

IT'S YOUR BUSINESS

www.centralpachamber.com

Volume 6, Issue 7 - July 2021

A win for 'B&E',
pg. 3



Your time to grow, pg. 11

Leadercast
shift

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The Inside Scoop



We couldn't have had a much better day on June 25 for our largest event of the year for the Central PA Business & Education Association. The 20th Annual Business & Education Golf Tournament is our cover story and for good reason! It takes a whole lot of support from amazing sponsors, golfers and volunteers. I give lots of credit to Michael Porter, our Education Coordinator, for bringing it all together. Read all about it and see some event photos starting on the next page.

Also inside, we preview our next big event as we bring back Leader-cast Live! This full, one-day training is ideal for anyone looking to develop their leadership skills. Bring yourself or bring your whole team. Learn more on page 11.

As always, we are welcoming new members to our Chamber, and we're sharing special highlights about current members in our Member Spotlight section. Learn more about your fellow members on pages 4 and 5.

There continues to be a plethora of events in the region. You can see what you may want to take part in starting on page 6.

Do you ever take the time to reflect? The Chamber staff did just that in a creative way, looking back on the first half of 2021. Read more on page 18.

Every month, we take time to recognize the growth, accomplishments and new hires of our members. See who's making headlines by turning to page 12.

And, see who's been celebrating lately with a ribbon cutting on page 14.

There is all of this news and so much more! Enjoy the issue!

Jeff Shaffer, Editor
Communication Director
jshaffer@centralpachamber.com



A&A Construction and Services
Ann Hilliard - RE/MAX Bridges
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Mifflinburg Bank & Trust

Milton Savings Bank

North Central Sight Services

North Shore Railroad

On Fire Promotions

PenTeleData

PPL Electric Utilities

Raceway Mobile Storage

Riverwoods Senior Living Community

Safeguard Business Systems

Service 1st Federal Credit Union

Service Electric Cablevision/SECVs

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Sunbury Broadcasting Corporation

Susquehanna Fire Equipment Company

Susquehanna Valley Limousine

T-Ross Brothers Construction

The Daily Item

The Standard-Journal

The Wealth Factory

Unique Inspirations Limited

Watsonstown Dental

Weaver Wireless Consultants

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

August Issue

News/Ads July 16 -- Flyer Inserts July 21

Interested in advertising in this publication?
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Find FREE copies of *It's Your Business* at these
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Watsonstown

Watson Inn



LEWISBURG - It was a record-breaking year for the Business & Education Golf Tournament!

The Central PA Businesses & Education was, once again, overwhelmed by the support of a large field of golfers, driving funds to the non-profit aimed at building the leadership skills and career readiness of area students. B&E netted more than \$15,000, which is a new record high!

It was the 20th year of the tournament, which is the main fundraiser of the Central PA Chamber's 501(c)(3) organization. In all, 95 golfers representing 24 teams turned out for the event on June 25 at Bucknell Golf Club. The seemingly perfect weather and the beautiful course lead to a great day for all involved, including the players, volunteers and/or sponsors.

The Master Sponsor, as usual, was T-Ross Brothers Construction, a longtime advocate of "B&E" programming. They even brought the truck-mounted crane used to drop hundreds of golf balls for the 6th Annual Golf Ball Drop!, held just prior to the start of the tournament. The event itself was again sponsored by Service 1st Federal Credit Union. There were three winners of the drop, who will be awarded more than \$1,600 in prize money. The winners are: Andrew McDonald, first place, \$1,040; Andres Sanchez, second place, \$416; and

See "GOLF" (on page 16)



The Purdy Insurance team were this year's tournament winners with a round of 55. From left: Adam Purdy, Cody Klinger, Truman Purdy and Dan Mahoney. On the cover: Mike McNier, a longtime tournament volunteer and golfer attempts to hole out for his team. This photo and top photo by Brett Hosterman of Hosterman Creative.



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New Members

Milton Historical Society

5340 State Route 405

Milton, PA 17801

570-568-5603

tbittner@dejazzd.com

Tim Bittner - President

www.miltonpahistoricalandsociety.com

Our mission is to maintain the Cameron House, to preserve Milton history, and to provide information and education for the public.

William Penn Hastings, of the Milton Standard Printing Company, purchased a federal farmhouse along route 405 south of Milton in 1981. He called a town meeting to ask Milton's citizens how best to use the property. Miltonians agreed the house should be used as the headquarters of a historical society. The existing West Branch Canal Society reformed to become the Milton Historical Society. The Society restored its headquarters, the Cameron House.

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Jennifer Ruelens - Broker/Owner

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2300 Housels Run Road

Milton, PA 17847

570-523-3100

Professionaldriverscdl@gmail.com

Shawn Reis - Owner & Director

www.pdacdl.com

CDL tractor trailer training and third-party CDL testing facility.

DJ C

188 Peachwood Drive

Selinsgrove, PA 17870

570-847-8265

csnyder.dj@gmail.com

Chris Snyder - President

www.djcweddings.com

DJ C has been DJing for over 20 years in Central Pennsylvania, completing over 4000+ events and 700+ Wedding Receptions. DJ C is a DJ Entertainment and Wedding Specialist.

Victoria Rosancrans

113 Chestnut St.

Sunbury, PA 17801

570-975-5951

vrosancranscdp@yahoo.com

Victoria Rosancrans - Sunbury Informed Organizer

www.facebook.com/groups/2536533613309037/

I created the Sunbury Informed group to keep Sunbury Citizens informed about new businesses, events, programs, services, initiatives, volunteer opportunities and highlighting citizens who are making a difference in the community.

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

Membership Renewals

(As of June 14, 2021)

Caring Communities for

AIDS - Bloomsburg

Caring Communities for

AIDS - Wilkes-Barre

Central Vision Eyecare

- Lewisburg

Central Vision Eyecare

- Milton

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The Little Sportsman Shop

Unico Sealing, Inc.

Villager Realty, Inc. of

Lewisburg

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W & L Subaru

Whispering Oaks Vineyard

WVIA Public Media

XW Construction

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"Economic Development" tab.**

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organization has available?**

E-mail jshaffer@centralpachamber.com.



Justin Ross, Principal

(570) 560-1275

JRoss@livicco.com

www.liviccivil.com

What makes your business unique?

In life, you hire a guide when you want to be successful, but you know you need help to make that happen. You want to know the obstacles in your way and how they will impact you. A great guide achieves this through effective research, planning, identifying challenges, and timely execution to set and meet your project expectations. Our goal is to know what you need before you know you need it. There are plenty of obstacles on your project journey, so we aim to not become one more of them.

How do you market your business?

Our best marketing tool is responsive and honest delivery of past projects. We con-

tinue to gain new clients through referral. We also pursue specific markets through our expanding network of contacts, employees and geographies. We also continue to expand our social media and online presence to promote brand awareness within the Central PA market. Joining and attending trade organizations has also enhanced our network.

How many people do you employ?

20 FT professionals and 3 PT staff are currently employed with LIVIC Civil. Drew Barton and Justin Ross began the company in October 2017.

Advice to those who own a business?

The right people make all the difference. Be thorough in your planning, hire for personality and push yourself to be better

each day.

Words to live by?

What would you do if you knew you couldn't fail?

What are your top 3 company priorities?

- 1) Being a guide to clients.
- 2) Business development/marketing.
- 3) Team collaboration/mentoring/learning.

What characteristics do you look for in employees?

Positive, ambitious and motivated. Give motivated people something to believe in and great things happen. We look for guides: A responsive, resourceful, humble and thorough problem solver with the drive and grit to stay one step ahead, while having a little fun along the way.

Marie Wagner, LMT & Owner/Operator

(570) 452-2399

assistant@marie-wagner.com

www.marie-wagner.com



Marie Wagner, LMT

What makes your business unique?

I get to encourage my clients to have better pain management through massage therapy.

How do you market your business?

Current marketing is through Google Business, Instagram, and Facebook. All are locally focused ads for a specific target audience; those who want to have better management for their chronic pain and high stress through the tool of massage

therapy.

Advice to those who own a business?

If the last year of business taught us anything, it would be that we are resilient, flexible and get to thrive!

Finish this sentence – "On a day off I..."

Can be found outside. I love to hike and observe nature. I, also, enjoy having a garden.

What are your top 3 company priorities?

- 1) To thrive in sustainable business.

- 2) To serve and bring well-being to my local community through massage.

- 3) To give back to my community through monthly donations to local non-profits.

What philanthropic causes does your business support?

For 2021, Marie Wagner LMT is choosing to support many local causes by donating \$5 from every session. Every month, donations will go to another organization.

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What's Happening



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9AM-4PM

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9AM-4PM

FREE SWIM
12PM-4PM

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Friday, July 16, 2021

12 NOON Registration • 1pm Shotgun • Wynding Brook, Milton

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How to Deliver a Great Elevator Speech
9 to 11 a.m. Wednesday, September 1 @
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Cost: \$5 for Members/ \$10 for Non-Members
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Presented by: **CENTRAL PA**
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Date	Event	Location	Time	Cost
7/13/21	Arc Flash Training	Zoom	8 a.m. to 12 p.m.	\$195
7/15/21	Financing Energy Improvements to Increase Efficiency Within Your Facility	Webinar	11 a.m. to 12 p.m.	Free
7/21/21	Warehouse Safety Training	Diamondback Covers, 354 Enterprise Drive, Philipsburg, PA	8:30 a.m. to 4 p.m.	Free

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www.bucknell.edu/sbdc

Date	Event	Location	Time	Cost
7/8/21	Sen. Yaw Presents: Business Startup Basics for Central PA - The First Step	Online	10 a.m. to 12 p.m.	Free

Have you dreamed of being your own boss for many years but don't know where to start? Do you ask questions like:
 "How do I turn my good idea into a successful business?"... "What kind of forms and licenses do I need?"...
 "Where can I find financing?"... "Where is the best place to open my business?"...
 "What is a business plan and how do I prepare one?"... Start with the Bucknell SBDC!

Lewisburg Music in the Park to begin

LEWISBURG – The first Lewisburg Music in the Park concert for 2021 on Wednesday, July 7 will feature Strawberry Ridge and Juliana Zafa with Billy Kelly!

The "Park" this year is Lewisburg Area Recreation Park West (aka St. Mary Street Park), 218 N. 15th St., Lewisburg, at the Shade Structure, opposite the tennis courts. The concert starts at 7 p.m, but come early for dinner with Cookin' From the Hart's food truck. They'll be in the parking lot by 6:15. Bring your chair and blanket, have dinner and enjoy the music! There is a rain date of July 14. Strawberry Ridge is a group of musicians based in the Central Pennsylvania region. Their members each bring their own background and expertise to create a vibrant, energetic blend of bluegrass, folk and blues music. They're known to get feet tapping and faces smiling at any venue.

Juliana Zafa is a singer-songwriter from Pennsylvania who describes her music as "songs that get things off my chest." Her work is deeply rooted in personal feelings, and aims to create an emotional resonance with the audience. She will be joined by Billy Kelly, who is a family-friendly comedian and musician who has had an incredible career for over 20 years. He describes his style as "comedy toast with the crust cut off," focusing on jokes that anyone and everyone can appreciate, and songs that do the same.

The remaining 2021 schedule with all shows starting at 7 p.m., include:

- Wednesday, Aug. 4 - Nate Myers and the Aces & Eric Ian Farmer (rain date Aug. 11)
- Wednesday, Sept. 1 - Odyssey with Buzz Meachum & Stacia Abernatha (rain date Sept. 22)

For more information about this season's concerts, visit:



Lewisburg's Music in the Park begins July 7, featuring Strawberry Ridge, as well as Juliana Zafa with Billy Kelly. The band and Zafa are both from Pennsylvania. Music is planned monthly through September.

www.lewisburgartscouncil.com/#music.

The Lewisburg Arts Council gratefully acknowledges the generosity of the Woodcock Foundation for the Appreciation of the Arts to support this year's Music in the Park. The Woodcock Foundation's mission statement is "So long as there are little children to be introduced to the creative arts and harried adults who missed exposure to great art and literature and timeless music to be shared across all age groups, there will be a need for efforts to encourage the appreciation of the arts."

The Lewisburg Arts Council looks forward to wonderful live music at the Park!



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Evan golf tournament

LEWISBURG - Evangelical Community Hospital will host its 35th Annual Golf Classic on Friday, Aug. 6 at the Bucknell Golf Club in Lewisburg.

The scramble format event has morning and afternoon shotgun starts available at 8 a.m. and 1:30 p.m. Entry fee for each golfer is \$125 and includes green fees, golf cart, refreshments on the course, and meals. With respect to the COVID-19 pandemic and holding a safe event, some aspects of this event are subject to change.

The Golf Classic raises funds for life-sustaining treatments performed by the trained paramedics and emergency medical technicians of Evangelical Regional Mobile Medical Services. These emergency responders also provide vital patient information to Emergency Department (ED) personnel before the patient arrives at the ED doors.

This year's event features on-the-course contests and a chance to win 2021 Ford Escape from Selinsgrove Ford with a hole-in-one on the course. Quandel Construction is the main Golf Classic Sponsor. Other sponsorship opportunities are available for those looking to support ERMMS.

Awards to the top three teams in the morning and afternoon will be announced after all golfers have returned their score cards.

"Over the years, this annual event has raised nearly \$1,080,000," said Donna Schuck, Associate Vice President/Chief Development Officer at Evangelical. "We are extremely grateful to the sponsors, participants, and donors whose contributions make the tournament a great success. This event is about more than just a day on the golf course; it's about providing necessary funds to support programming, equipment, and lifesaving services of our emergency response crews."

ERMMS staff answer over 12,000 calls per year with 50 percent of those being medical emergencies, 40 percent being trauma, and 10 percent classified as other. All ERMMS paramedics are nationally registered and cover territories in Lewisburg, Watsontown, Mifflinburg, White Deer Township, Milton, Middleburg, New Columbia, Port Trevorton, and the surrounding areas.

For more information on golfer registration, individual and business sponsorships, and to be part of the 35th Annual Evangelical Golf Classic, call 570-522-2685 or email fundraising@evanhospital.com.

Chamber Blood Drive



Thank you to Susan Smith-Miley of Robinwood Day Care Center, Milton, and the other 21 donors who helped us surpass our American Red Cross Blood Drive goal on June 28! Together, we'll save as many as 66 lives! We have blood drives throughout the year, and you are welcome to join us! Visit: www.redcrossblood.org, and use code "PAchamber".

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Time with Tea Jay

Don't let it pass you by

"Opportunities? They are all around us... There is power lying latent everywhere waiting for the observant eye to discover it." —Orison Swett Marden, inspirational author

I want to educate you on something that could be very beneficial to your business or non-profit organization. We've all heard it said that "timing is everything", and in this case, that couldn't be more accurate.

But, have you heard of KPN (Keystone Purchasing Network)? Allow me to introduce you.

KPN is the national purchasing cooperative that reduces cost of acquisition for education and local government. Their contract categories include: facility, technology, supplies, furniture, energy, vehicles, custodial, sports, security, insurance and music. KPN makes contract awards to vendors (potentially your business) that offer the best prices and have followed all the steps for a responsive bid. These contracts are used by school districts, colleges, universities and local government throughout the United States.

Tens of millions of dollars in products, services and infrastructure go through KPN based on competitive bidding. The number of products and services sought by KPN grows constantly. That means new opportunities for determined vendors are waiting. What do you need to do...registered now! Many contracts are sought for in September and October.

To do so, simply go to: <https://kpn.ionwave.net/Login.aspx>.

I encourage you to visit this web page to prepare yourself for how bid opportunities present themselves and the proper way to respond: https://www.thekpn.org/library/article/About_KPN/.

What if you have questions and need to talk to someone? You are able to contact their headquarters in Milton, PA just a few doors down from the Central PA Chamber office. I have asked their Associate Director of Cooperative Purchasing, Mark Carollo, if members may lean on him as a resource for this growth opportunity. Mark is eager to get more vendors involved to make the bidding process even more competitive. If you'd like Mark's direct contact information, please, just let me know.

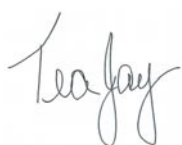
As I mentioned in the beginning, non-profits could potentially benefit from KPN, too. Your organization can join the purchasing cooperative to make you more efficient. In fact, I registered the Central PA Chamber!

These benefits come to you with a free membership. School districts, colleges, universities, cities, counties, special districts and non-profits all qualify for membership. You can register here: <https://www.thekpn.org/accounts/register/>.

Also, for those in the technology field, there is a special program for those purchasing needs as well, called PEPPM. Mark is also the contact for this division.

Write William Arthur Ward said, "Opportunities are like sunrises. If you wait too long you miss them."

With that being said, visit the aforementioned web sites and register if you believe this is an opportunity you, your business or non-profit organization. Remember, if you have any questions, let me know and I will put you in touch with Mark Carollo.



Tea Jay Aikey
President & CEO

tjaikey@centralpachamber.com



Breakfast Briefing



Thank you to PPL Electric Utilities for sponsoring June's Breakfast Briefing! Tracie Witter, Regional Affairs Director (pictured), and Carol Obando-Derstine, Project Manager - T&S Interconnection Affairs, discussed some of the company's priorities for helping customers save and supporting growth in the state. You can learn a lot more at www.pplelectric.com. The Central PA Chamber holds Breakfast Briefings monthly at its location, giving members and guests the opportunity to network, learn more about each other and the Chamber. Breakfast included!

Register at www.centralpachamber.com.

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Your time to grow

LEWISBURG - This August, spend a day on yourself and change your future.

The Central PA Chamber brings back Leadercast Live! to the central PA region, providing area leaders with the opportunity to take part in the largest one-day leadership training in the world. It will be held from 7:30 a.m. to 3:30 p.m. Wednesday, Aug. 11, at The Silver Moon Banquet Hall, Lewisburg. Venue Sponsors are UPMC and Strong Spas, and Event Partner is Feast of Flavor.

For anyone unfamiliar with Leadercast, renowned speakers are simulcasted to host sites around the globe. This training is suitable for any level of leadership. So, bring yourself or bring the whole team! To register, visit: www.centralpachamber.com/events.

This year's theme is "Shift". As Leadercast says, "Change is constant. Nothing ever goes quite as we planned. If we didn't believe this before 2020, we all know it now. Leaders everywhere are realizing that they must make major shifts in order to move forward to achieve their purpose. Changing directions is hard. It's risky. But it's the only way to get where we need to go. The future will be created by fearless, innovative leaders who have the courage...to shift."

The speakers for this event will be practitioners who have successfully navigated through their own personal and professional shifts.

Participants will learn from their experiences the practical insights, purposeful actions and catalytic insights that have the power to transform them into world-changing, visionary team builders.

The slate of speakers include: Guy Raz, Rainn Wilson, Austin Channing Brown, Andy Stanley, Liz Bohannon, Cris Carter, Todd Henry, Michael C. Bush, Deni Tato, Chuck Mingo, Sunny Parr and David Baker.

Raz is an acclaimed radio and podcast personality, described by The New York Times as "one of the most popular podcasters in history." His best-known show and book, How I Built This, gives priceless insights and inspiration from the world's top entrepreneurs on how to start, launch and build a successful venture.

An Emmy nominated and SAG award-winning actor best known for playing "Dwight Schrute" on NBC's Emmy award-winning comedy, The Office, Wilson founded the popular entertainment company, SoulPancake, which has over 3.45 million subscribers on YouTube and launched his NY Times bestselling book of the same name.

Channing Brown is the author of I'm Still Here: Black Dignity in a World Made for Whiteness, a NY Times bestseller and Reese Witherspoon's Book Club selection. She is the executive producer of the Web series The Next Question.

No stranger to the Leadercast stage, Stanley brings anecdotal insights on life and leadership. He is the founder and senior pastor of North Point Ministries in Atlanta and reaches millions online and through his podcast. He has authored more than 20 books on leadership, relationships and faith.

Bohannon is the founder and CEO of Sseko Designs, an ethical fashion brand that works to educate and empower women. She's the author of Beginner's Pluck and was named by Forbes as one of the top 20 public speakers in the U.S.

After becoming the first All-American wide receiver at Ohio State University, Carter went on to a prolific NFL career from 1987-2002. He was inducted into the Pro Football Hall of Fame in 2013.

As a broadcaster, he has worked for HBO, Fox Sports and ESPN. Henry is founder of the Accidental Creative, a podcast with millions of downloads. He has written four books and speaks internationally on creativity, productivity and passion for work. His latest book is The Motivation Code: Discover the Hidden Forces That Drive Your Best Work.

Bush is CEO of Great Place to Work, the global authority on high-trust, high performance workplaces. His book, A Great Place to Work for All inspires leaders of organizations to develop every ounce of human potential in their workplaces.

Certified as an Enneagram teacher, trainer and executive coach for Fortune 500 leaders, Tato is also CEO of Corporate Consciousness, helping executives, teams and entire companies be more successful by understanding each other better.

Mingo is the founder of Living UNDIVIDED, a racial solidarity movement that takes participants through life-changing moments of racial healing. He is also the Teaching Pastor at one of the largest churches in America, Crossroads Church.

Parr is the executive director of the Kroger Co. Foundation, the philanthropic arm of the Kroger family of companies across the U.S., which is the third largest retailer in the world. She launched and leads Kroger's moonshot initiative, the Zero Hunger / Zero Waste campaign.

And, Baker is the president and CEO of the Pro Football Hall of Fame. Despite his 6-foot, 9-inch frame, he never played a snap of football. Famous for his surprise visit to new inductees, he is a strong personality and an even stronger leader.

As in 2019 when the Central PA Chamber last hosted Leadercast, Dr. Kevin Sensenig of Interaction Dynamics Group will serve as event emcee, providing a unique, local opportunity to learn and grow.

For more information, visit the Chamber's web site and follow us on Facebook.

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Members Recognized

Evangelical Community Hospital

LEWISBURG - Rosemary Benfer, RN, a nurse at Evangelical Community Hospital's Ambulatory Surgical Center, was presented the DAISY Award on May 5. 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.

Benfer was surrounded by her fellow coworkers and mentors, as well as Hospital and Nursing leadership, as she was presented with the award. She was nominated for the award by a patient, Amanda Krebs. In the nomination, Krebs stated that as a paramedic by trade, she is a terrible patient. "I had a knee surgery scheduled and was really scared. I can give an IV, but I sure can't receive them. When it came time for the IV, Rosemary was so kind and so patient, she saw me straight through to the operating room." When having to return for a second knee surgery two months later Krebs was again scared and anxious. "I walk into the pre-op area, and who is there greeting me with a smile? My angel nurse, Rosemary. It was her day off, yet she came in to take care of me so I wouldn't be scared. She is an amazing caring nurse and definitely needs to be recognized for her efforts." Benfer, a nurse for 34 years, first became a member of the Evangelical family of nurses as an LPN in the Emergency Department in 2005. She received her RN license and continued working in the Emergency Department until 2017, when she transferred to her current role at the Ambulatory Surgical Center.

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.

Nominations for the DAISY award can be made by patients, patient family members, colleagues, and providers. If an Evangelical Community Hospital nurse has displayed extraordinary clinical expertise and compassion, visit www.daisynomination.org/ECH and fill out a nomination form.

In other news, Maria Fasano, MD, has been named Medical Director of Laboratory Services at Evangelical. She is fulfilling this directorship in addition to her role as a pathologist on staff at the hospital.

As medical director, Dr. Fasano is responsible for the overall operation and administration of the laboratory. She directs and supervises all laboratory functions with the assistance of the Laboratory Administrative Director to ensure an efficient operation and a quality system approach to laboratory testing that provides accurate and reliable patient test results. In this role, Dr. Fasano also directly supervises the Pathology physician group.

Dr. Fasano has been an employed physician of the Hospital since 1999. She received her medical degree from Hahnemann University Medical School (Drexel University), Philadelphia.



Rosemary Benfer

She completed her residency at New York University Medical Center, New York.

Dr. Fasano completed a fellowship in surgical and pediatric pathology at New York University Medical Center and in Cytopathology at Montefiore Medical Center, New York. She is board certified by the American Board of Pathology in Anatomic Pathology and Cytopathology.

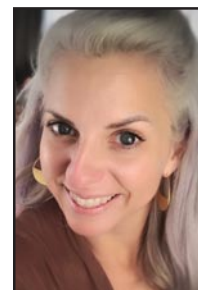
Greater Susquehanna Valley United Way

SUNBURY - Joanne Troutman, who has served as President & CEO of Greater Susquehanna Valley United Way for the past six year, stepped down at the end of June to pursue a new opportunity with Cornell University.

Troutman has led GSV United Way through significant change. Under her leadership, the organization has grown from a \$500,000 organization to more than \$2 million annually. Her work has focused on continuing the organization's evolution to a collective impact model, having championed the development of opioid coalitions and the co-founding of United in Recovery; the creation of a major regional youth mental health strategy; and managing a team and valuable financial resources which have enabled the organization to be nimble and adaptive in meeting the most urgent and critical needs of the community. This has included managing COVID-19 community response and serving working families following crises, including natural disasters and the closure of Wood-Mode in 2019. "It has been the honor of a lifetime to have been chosen to serve the Greater Susquehanna Valley," Troutman said. "I'm exceedingly proud of our team and what we have accomplished together. I'm incredibly sad to be moving on from this job and these amazing people who have become some of my greatest friends. But as a leader, it has always been my philosophy that there is a season for everything, and it's critical to know when the time is right to pass the torch. I've done what I came to do."

During her tenure, Troutman oversaw a merger with Lower Anthracite United Way and a physical move to a large office space on Arch Street in Sunbury donated by the 1994 Charles B. Degenstein Foundation, which serves as United Way's headquarters, co-work space for programs and other social services in the city and a homelessness access site. Over the last six years, volunteers engaged in United Way's work have grown to more than 500 active individuals throughout the region, and United Way has strengthened its partnerships with non-profits, government, schools, healthcare organizations and employers throughout the area and beyond. Troutman represents the GSV region on many regional and state-wide task forces, including PA211, United Way of PA, the Northeast Regional Accountable Health Care committee for the Department of Human Services and the HEAL PA Advisory Board and Criminal Justice Action Team.

"Joanne has provided exceptional leadership to the GSV United Way," said Kristen Moyer, Board Chair. "Throughout her tenure, she lived the values of the United Way, leading by example and doing the hard work that results in amazing services for the community. Knowing her work ethic and her genuine, kind heart, it's not surprising to see all we've accomplished in the past six years," she said. "We will miss her leadership, but



Joanne Troutman



Dr. Maria Fasano

she is leaving on a high note and certainly has positioned the GSV United Way for future success."

This month, Troutman will join Cornell University as their Director of Social Impact Programs for the University's eCornell subsidiary. She will be responsible for eCornell's educational and philanthropic strategy in meeting critical needs for vulnerable populations all over the world. Cornell is headquartered in Ithaca, NY, but she will be based full-time at her home in Mifflinburg.

"Stepping back from United Way will provide me with some space for this next phase of my life, but being based locally will allow me to remain involved in passion projects in the community that I love," she added. "I'm excited to keep cheering United Way on and watch what this awesome team does next." The organization's board of directors is actively discussing the strategy for the next step in United Way's journey. More information about the leadership and direction of GSV United Way will be announced.

Coldwell Banker Penn One Real Estate

LEWISBURG - Coldwell Banker Penn One Real Estate would like to welcome Chris Pinchak to its office.

"I moved to Lewisburg/Milton area in 2010 from Nebraska, and I loved this area from the start," Pinchak said. "My wife and I have two kids (one biological and one adopted last year). I love my community and am very involved in it.

He serves his community in several ways, including as a board director for the Central PA Chamber of Commerce, an advisory board member for the Salvation Army and president of the Northumberland County Resource Parent Association, a group that assists parents caring for children in the foster care system.

As a successful small business owner, he has been recognized and received several business awards including: "Business foremost 40 under 40" (2015 & 2020), the "Chamber Impact Award" in 2019 by the Central PA Chamber of Commerce, and the "Young Entrepreneur of the Year Award" by the Bucknell Small Business Development Center (SBDC), also in 2019.

"I am ready to take my skill set and friendly customer service into something I have been passionate for - real estate as well as helping others in need," Pinchak said. "I am no stranger to hard work, very transparent, and have my client's best interests at heart."

In other news, Martha Barrick, broker/owner of Coldwell Banker Penn One Real Estate, announced the office's monthly awards for the month of May.

The May Agent of the Month was awarded to Lise Barrick, and Doug Wertz was awarded the Listing and Sales agent of the month.

"We are so proud of Lise and Doug," Martha Barrick said.

"They have incredible dedication and put their heart and soul into helping their clients."

Coldwell Banker Penn One Real Estate is located at 331 Market St., Lewisburg, and can be reached at 570-524-7500 or coldwellbankerpennone.com. Coldwell Banker Penn One Real Estate has been serving the area for over 30 years.



Chris Pinchak



Lise Barrick

Doug Wertz



This year, Enterline's Dance Center presented the Kelsey Kuhns Memorial Award to Ellie Douglas. She just completed her sophomore year at Williamsport High School and has been a ballet student for 13 years, starting at three years old. Kelsey Kuhns, for whom the non-profit Kelsey's Dream is named for, loved to dance and her family and Kelsey's Dream supporters love to see her memory and passion continue to be celebrated through this award. 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, attended the recent dance recital to help present the award. They want to recognize Alicia Little from Enterline's, for the hard work and effort she puts into selecting the students to honor in Kelsey's memory. From left are: Tina Kuhns, CEO/Volunteer Kelsey's Dream (AKA Kelsey and Kylie's mom) and Ellie Douglas.

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Ribbon Cuttings



Congratulations to The Blooming Rooster & A B Blossoms Too at 30 Elm St. in Milton! We helped them celebrate the business, which open during the pandemic in 2020, with a ribbon cutting ceremony June 8. Cutting the ribbon is owner Susie Gearhart. From left: Central PA Chamber Board Directors Rob Jones (Milton Public Library) and Chenelle Shaner (Nature's Medicines); The Rev. Tim Hogan-Palazzo, St. Paul's UCC in Milton; Gearhart; friend Cindie Strickler-Lytle; Kathy Higham, store assistant; friend Susan Gerlinski; Milton Borough Manager Jess Novinger; Tea Jay Aikey, Central PA Chamber President & CEO; Tonya Robbins and Ashley Parrish of First Commonwealth Bank. Parrish is also a Chamber Board Director. The Blooming Rooster & A B Blossoms Too have many florals, gifts and more to make someone's day special. Gearhart is available for special events - including weddings - and makes deliveries. For more information, visit: www.thebloomingrooster.com.

Congratulations to the Buffalo Valley Recreation Authority! We helped them celebrate the grand reopening of the Lewisburg Community Pool on June 5, with a ribbon cutting ceremony. Cutting the ribbon, from left, are: William Pugh, Natalie Handlan and Matthew Pugh, BVRA Campers and Family Variety Show participants from earlier this year. They each played a part in the fundraiser to support their beloved community pool. They are flanked by, at left, Tea Jay Aikey, Central PA Chamber President & CEO and, at right, Maureen Pugh, BVRA Camper Mom and community member. Back, from left, are: Luke Stanko, Pool Assistant Manager; Pat Musselman, Aquatics Director and Board Member; Pete Bergonia, Board President and Pool Operator; Dana Bosak, Office Manager and Board Member; Shirley Brough, former Executive Director; Char Gray, Board Treasurer, East Buffalo Township Supervisor and Substitute Lifeguard; Lewisburg Mayor Judy Wagner, and Jack Fisher, Park Supervisor.



Congratulations to the Hertzler family! We helped them celebrate their Airbnb property near Berwick on June 16. It's a wonderful place to get away and enjoy the outdoors. 'Save River Cottage' can be found at 25 E. Towpath Lane. Cutting the ribbon is Andrew Hertzler, surrounded by his family, as well as representatives of the Central PA Chamber. From left: Jessica Williams, Chamber's Finance & Membership Director; children Mary and Ruthie; Liz, Andrew's wife; Reagan; Andrew; Daniel; and Jennifer Rempe, of Graphite Grantworks, and a member of the Chamber's Engagement Team.

Pedaling for PACFI

SELINSGROVE - Pennsylvania native Bob Gardner lived in the quiet town of Bellville for many years and worked as a motel manager in State College.

His youngest son, Kyle, was diagnosed with cystic fibrosis more than 30 years ago and Gardner spent many years supporting and playing in the annual Pennsylvania Cystic Fibrosis, Inc (PACFI) Golf Classic and contributing to the organization's annual Chili Cookoff and Auction.

Gardner, 65, now lives in Meeker, Colo., and he's pursuing a coast-to-coast bicycle ride to benefit the charity that helped his son. An avid bicyclist for many years, he planned his route, Washington to Maine, and he began his journey on May 17. Although Gardner has been in good physical condition for many years, he began training for his ride in March and noted the roads around Meeker prepared him well for his adventure.

"There's a very special group of people in central Pennsylvania who have supported us in so many ways for almost 30 years," Gardner said. "And, I

am asking each of you to go to www.pacfi.org and click 'donate now.' You can also follow my ride on Instagram and Facebook @Robert W. Gardner or Strava @bob Gardner."

People wishing to donate can also make out a check to "PACFI" and mail it to: PACFI, P.O. Box 29, Mifflinburg, PA 17844.

"There are friends and family along his route," his wife, JoAnn Gardner, said, "Some of them are thinking about riding with him for a few miles when he reaches their area."

"We applaud Bob Gardner for his incredible adventure," PACFI founder and current secretary, Bob Derr, said. "It's amazing and our hearts are with him all the way."

PACFI is also posting frequent updates on their Facebook page.

PACFI is an independent, non-profit, and all volunteer 501(c)(3) organization that provides financial assistance and advocacy to PA individuals and families affected by CF and annually funds some of the nation's most progressive CF research.



PA native Bob Gardner is making his way across the U.S. to raise funds for Pennsylvania Cystic Fibrosis Inc. You can follow him on his Instagram account and on PACFI's Facebook page. To make a donation to the cause, send a check to 'PACFI' at P.O. Box 29, Mifflinburg, PA 17844 or visit www.pacfi.org.



Mifflinburg Bank & Trust employees donated their Casual Bankers' contributions for the month of April to Clarity Prep, Inc., which is an organization based out of Mifflinburg that works with youth on physical, mental and spiritual well-being through various athletic mentoring programs. Clarity Prep president and CEO Dave Murray said the funds will be used to purchase new equipment and offer scholarships for kids of families who experienced financial hardship from the COVID-19 pandemic. Shelby Hackenburg, MBTC community office manager for the Mifflinburg office, presented the \$840 check to Murray.

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Business & Education



It was another great year at the Business & Education Golf Tournament! From top to bottom: The truck-mounted crane provided by T-Ross Brothers Construction hoists up more than 400 golf balls to be dropped onto a practice green at Bucknell Golf Club to determine the three raffle winners (details to come in the August issue). The Golf Ball Drop! is sponsored by Service 1st Federal Credit Union. Vince Trometter of Swift Kennedy & Associates watches his golf ball sail after a drive. The team from Thermo Fisher Scientific, from left: Don Schoessler, Lisa Shaffer, Samara Scott and Lisa Stanchick. (Photos by Brett Hosterman of Hosterman Creative.) Bob Crane, CEO of Milon Savings Bank, and Brenda Raker, CEO of Pinpoint Federal Credit Union, team up to help golfers through the registration line. Volunteers play such a vital role in pulling off a great tournament!

"GOLF" (from page 3)

Hunter Nelson, third place, \$208. We'll plan to feature them in next month's issue of It's Your Business.

Golf tournament winners this year were a contingent from Purdy Insurance in Sunbury. The foursome of Adam Purdy, Truman Purdy, Cody Klinger and Dan Mahoney finished with a score of 55. They narrowly defeated the runners-up - Mike McNier, Jim McNier, Ron McNier and Micah Koch - due to the tournament's tie-breaking procedure.

There are numerous businesses and organizations the Central PA Chamber and B&E wish to thank for their time, talent and/or treasure to make this tournament what it has become in the last two decades. The ongoing support by sponsors, volunteers and golfers is what makes it a success, year after year.

Even through the pandemic, B&E strived to make a difference in the lives of area students as they prepare to further their education or enter the working world. It wouldn't be possible without so many people coming together, and in this case, a relaxing day on and around the greens.

Thanks, again, for your support!



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golfers and volunteers!

Michael's Minutes**The most valuable resource**

What is the most sought-after resource for businesses in 2021? You might suggest lumber, technology, or any number of different materials, but that's not it. It's human resource. Our businesses need employees now more than ever. If we want our economy and the projection of our region to grow, we must have more people employed. The Central PA Chamber, Milton Area Industrial Development Association (MAIDA), and the Central PA Business & Education Associations (B&E) work hand-in-hand to connect local employers with new employees throughout our region.

Through my role with B&E, it is my responsibility to work with our future workforce through local school districts. One of the most important aspects to a company when having a new hire is finding someone who has already proven to show up, be on time, have a good work ethic, and have a great attitude. Our program, School Counts!, allows for high school students to prove that they can do these things while in high school and translate that to the workforce. Through this program, businesses are also able to partner with us, by stating that they value these skills and would hire a student with this certification over an employee that does not have this credential. You can sign up to be a business partner of this program by filling out the short registration at www.centralpachamber.com/school-counts.

Another way that B&E is working to promote workforce development is through the Seminar & Training Series. For those of you who do not know, this is a series of short, educational seminars that can help to develop employers, managers, and your front-line workers overall knowledge to help them develop the skills necessary to lead your organization. These are held multiple times per year and are available to Central PA Chamber Members and non-members to participate in.

A seminar that is coming up is for employers will allow them to understand the benefits of reaching out to a mostly untapped market of workers in the re-entry program within our state. The PA State Departments of Corrections, Parole, and Labor & Industry will be presenting on this topic on Wednesday, Aug. 4 at the Chamber. They will be able to show you all the benefits of hiring these workers including the fact that they often have already received some sort of training or education that can help them succeed in your workplace.

If you have any questions about any of these topics or wish to learn more or how to become more involved with B&E, please, reach out to me.

Michael Porter
Education Coordinator
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Jessica's Jottings

Who are we anyway?



What is a Chamber of Commerce and what do they do? Have you ever been asked these questions or even asked them yourself? If you are a Chamber member and have asked these questions, you need to read this column and give me a call or stop by for a visit right afterward! If you are not a Chamber member, I will suggest you do the same. One fact is that not all Chambers of Commerce are the same. Each has its own identity and operates according to its own philosophy. Here at the Central PA Chamber of Commerce, our tag line says it all, "Our Business is Your Business." This means every event, benefit, opportunity, and daily task we perform must be able to have a positive effect on your business or organization. Therefore, we take the time to reach out to our members multiple times throughout the year. We need to know what is going well for you and going not so well, so we can utilize our resources to better assist you.

Another misnomer is that your Central PA Chamber only serves a specific area. The truth is the Central PA Chamber does not have a boundary line of any kind. Businesses and organizations not only need exposure in their local area but also in areas outside their own towns. We are constantly working on creating relationships with multiple sources in Pennsylvania that will help us highlight our members and what they do. This is one way how we will help our members grow their businesses into the future!

Events, events, events - that's all Chambers are about! Well, that's false, false, and even more false... at least it is false for this Chamber. Do not get me wrong, we have events but that is not all the Central PA Chamber does. Let's face it, you are trying to run a business and you might not have time to drop everything to attend an event. That is why our benefits do not always focus around events. We focus on items big or small that could make a difference for you and help with your time management. Whether it would be notary work, referrals or even a member listing. No matter what you need, we are here to fill the gap. Now, I could take up this whole publication to debunk myths about the Central PA Chamber of Commerce, but Editor Jeff Shaffer will not let me do that, and it would take away space from our members. All I ask is that you take the time to research our Chamber and find out why it is important for your business/organization to understand what we do and who we are. I hope to hear from you soon!

Jessica Williams
Finance & Membership Director
jwilliams@centralpachamber.com



From left: Michael Porter, Education Coordinator; Tea Jay Aikey, President & CEO; Jessica Williams, Finance & Membership Director; and Jeff Shaffer, Communication Director; take time to reflect on the first half of 2021.

Time to reflect

MILTON – Taking time to reflect on past triumphs can often be overlooked in today's fast-paced world. But, a new tradition for the Central PA Chamber of Commerce staff is looking to change that.

Halfway through the year, on June 1, the team spent some time to celebrate accomplishments from the first six months of the year – big and small, personal and work-related.

At their weekly staff meeting, each staff member wrote down a thought, accomplishment or life event on a Post-it note, folded it up and put it into a jar for safe keeping.

Having started in January, there were nearly 80 notes to unfold and read. The staff took turns reading through the memories, whether it was their own or someone else's.

Everyone can feel a little happier and healthier by taking a moment to stop and reflect. Who knows, this "pick-me-up" could lead to many great memories to come!

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Guest Column

How to attract and retain good workers

At a time when many business owners are having trouble filling job openings, more and more employers are realizing that offering better benefit packages might greatly assist their recruiting efforts. Studies have supported this approach over the years. For example, a Ranstad US survey found that 66 percent of workers say that the biggest determining factor in choosing a job is the prospective employer's benefit package.

But with so many employee benefit plans available, how can companies be confident that they have checked out all the options they can afford? That's where insurance brokerage firms come in.

Insurance brokers help business owners get the biggest bang for their buck where benefits are concerned. Agencies like ours shop around and compare the employee benefit plans offered by all the major insurance carriers in the region, and then we present employers with their best options.

While good benefit packages are vital in attracting the best workers, it is also critical for employees to recognize the value of their benefits after they have been hired, so that they are not tempted to join the many workers who have left jobs when they have found better benefits or perks elsewhere.

But employees need to understand their benefits in order to appreciate them. So, how can employers help reduce employee confusion over benefit packages?

One very effective way for a business owner to help employees comprehend their benefits is to upgrade the company's benefit administration by replacing its paper-based benefit system with a digital one. Not only do digital benefit platforms allow employees to have a clearer un-

derstanding of their choices, but they also help them to make better informed enrollment decisions by providing them with online support aids like plan comparison tools, cost calculators, provider directories, and videos, as well as online benefit summaries. In addition, these systems can speed up the benefit enrollment process, since digital platforms reduce the number of errors that are so common with manual applications. As a result, employees often receive their insurance identification cards and other information more quickly, which most workers appreciate.

Furthermore, digital benefit administration enables employees to access their benefit information 24/7 year-round, a feature that is particularly valued by millennials and Gen Z employees. Digital benefit systems also offer employers tools that help with absence management, federal regulatory compliance, tax forms, bills, payroll integration, and other important aspects of human resources. This allows a company's HR staff to spend more time on employee training, professional development and engagement – all of which are popular with employees.

In addition, these systems allow employers to access claims data, which enables them to select the most appropriate benefit plans for their workers.

The combination of good benefit packages and digital systems that enhance employee benefit experiences not only helps business owners attract and keep the best workers, but it also enables them to concentrate less on recruitment and retention and more on what they do best – running their companies!

**- Jerry Calistri,
President and CEO
Swift Kennedy & Associates
jerry@swiftkennedy.com**

Seminar & Training Series



Seminar & Training Series classes continue to be a hit at the Central PA Chamber, providing valuable information on a variety of topics for professional and personal consumption. Above, Dorenda Hamarlund, a Workforce Development Specialist with the state Department of Corrections, discusses the benefits of hiring re-entry applicants on May 19.

Below, Andre W. K. Roupp of Roupp Funeral Home, Mifflinburg, talks about the benefits of end of life planning.

And, at the bottom, class attendees work on their elevator speeches in a class lead by Jeff Shaffer, the Chamber's Communication Director. Interested in offering and/or attending a certain class? Contact Michael Porter, Education

Coordinator, at 570-742-7341 or mporter@centralpachamber.com. Check out the currently scheduled classes at www.centralpachamber.com/events.



Find the latest COVID-19 news and information @
www.centralpachamber.com/covid-19

Join Us at these Upcoming Events!

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

Open house/tours from 10 a.m. to 1 p.m. with refreshments!

Ribbon Cutting



12 p.m. Thursday, July 15 @ 416 Chestnut St., Mifflinburg

BREAKFAST BRIEFING

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

Free to Attend - **Registration is Required**

Sponsored by: **A&A Construction
And Services**

CENTRAL PA BUSINESS & EDUCATION ASSOCIATION Seminar & Training Series

Hidden Talent Pool: Benefits of Hiring Reentrants

9 to 11 a.m. Wednesday, August 4th

Central PA Chamber of Commerce or Online via Zoom

Cost: **FREE**

Register: www.centralpachamber.com/events



Presented by:



Save the Date!

CENTRAL PA
CHAMBER OF COMMERCE

Annual Meeting

11:30 a.m. to 1:30 p.m. Thursday, Sept. 30, 2021

@ The Silver Moon Banquet Hall, Lewisburg
(Feast of Flavor Catering!)

Registration required @
www.centralpachamber.com/events

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“What Have You Done for me Lately?”

Is not an Effective Way to Review Talent

Do you find yourself always turning to the same few people to take on new or big projects because you know you can count on them? While Performance Review is an important process, it only goes so far in developing talent. A comprehensive Talent Review is the next step for fully utilizing the strength of talent already in your organization. Developing a consistent view of Talent across an organization is a game changer in helping the organization to grow.

- ✓ Our team will partner with you to develop a structured approach to talent review that can adequately replace the ad hoc approaches most often used.
- ✓ We will help you establish an approach that keeps the effort alive over time, rather than only having a one-time data collection process.
- ✓ We will challenge leaders to think beyond the basic elements of performance to determine the strength of current team members and the opportunities where adding new talent will better position them to grow.

kevin@idgcpartners.com

814-317-1807

Hollidaysburg, PA 16648

FLIGHT RISK

EMPLOYEES

Statistics show that, a surprising number of employees either plan to pursue job opportunities at another company or to not put all of their efforts into their current position.

2:5

Plan to Leave

1:3

Admit to not giving it their ALL

Team members need to know:

- Whats my purpose
- Where do I fit in
- How does my work matter

What occurs when there is uncertainty:

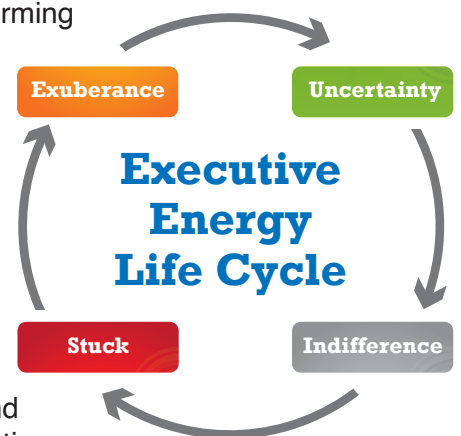
- Loss of unit productivity
- Lower morale
- Higher disengagement
- Increased negativity

What Drives Top Employees to Succeed

In todays world, there are distractions around every corner. So, you might ask, how can we keep each one of our team members on track and performing to their highest potential? First, it's important to understand why a stand-out employee has such focus and drive to accomplish organizational goals. Top performing employees are concerned about the organization as a whole and feel that their aspirations align with those of the business. There is a sense of ownership in the company that instills the idea that nothing can be accomplished alone.

Employees need to feel that they fully understand the vision of the company they work for. They need a sense of purpose for their personal and professional life. Focusing on clear and transparent communication on all levels, along with a positive work experience can drive employee retention.

Leaders must feed the appetite of top talent in order to keep them hungry for more. Keeping high-performers engaged in meaningful and customer impacting work will create an atmosphere of contribution and growth. To retain top talent, and reduce the flight risk, executives and leaders must engage team members in creating a culture of encouragement, accountability and positive teamwork in which employees thrive. This means re-energizing their leadership on a regular basis—particularly when things are challenging.



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- * Field Service Engineer (3 positions located in CA, MA, UT)
- * Crater/Shipper
- * Test Technician, Hot Products (Electrical)
- * Aftermarket Applications Engineer, Cold Products
- * Mechanical Assemblers (4)
- * Rental & Refurbish Refrigeration Technician
- * Final Assembly/Quality Assurance

Second shift, Monday-Friday 2:30-11:00pm

- * Mechanical Assembler (3 openings)
- * Machine Operator, Metal Fabrication
- * Electrician
- * Test Technician, Hot Products (Electrical)

Thermal Product Solutions, 2821 Old Route 15, New Columbia, PA Tel 570-538-7200



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Trainings will be held live throughout the region, at The Manufacturers' Association, your location or virtually!

Available in Spanish

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