to charter unknown territory and unpredictable situations. I've had to make many changes midstream to many projects and made many new initiatives with their support and encouragement to keep our Chamber steadfast to the Vision and Mission statements.

There is no playbook for the times we are facing, but I genuinely believe the strong will not only survive but thrive!



Tea Jay

Tea Jay Aikey
President & CEO

tjaikey@centralpachamber.com

Chamber Blood Drive



Thank you to Gerry Runyan of Ryder Supply Chain Solutions, Milton, and the other 19 donors at our American Red Cross Blood Drive on Sept. 16 in The Smith Room. Together, we'll save as many as 60 lives! There remains a great need for blood donations! If you are healthy and able, visit www.redcrossblood.org to schedule a time to donate.

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Pinpoint FCU Groundbreaking



Congratulations to Pinpoint Federal Credit Union! On Aug. 17, we joined them for a ceremonial groundbreaking at their future home along Ferry and Mahoning streets, Milton. Highly noticeable progress has been made over the past several weeks by contractor T-Ross Brothers Construction. The plan is to complete the building project early next year. From left: Jeff Shaffer, Central PA Chamber's Communication Director and Pinpoint FCU Board Director and Membership Officer; Dale Walize, Board Vice Chair; Rocky Baer of Strosser/Baer Architects; Jeffrey Rearick, Director and Supervisory Committee Chair; Jason Budman, Board Chair; Susan McLean, Director; Brenda Raker, Pinpoint's President & CEO; Brad Aurand, Larson Design Group; Todd Ross, President of T-Ross Brothers Construction; Mark Shearer, Pinpoint Director and Secretary & Treasurer; Andrew Wise, T-Ross Assistant Project Manager; Brandon Group, T-Ross Project Manager/Estimator; and Tim Bower, T-Ross Superintendent. 'We are so excited about this groundbreaking ceremony,' Raker said. 'We are here with all of our friends from the Milton community, our board and staff members who have been supportive along the way, and we're looking at a spring 2021 finishing project, if not earlier. We cannot wait to make this our new home for our members of Pinpoint Federal Credit Union.' Follow along with Pinpoint FCU on their Facebook page and learn more about their services at www.pinpointfcu.org.

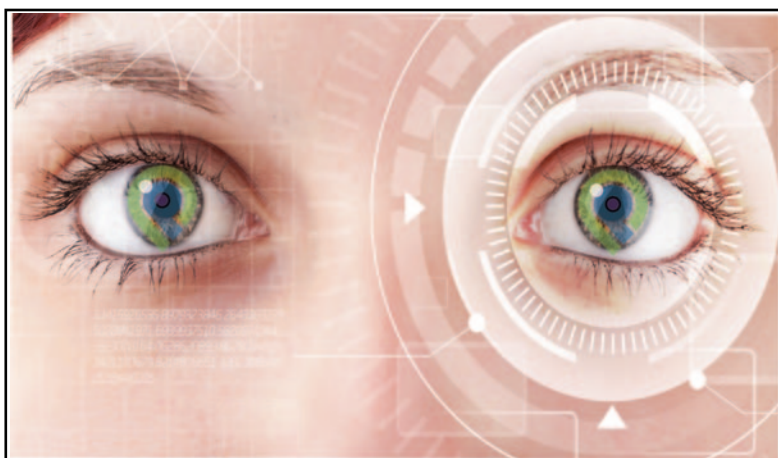
WHY US?

What our members are saying...

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- Kyle Mordan, Pineknotters Lawn Care

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Members Recognized

Swift Kennedy & Associates

WILLIAMSPORT - Jessica Ballard has been hired as an Employee Benefits Account Manager at the Williamsport office of Swift Kennedy & Associates, a brokerage firm specializing in group, senior, and individual insurance policies. Her responsibilities include assisting clients with policy renewals, claims, and billing issues, as well as advising them about compliance with the Affordable Care Act and other federal regulations. Before joining Swift Kennedy, Ballard worked as a Payroll Specialist for the clothing manufacturer Delta Galil USA in Williamsport and as a Payroll Administrator for the Keystone Central School District. Prior to that, Ballard was an Office Manager for New Look Kitchens in Lock Haven.



Jessica Ballard

Ballard earned a Bachelor of Science degree in interdisciplinary science with a concentration in business management from Lock Haven University.

Her community activities have included volunteering for the Little Ladies on the Run program and various youth sports teams, including Midget League basketball programs in Renovo. Swift Kennedy & Associates helps businesses find affordable employee benefit plans, including medical, dental, vision, life, disability, and alternative funding options. This full-service agency offers all health insurance carriers in Pennsylvania and has offices in Williamsport, DuBois, State College, Scranton, and Virginia Beach.

Transitions of PA

LEWISBURG - Susan Mathias has announced her intention to leave her full-time position as the CEO at Transitions of PA at the close of 2020.

Mathias will continue to support the organization as needed. A process is underway to fill this position while preserving high quality client services, ensuring a smooth transfer of responsibilities to a new person, and maintaining continuous communication throughout the process with employees, collaborative partners, and the community.

A selection is to be announced by the end of the year.

Susan is remaining in the area and will always be committed to the work and mission of Transitions, which is now celebrating its 45th year serving the valley.

SEDA-COG (Council of Governments)

LEWISBURG - SEDA-COG welcomed employees in August.

Jamie Shrawder returned to SEDA-COG's Community Development program as project coordinator on Aug. 17.

She previously worked for SEDA-COG's Joint Rail Authority in 2004 and transferred to SEDA-COG's Community Development program in 2008 where she worked until 2016 as senior program analyst.



Jamie Shrawder

Shrawder has 15 years of experience, working in administration, financial management, contracting, marketing and communications. Her experience includes administrator of governmental affairs for Danville Borough, township manager for East Buffalo Township and secretary for Turbotville Borough, among other positions. She earned her Bachelor of Science in Wildlife & Fisheries Science

from Penn State University.

And, Michael Morrison joined SEDA-COG's Business Finance department on Aug. 31 as a loan officer.

He brings a strong sales and management background with a passion for establishing and developing business and personal relationships.

Morrison was a business development officer at First National Bank of Pennsylvania, the dual branch manager at Santander Bank, and account manager/director of media buying at Gregory Welteroth Advertising. He attended Pennsylvania College of Technology for Business Administration and Accounting.

As a community and economic development agency, SEDA-COG enhances the quality of life and economic advantage for residents and businesses in 11 central Pennsylvania counties through its vital partnerships and initiatives. SEDA-COG also is an advocate for the interests of its communities at the state and federal levels. For more information, visit www.seda-cog.org.

Seven Mountains Media

SELINGROVE - Penny Dyer has been added as a Marketing Consultant with Seven Mountains Media.

She has more than 20 years experience serving clients and keeping them happier than they imagined. She joined Seven Mountains Media nearly a year ago to focus on helping clients using a myriad of mediums to grow their businesses. From video, digital marketing, graphic design, website design and radio advertising across Pennsylvania, she is ready to help you reach new customers for your business. Call 570-854-4314 or e-mail penny@7mountainsmedia.com.



Penny Dyer

RE/MAX Bridges

WATSONTOWN - Nate Wesner, a native of Lewisburg and current resident of Watsonstown, has joined the RE/MAX Bridges real estate sales team.

He will be based in the RE/MAX Bridges Watsonstown office at 210 Main St., and is ready to serve clients across the entire Central Susquehanna Valley.

After graduating from Milton Area High School, he entered Penn State University and graduated from PSU in 2000 with a bachelor of science degree.

He initially began his career as a licensed real estate agent in 2004, before transitioning into management and supervision for local companies.

Now, with the support of his wife and children, he has decided to re-enter the real estate industry once again with experience and leadership qualities refined in other professions. He said his goal is to provide the best possible customer service.

"Having worked with Nate before, I can honestly attest that he's a hard worker and will always give you 110 percent," said Ann Hilliard, Broker/Owner of RE/MAX Bridges. "We are excited to have him join us in Watsonstown."

Wesner can be reached by contacting the RE/MAX Bridges office in Watsonstown at 570-538-2582.



Nate Wesner

Evangelical Community Hospital

LEWISBURG — Evangelical Community Hospital has welcomed new staff members in the last several weeks.

They welcome a new Emergency Medicine physician to its Medical Staff. Eliza Reed, DO, joined the Hospital's Emergency Department in August. As an emergency physician, Dr. Reed specializes in rapid recognition and treatment of trauma and acute illness.

Dr. Reed received her Doctor of Osteopathic Medicine from the Philadelphia College of Osteopathic Medicine, Philadelphia. She completed her residency in Emergency Medicine at Geisinger Medical Center. As an undergraduate, Dr. Reed obtained both a Bachelor of Science in Biology and a Bachelor of Arts in Psychology from Bloomsburg University. Evangelical recently announced the arrival of Jonathan Shedlock, MBA, CRCR, as Director of Patient Financial Services.

Mr. Shedlock is responsible for the accurate and timely billing, collection, cash application, and customer service of payments from patients and insurers for both the Hospital and Evangelical Medical Services Organization. This position has direct management responsibility for all Patient Financial Services staff, including in the areas of billing, cash applications, and those handling billing customer service.

Mr. Shedlock has 14 years of professional experience, including eight years of revenue cycle leadership. His background is a combination of operations and consulting, resulting in improving the financial performance for 37 hospitals.

Mr. Shedlock holds a Master of Business Administration from California State University, Fresno, and a Bachelor of Science from Penn State University. He also holds a Certified Revenue Cycle Representative designation as sponsored by the Healthcare Financial Management Association (HFMA) and is an active member of the Central PA HFMA chapter.

And, the hospital is pleased to welcome a new Neurologist to its Medical Staff. Jessica Ahlum, MD, joined Neurology of Evangelical in late August.

As a neurology physician, Dr. Ahlum specializes in diseases and treatment of the nervous system. Dr. Ahlum received her Doctor of Medicine from Temple University School of Medicine, Philadelphia. She completed her Neurology residency and her Neurophysiology Fellowship at SUNY Upstate University Hospital, Syracuse, N.Y. As an undergraduate, Dr. Ahlum obtained her Bachelor of Science in Chemistry with a minor in Biology at The Pennsylvania State University Eberly College of Science, University Park. She is a member of the American Academy of Neurology.



Dr. Eliza Reed



Jonathan Shedlock



Dr. Jessica Ahlum

In other news, Angela Cassel, CNM, OB/GYN of Evangelical, was presented the DAISY Award on Sept. 2.

The award is presented to a deserving nurse who exemplifies clinical expertise and compassionate care and is recognized as a role model in the nursing community.

Cassel was surrounded by her coworkers, as well as Hospital and nursing leadership, as she was presented with the award. She was nominated for the award by her colleague Louann Benfer, LPN.

In the nomination, Benfer said, "Angela's greatest gifts to our OB/GYN office and The Family Place is her compassion and concern for her patients, her gentle spirit and her kind heart." Cassel, who has been a Certified Nurse Midwife for 23 years, has worked at OB/GYN of Evangelical and been assisting in the delivery of babies at Evangelical's The Family Place since 2015. In her time working at Evangelical, she has delivered a countless number of babies and provided the support needed to mothers as they go through the labor and delivery process.

The DAISY Foundation was established in 1999 in California by the family of J. Patrick Barnes, who died at the age of 33 from complications of an auto-immune disease. During his eight-week hospital stay, his family was impressed by the care and compassion his nurses provided, not only to him but to everyone in the family. They created the DAISY Award in his memory to recognize those nurses who make a big difference in the lives of so many people.


Evangelical is proud to be a DAISY Award partner, beginning to participate in the program in early 2020. Nurses are nominated by patients, family members of patients, as well as other healthcare professionals. If an Evangelical Community Hospital nurse has displayed extraordinary clinical expertise and compassion, visit www.daisynomination.org/ECH and fill out a nomination form.



Angela Cassel



This year, Enterline's Dance Center presented the Kelsey Kuhns Memorial Award to Laura Hamm, who is a senior at Mifflinburg Area High School and has been a ballet and jazz student for 15 years, starting at two years old. Laura danced as part of the Enterline crew at Kelsey's Fall Festival for many years. Kelsey, for who the award is named after, loved to dance. Kylie, Kelsey's sister, was the first recipient of the Kelsey Kuhns Memorial Award in 2006. Both Kelsey and Kylie started dancing with Enterline's Dance Center when they were four years old. They took ballet, tap and jazz and received perfect attendance awards for many years. Tina, Kelsey's mom and CEO of the non-profit Kelsey's Dream, attended the dance recital to help present the award to Hamm.



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"Commemorate" (from page 3)

the students that are going to be the future employees, whether it's those looking for other job skills or to increase their abilities, whether it's current board members or future board members that are going to continue this great tradition – thank you, more so than ever, during these past six or seven challenging months. We've needed these entities and these programs that are helping small businesses survive and grow during these challenging times, and the Central PA Chamber of Commerce has certainly done that.

"So, 115 years – looking forward to lots more in the future."

The state House was in session during the week, which prevented Rep. Culver from attending, but also attending was Andrew Ramos, a field representative for Sen. Toomey.

"It's great to be here with the Central PA Chamber of Commerce to congratulate them on their 115 years of service," Ramos said. "So, we thank them for their service to the region, and we wish them many more years of service."

Close to 50 Central PA Chamber members were able to visit over the course of the celebration day. Find pictures on the Chamber's Facebook page, in the upcoming October issue of its monthly magazine *It's Your Business*, and in *The Standard-Journal's* special publication *Salute to Central PA Chamber of Commerce 2020* due out in October. Find more information on the Central PA Chamber's history in its 2020 Directory and at www.central-pachamber.com.



Starting at left, moving clockwise: From left, Tammy Sempko and Erin Kearney of Susquehanna Valley CASA Voices for Children hold up some of the keepsakes given away at the Member Appreciation Celebration. The koozies read 'We're All Essential', reminding businesses and organizations that we all play a role in keeping the community and economy going. 'Why Us?' video testimonials by members were played throughout the Member Appreciation Celebration in The Smith Room. Here members also learned about many educational opportunities, both for students and those already in the workforce. Special wooden nickels commemorating the 115th Anniversary were also among the keepsakes. And, Tom and Dez Schulz of Yogi at Shangri-La find the whoopie pies from The Miss Cupcake & Let's Make Whoopie during their tour of the Central PA Chamber building. For more pictures, visit the Central PA Chamber's Facebook page!

New services amidst pandemic



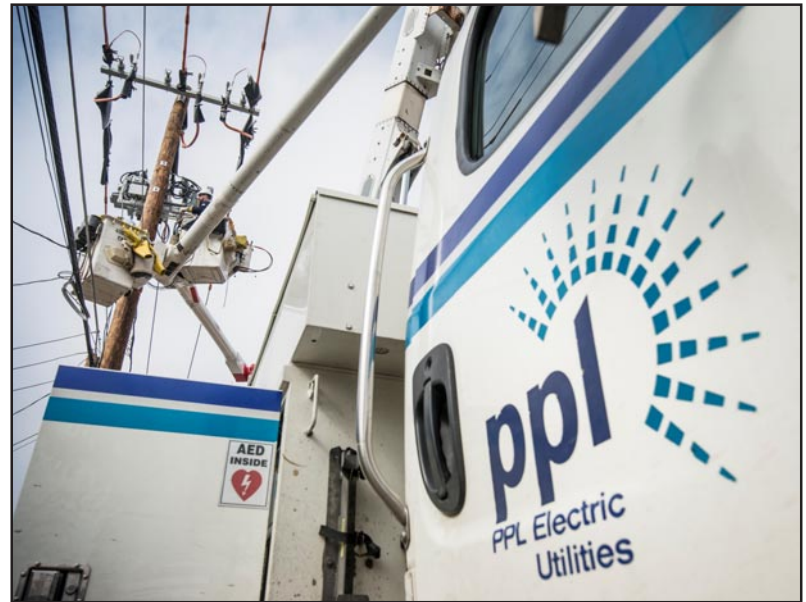
Change often inspires new ideas and motivates people to innovate or expand their services. For MYNDSET, in Danville, it helped to launch its new Virtual Event Services. During the pandemic, Founder Mark Burke developed a new thought - 'Webinars are out. Virtual events are in!' Burke and his new studio are ready to fully take on the needs of clients, from 'mindstorming' to the final cut. You can schedule a free consultation session now to learn more. E-mail Burke at mark@mynddset.com.



INSIDE JOBS



Central PA Chamber staff and members were lead on a tour in late August of the Glen Raven Custom Fabrics property in Sunbury, which is for sale or lease. This property could be divided among multiple businesses. View the listing through Focus Central PA at www.focuscentralpa.org or call Executive Director Lauren Bryson at 844-293-8719.



Smart grid devices, like the one pictured in this installation on the PPL Electric grid in 2017, are helping to improve reliability across the entire PPL grid. These devices work with an automated power restoration system to automatically isolate an outage, reduce the number of affected customers, and reroute power to keep the lights on for more customers.

Keeping the power on

ALLENTOWN - PPL Electric Utilities' automated smart grid power restoration network has enabled the utility to avoid one million customer outages since 2015.

The milestone, which PPL believes has no equal among U.S. electric utilities, means its 1.4 million customers have collectively avoided 100 million minutes in the dark. That translates to 190 years. The smart grid network - a combination of state-of-the-art sensors and switches, coupled with advanced software systems - is part of a significant investment

made by PPL in the power grid overall over the past decade. Smart grid instantaneously reroutes power in the event of a problem, keeping the outage area contained to the smallest possible footprint.

Smart grid is in place across the grid and continuously works to support strong reliability for all customers, around the clock. Hitting one million avoided outages represents a commitment to using technology to benefit customers and provide superior reliability.

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Business & Education

Students awarded over \$277K

WILLIAMSPORT - With costs for higher education outpacing inflation at many colleges and universities, the future may be daunting for many promising young people.

The First Community Foundation Partnership of Pennsylvania (FCFP) works to create scholarship funds that will benefit graduating seniors and non-traditional students.

Endowed scholarship funds at FCFP are created by gifts made by individuals, families and organizations. These gifts are invested to provide income to award scholarships every year to different students. In many instances, scholarships are awarded based on pre-determined criteria that are reflective of the personal values and interests of those who establish the funds.

FCFP recently awarded \$277,550 in scholarships to 88 students for the 2020-2021 academic year. Eligibility and criteria vary by scholarship. Scholarships were awarded to students graduating from high schools in Danville, Hughesville, Jersey Shore, Lewisburg, Line Mountain, Loyalsock Township, Mifflin County, Montgomery, Montoursville, Mount Carmel, Muncy, South Williamsport, Sullivan County, Warrior Run, and



First Community
Foundation Partnership
OF PENNSYLVANIA

Williamsport School Districts, as well as St. John Neumann Regional Academy.

Non-traditional students throughout Pennsylvania received scholarships to continue their education.

Students at Central PA Chamber member schools were:

Lewisburg Area School District

Joshua Nicolls, Bronze Scholarship Fund, \$655, Brigham Young University;

Hanna Aboueid, Jennie Stackhouse Erdley Memorial Scholarship Fund, \$1,237, Brown University; Anna Batkowski, Mary Jo and Donald L. Ritzenthaler Scholarship Fund, \$1,000, Duquesne University.

Warrior Run School District

Abigail Lapp, Muncy Bank & Trust Company Scholarship Fund, \$1,000, Eastern University; Sarah Cotner, Ralph and Josephine Smith Fund, \$20,000, Messiah College.



**Proceeds Support: Central PA
Business & Education Association**

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www.centralpachamber.com/events**

Central PA Career Fair

Wednesday, Nov. 4



Fun! Virtual! Free!

Join a panel of Career Cluster Leaders to discuss your opportunities and passion with more than 1,000 area students virtually!

Details and registration: www.centralpachamber.com/events

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School activities are ramping up!

The Central PA Business & Education Association is working hard to put together this year's Central PA Career Fair.

While you may have participated in this event in the past, this year's event will be different in large part due to the pandemic.

We are going to have it be completely virtual, and it will still allow us to highlight career opportunities for students across the region.

Setup for this event will be by having business representatives placed into "career clusters" at different times of the day to present to students and teachers about the opportunities available in their respective fields.

Students will then have a short window of time to ask questions of our panelists and better understand the opportunities that they have before them. If you would like to be one of these representatives that get to speak with our students and share your passion for your work, please, contact me or register at www.centralpachamber.com/events. Building Leaders for the Susquehanna Valley (BLSV) will also be meeting virtually for the first time this month. Students from area school districts will come together to learn about networking and resume building to become better prepared for their futures in leading our region.

We are so excited to be meeting with our students again this year even though it will not be in person! And, we will still be relying on volunteer speakers to help. If you would like to be involved in helping to discuss different leadership topics to our students or to be involved with our program in some fashion, please, don't hesitate to contact me for more information.

If you would like to support these programs, we are always in need of volunteers and financial support. As a 501(c)(3), donations can be considered a tax deduction. There are many ways to help support financially, including: our Sticky Bun Fundraiser, sponsorships of our many "B&E" programs and through Amazon Smile.

To elaborate on our Mr. Sticky's Sticky Bun fundraiser, it is taking place from now until Nov. 1. Who wouldn't enjoy a warm sticky bun on a cool fall day!

You can contact me or place your order online at www.centralpachamber.com/events.

Secondly, fall and winter shopping is upon us, and you can support us by shopping on Amazon Smile versus the "basic" Amazon. All you need to do is to go to smile.amazon.com and choose the Central PA Business & Education Association as your organization to support. A portion of your purchase will go to benefit our organization and the many amazing students in our region. You can do this whether you are using a mobile phone or computer. For more information on the Central PA Business & Education Association, or any of our programs or fundraisers, contact me and visit www.centralpachamber.com/business-and-education-association.

Thank you for all your support!

Michael

Michael Porter
Education Coordinator
mporter@centralpachamber.com

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Jessica's Jottings

End on a high note



Brace yourselves, we are now nearing the end of 2020! This year has brought us changes we couldn't have imagined. Are you prepared to end it on a high note? Even if you are not where you thought you would be this year, there are still ways to finish strong and start the new year off with a bang. Let's highlight three steps that will help you achieve this.

1) Reconnect. It is time for us to reconnect with our communities, now more than ever. Take the time to join a meeting, seminar or even an event. Reconnecting is vital for the overall well-being of our businesses and mental health. The Central PA Chamber of Commerce has in-person and online events each month that are free or cost a nominal amount to attend. Look at our calendar on our web site to register for these events. (www.centralpachamber.com/events)

2) Do something good. Seems simple enough, but most people do not take advantage of this opportunity. This does not mean you have to give money away. There are many opportunities to do something good with the only cost being a little bit of your time. With fall in the air, take the time to look through your house or office and box up what you are not utilizing anymore. From clothes to equipment, you would be surprised how much you can afford to give away. Many non-profit organizations rely on these donations to help our communities. If you can spare the time, it will not only help you but also our communities.

3) Think about your future. I know it might seem hard because we still have a few months left of this year, but no business can survive if they don't look to the future. It will be important to have different scenarios planned out for 2021. Whether your business relies on events or office visits, laying out multiple plans that focus on guidelines and restrictions we may still be facing will help you have a head start to tackle any surprises that may come. Make sure to look at those budgets and see where you can afford to adjust spending. Look for the deals you might have overlooked in the past.

Being prepared means even more these days. We need to remember to stick together while still taking care of ourselves. If you are a member of the Central PA Chamber, be sure to use that resource to your advantage. Look at the information on our web site and Facebook page. Read this magazine! And call, stop in or e-mail any questions, comments, concerns etc. you may have. We are here to serve our members and our communities and continue to help, in anyway we can, to the continued growth of our region!

Jessica

Jessica Williams
Finance & Membership Director
jwilliams@centralpachamber.com

Breakfast Briefings



The Central PA Chamber hosted a pair of Breakfast Briefings in September, allowing businesses and organizations to gather for networking and to learn about the latest happenings from the Chamber. The briefing on Sept. 4 was sponsored by AIM Advertising. Above, Mark Fleisher discusses the power of e-mail marketing for small business. Below, on Sept. 25, Tina Welch of Welch Performance Consulting shared interesting data in regard to hiring costs and employee engagement. There are more Breakfast Briefings coming up soon! Register at www.centralpachamber.com/events.



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learn more
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To register, visit www.centralpachamber.com/events



Mifflinburg Bank & Trust recently helped the Salvation Army of both Sunbury and Milton raise \$500 for COVID-19 relief efforts for local residents. Starting from the right, President and CEO Jeffrey Kapsar, presents the check to Captain Scott Duperree of Sunbury, Lieutenant Jared Starnes of Milton, Joel Harris, Community Coordinator.



Susquehanna Valley Auto Glass's newest van features pink lettering and ribbons, so they can show their support for breast cancer awareness. October is Breast Cancer Awareness Month. Don't forget to make that appointment!

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Guest Column

What will happen to my business?

As a business owner, you may wonder what would happen to your business should anything happen to you. How would your family cope with the loss of income? What about your employees and their families?

Life insurance can protect your business. A buy-sell agreement funded with life insurance allows remaining business owners or the employees to buy the company interests at a previously agreed upon price, which helps guarantee the family members will be fairly and promptly compensated for their share of the business. This provides piece of mind and financial security for the family and also provides funding to keep the business running or at least provide the capital to allow options moving forward.

I mentioned employees, and they are often overlooked in a business continuation plan. All too often a business fails to recognize and quantify what the loss of a key employee would mean to the future profitability and viability of the business. Recognizing and addressing this need is an important part in sound business risk planning.

Questions to ask regarding your business:

- Would your business suffer financially if you lost a key employee?

- Which employees would be difficult or even impossible to replace?

- If you lost your top salesperson tomorrow, would it impact your bottom line?

- Could losing a key employee have adverse effects on your company's credit?

The risk of loss can be insured for pennies on the dollar with Key Person Insurance. Key Person Insurance is a life insurance policy purchased by the business on the life of the key employee. The policy is payable to the business on the death or in some cases on the critical illness and terminal illness of the key person. Proper key person planning helps businesses make up for lost earnings and helps cover the cost of finding and training a replacement. There are many strategies that can be used to also provide a benefit to the key person and their family as well and the proper plan can cover many bases at once.

As a successful business owner, you have worked hard to build your business. You have hired exceptional people to help your business grow and flourish. Make sure you take a few minutes to ensure your plans include the answers to the vital question, what will happen to my business?

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Join Us at these Upcoming Events!

All events are tentatively scheduled and may change depending on the COVID-19 situation

Putting contest and complimentary food and drink at Bucknell Golf Club! Ribbon to be cut around 6:20 p.m.

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CENTRAL PA

5 p.m. Friday, Oct. 9 @ 366 Smoketown Road, Lewisburg

BREAKFAST BRIEFING

7:30 to 9 a.m. Friday, Oct. 16 @
the Central PA Chamber of Commerce,
30 Lawton Lane, Milton.

Free to Attend - **Registration is Required**


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INSIDE JOBS

12 p.m. Thursday, Oct. 29
@ Ryder Supply Chain Solutions
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Featuring:

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- Tour approx. 45 minutes in length
- Lunch provided (RSVP required)

Inside Jobs offers members a chance to tour facilities of fellow businesses/organizations.
Find tour details and register @ www.centralpachamber.com/events.

BREAKFAST BRIEFING

7:30 to 9 a.m. Friday, Oct. 30 @
the Central PA Chamber of Commerce,
30 Lawton Lane, Milton.

Free to Attend - **Registration is Required**

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