

It's Your Business

www.centralpachamber.com

Volume 7, Issue 11 - November 2022



A LASTING IMPACT, PG. 3

CENTRAL PA

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tjaikey@centralpachamber.com

Jeff Shaffer - Communication Director

jshaffer@centralpachamber.com

Jessica Williams - Finance & Membership Director

jwilliams@centralpachamber.com

Ryan Workman - Business & Education Coordinator

rworkman@centralpachamber.com

The Inside Scoop



It's our sincere hope that everyone left the Annual Meeting on Oct. 27 feeling like they could fly (or any other number of "superpowers" you could name)!

In many instances, you don't really know what you're made of until you face adversity. The easiest example to point at is the pandemic from a couple years ago. In all likelihood, you learned something new that you're capable of. Our keystone speaker, Joey Lye, told her story, and you can find the recap starting on the next page. There were an additional three individuals, and an organization, that briefly had their stories told - altogether our four Chamber Impact Award recipients this year.

I had the honor and privilege of presenting an award to a long-time member and friend, Cindy Potoeski. Her hard work and giving spirit easily put her at the top of mind for this recognition. If you ever get the chance to meet her or do business with her, do it! You won't regret interacting with this kind-hearted and caring individual, who has been keeping Decal Dynasty Wraps and Graphics in business for more than 40 years. There was no way she was going to let the pandemic put her out of business, and I'm happy that I could help her even in a small way during the worst of it. Congratulations to you, my friend, and the other award winners, mentioned by my colleagues this month in their respective columns.

While this issue is Annual Meeting centric, don't skip a single page! We're also recognizing The President's Club this month, more member news, and a listing this year's nominees to the Chamber's board of directors. See page 4 for details on the upcoming election. Enjoy the issue!

Jeff Shaffer, Editor
Communication Director
jshaffer@centralpachamber.com

The President's Club

Abe's Custom Woodworking	Meixell Diehl Insurance
Backyard Broadcasting of Pennsylvania	Mifflinburg Bank & Trust Company
Century 21 Mertz & Associates	NESCO Resource
ClearView Asset Protection	North Central Sight Services
Coldwell Banker Penn One Real Estate	North Shore Railroad Company
Contrast Communications	On Fire Promotions
Davis, Davis & Kaar	PenTeleData
Decal Dynasty	PPL Electric Utilities
Evangelical Community Hospital	Raceway Mobile Storage
Fulton Bank	RE/MAX Bridges - Ann Hilliard
Green Ridge Graphics	Riverwoods Senior Living Community
Heaven's Best Carpet Cleaning	Safeguard Business Systems
Heritage Springs Memory Care	Service 1st Federal Credit Union
Hosterman Creative	Service Electric Cablevision/SECV8
i3 Point-of-Sale	Sunbury Broadcasting Corporation
iHeartMedia	Susquehanna Fire Equipment Company
Interaction Dynamics Group	Susquehanna Valley Limousine
Java Momma	T-Ross Brothers Construction
Jersey Shore State Bank	The Standard-Journal
La Primavera Italiano Ristorante	The UPS Store
Lawton Insurance Agency	The Wealth Factory
Lewisburg Pharmacy	TPS
LIVIC Civil	Unique Inspirations Limited
LMJJ Creative Property Solutions	Watsonstown Dental
MCPS Credit Cards	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

Below are upcoming *It's Your Business* due dates to help ensure your member information appears in IYB. Every effort is made to include information in a timely manner. *Note: Only paid advertisements are guaranteed.*

**December Digital Issue
News & Ads due by Nov. 11**

**Winter Print Issue* (released end of December)
Ads & Flyers due by Dec. 2**

**January Digital Issue
News & Ads due by Dec. 9**

**February Digital Issue
News & Ads due by Jan. 13**

*The Central PA Chamber also publishes *IYB Quarterly* for each of the four seasons. Copies are available at public member locations across the region.

If interested in being a drop-off location, e-mail jshaffer@centralpachamber.com.



At left, Joey Lye of Joey Lye OLY LLC, shares moments of her Olympic journey to inspire the attendees of the 2022 Annual Meeting & Awards Ceremony on Oct. 27. On the cover are the recipients of this year's Chamber Impact Awards. From left: Sue Straub, Arthur's Pet Pantry; Cindy Potoeski of Decal Dynasty Wraps and Graphics; Jennifer Watts, representing Service 1st Federal Credit Union; and Scott Thurston of Feast of Flavor. Photos by Hosterman Creative.

A LASTING IMPACT

LEWISBURG - Yes, strength comes from within, but it also comes to those around you.

The energy in the Silver Moon Banquet Hall near Lewisburg on Oct. 27 radiated among the more than 200 in attendance, as they heard an inspiring message from an Olympic medalist and also the stories of how the Central PA Chamber selected this year's recipients of a Chamber Impact Award.

"One of the more exciting pieces of us is that we all have superpowers to uncover and utilize," said Joey Lye, a member of the Canadian women's softball team that took the bronze medal last year in Tokyo, Japan. "Sometimes we don't even realize we have them because they are such a strength, they seem easy to us. We don't think they are a big deal or pay much attention to them. Having or building a support system built on a foundation of trust becomes increasingly important to help us navigate blind spots, receive feedback, and understand our immense value."

"One of the more exciting pieces of us is that we all have superpowers to uncover and utilize."

**- Joey Lye,
Olympic medalist**

Lye, now living in Lewisburg and owner of Joey Lye OLY LLC, used her life-long experiences in taking listeners through her three points - knowing yourself, taking advantage of your superpowers, and the

importance of connecting with others.

Putting most everything else aside to pursue the Olympic dream, only to be compounded by the COVID-19 pandemic, Lye's focus was able to change.

"I learned that slowing down can be beneficial, I learned how powerful my support system is, I became more aware of the importance of my small daily habits, and I became more in touch with my emotions," she said. On the other end of the global shutdown, "We returned as better players, we were mentally stronger, and we were evolved human beings...we had looked in the mirror and made the decision as individuals to do whatever it took."

See "Impact" (on page 15)



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CENTRAL PA Election 2022

CHAMBER OF COMMERCE

The following individuals have been nominated to serve a three-year term on the Central PA Chamber of Commerce's Board of Directors starting January 2023. One ballot will be e-mailed to each member business' primary contact (via Election Buddy) on Nov. 11, 2022. Ballots will be accepted until the end of the day on Nov. 18, 2022. Please, select no more than five candidates on the e-mailed ballot.

Keith Foust

President

Susquehanna Fire Equipment Company

Ginnetta Reed

Marketing Director

T-Ross Brothers Construction

Amber Gardner

Owner/Photographer

Amber G Co. Photography

Victoria Rosancrans

Founder

Stay Sunbury Informed and Beyond

Rachel Herb

AVP Lewisburg Market

Service 1st Federal Credit Union

Brandon Schemery

Senior Account Executive

Backyard Broadcasting

Lauren McDonald (incumbent)

LPL Financial Advisor & CEO

The Wealth Factory

Jennifer Watts

AVP Milton Market

Service 1st Federal Credit Union

Tina Welch

Founder and Principal Consultant

Welch Performance Consulting

This year's election is supported by:



ElectionBuddy

***All primary contacts of Central PA Chamber members should keep an eye on their e-mail for additional information on this exciting new election service!**

Find New Members & Membership Renewals starting on page 8.



Eric Frantz, Vice President of Sales

Eric.Frantz@Fabtex.com

570-293-0446

www.Fabtex.com

How long have you been in business?
Thirty-six years.

What makes your business unique?
Fabtex field measures, manufactures, ships, and installs custom sized bedcoverings and window treatments for the hospitality and healthcare industries. Product is custom sized to fit each individual bed and window.

What is a service that people are surprised to learn you offer?
Headquartered in Danville, folks in cen-

tral PA are surprised to hear that there's a sewing workroom that is still alive and doing well in the United States. As mentioned in the question above, what keeps Fabtex healthy and growing is the fact that the bedding and windows in hospitality and healthcare require individual unique sizes. Off-shore competition is unable to meet the lead time demands as well as the customization of sizes.

What is your Mission Statement?
Provide complete customer satisfaction

through accurate and on-time completion of orders.

What community organizations do you participate with?
Fabtex's involvement with community organizations was extremely limited in the past. As a new team takes the helm, we look to become much more involved in the community moving forward.

Robert Fowler, Owner

8001diesel@gmail.com

570-541-2904

7800 PA-35, Mount Pleasant Mills



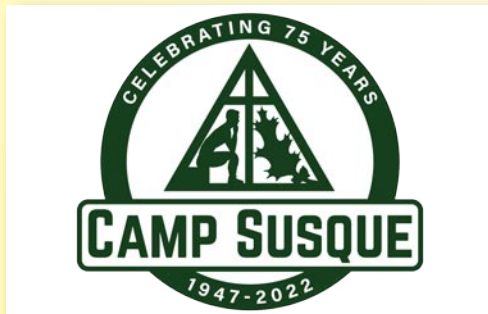
How long have you been in business?
Five years.

What makes your business unique?
Access to more vendors/warehouses for faster service. Custom engine builds with four-year warranty. Full OE diagnostics

suite for all makes/models of medium and heavy trucks.

What is a service that people are surprised to learn you offer?
Mobile service, minimal down time, no disassembly. emissions deep cleaning on site,

towing.
What is your Mission Statement?
"Let's turn your downtime into uptime!"



Peter Swift, Executive Director

director@susque.org

570-998-2151

www.susque.org

How long have you been in business?
Since 1947 - This is our 75th year!

What makes your organization unique?

We manufacture core memories. Time spent in the outdoors with great people in our spectacular setting lead to memories that will last a lifetime. The spiritual edification that comes from great fellowship and great teaching draws our guests and staff closer to God through their time here.

What is a service that people are surprised to learn you offer?

We serve almost every local school district through field trips, and we offer homeschool classes throughout the year.

What is your Mission Statement?
Our mission is biblical evangelism and growth in Christian character for youth, young adults, and families.

What other community organizations do you participate with?

We serve our local township recreation commission (Lewis Township in Lycoming County) by offering a free day-camp for a week each summer for residents of the township. We also work with many local churches and other non-profits to provide scholarships to campers or host events.

Want to appear in the Member Spotlight?
E-mail Jessica Williams at:
jwilliams@centralpachamber.com

What's Happening



JOIN US TO LEARN ABOUT ELECTRIC VEHICLE CHARGING FUNDING

The Federal Highway Administration has approved PennDOT's State Plan for Electric Vehicle Infrastructure Deployment. Join us to learn about NEVI funding opportunities and hear from PPL on how to coordinate early in project development and how to request a high-level site analysis to estimate costs and options for power access. The session will also include an opportunity to network and expand professional connections and partnerships. Space is limited, register today for the location nearest you!

Why Join Us

- ✓ Learn about the new National Electric Vehicle Infrastructure (NEVI) Formula Program.
- ✓ Learn how to coordinate early in project development and how to request high level site analysis from PPL.
- ✓ Network with industry and businesses from the region.

REGISTER TO ATTEND!

<https://forms.office.com/g/ziDbubcqDZ>

WILLIAMSPORT
Lycoming College – Trogner Room, Krapf Gateway Center
One College Place • Williamsport, PA 17701
Thursday, Nov. 10 @ 1:30 p.m. – 3:30 p.m.

Interactive Discussion
We'll talk about business needs and how EV fits in.

State & Local Leadership
Hear from PennDOT, PPL, and local representatives.

Networking Opportunity
Meet and expand your network of contacts interested and in the EV industry.



T-Ross Brothers Construction Inc.

Please join us for a

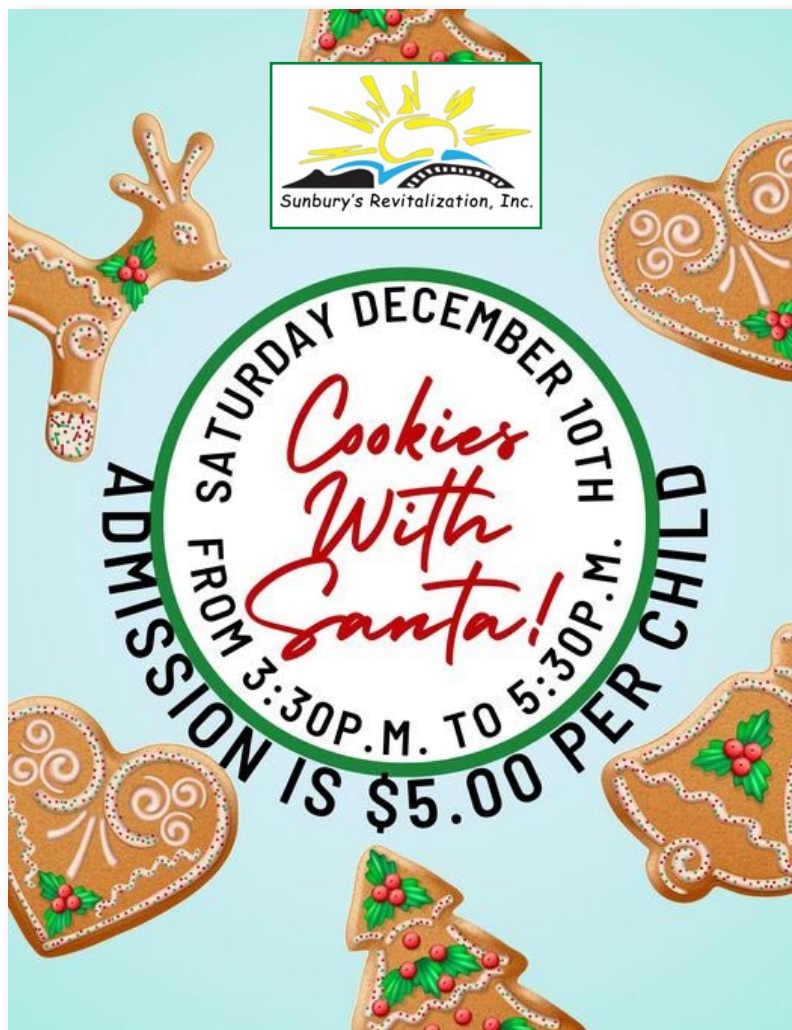
HOLIDAY Open House

Wednesday, November 30, 2022
4 - 7 PM

T-Ross Brothers Construction Corporate Office
2733 State Route 45, Milton, PA 17847

RSVP by Friday, November 18th at
570-524-6411 ext. 148 or
ginnettart@trossbrothers.com

Light hors d'oeuvres and beverages will be provided.



Sunbury's Revitalization, Inc.

COOKIES WITH SANTA!

SATURDAY DECEMBER 10TH
ADMISSION FROM 3:30 P.M. TO 5:30 P.M. IS \$5.00 PER CHILD



COME JOIN US AT OUR EVENTS

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

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:

<https://hiskingdomkidz.networkforgood.com/projects/150483-2022-giving>

Amazon Smile - If you use Amazon Smile, you can help us while shopping. Go to Smile.Amazon.com click on Kingdom Kidz and we will receive a donation from Amazon Smile.

Saturday, November 12 - Free Movie "The Star" animated movie at the Puppet home at 1 pm, with activity rooms open after the movie until 4:30 pm. Call Kingdom Kidz if you are planning to come for a free voucher to attend. Regular cost is \$7 for activities. Ages 3 and under free.

Saturday, November 19 – Puppet Presentation at the puppet home at 1 pm. Activities open after presentation until 4:30 pm. Call Kingdom Kidz for a free voucher for presentation and activities. Regular cost is \$3 for presentation and \$7 for activities, or \$7 for both all afternoon.

Saturday, November 26 – Bloomsburg Fair Winterfest. Event is From 10 am to 8 pm. Kingdom Kidz presentations are 1 pm and 4 pm. Located at the Bloomsburg fairgrounds inside buildings at 980 W. Main St., Bloomsburg.

Find the latest member events on our Facebook and Instagram pages!

Quality Family Programming
www.hiskingdomkidz.org e-mail: puppets@hiskingdomkidz.org
Follow us on Facebook 570 838 3133





HOLIDAY GIFT WRAPPING SERVICE

MILTON YMCA

Our staff would like to help make your holiday season a little easier. Bring your gifts to the Milton YMCA and allow us to do the wrapping for you.


Starting November 8th
Tuesdays: 10am - 12:00pm
Thursdays: 5pm - 7pm

Saturdays starting
November 26th - December 17th
9am - 12pm

Monetary Donation of \$20.00
All proceeds will benefit our Annual Campaign.

12 BOUND AVE MILTON PA 17847

Chamber Blood Drive



Thank you to Dr. John Kurelja of the Central Susquehanna Intermediate Unit and the other 21 donors that came out to our American Red Cross Blood Drive on Oct. 3! Together, we'll be able to save as many as 66 lives! We appreciate all of you for giving the gift of life. We have blood drives throughout the year, and you are welcome to join us! Visit: www.redcrossblood.org, and use code "PAchamber". See the back page of this issue for information on our last blood drive of 2022!

Find the latest member events on our Facebook and Instagram pages!

Date	Event	Location	Time	Cost
11/8/22	Capture Tremendous Opportunities: eCommerce 101 for Manufacturers	Webinar	11 a.m. to 12 p.m.	Free
11/8/22	Developing a Cybersecurity Budget	Webinar	2 to 3 p.m.	Free
11/15/22	Eyes for Safety: Safety Inspections	Webinar	2 to 3 p.m.	Free



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



PENNSYLVANIA

Small Business Development Center
Bucknell University

570-577-1249
www.bucknell.edu/sbdcevents

Date	Event	Location	Time	Cost
11/15/22	Best Practices for Obtaining and Keeping Media Relationships	416 Market St., DeWitt Building, 3rd Floor Lewisburg	12:30 to 1:30 p.m.	No Fee
11/16/22	Marketing Starts Here: Brand & Story Series - How to Make Marketing Easy	416 Market St., DeWitt Building, 3rd Floor Lewisburg	12 to 1 p.m.	No Fee
11/17/22	Business Startup Basics for Central PA: The First Step	416 Market St., DeWitt Building, 3rd Floor Lewisburg	9:30 to 11:30 a.m.	No Fee

New Members

Brandon's Lawn Maintenance

950 Crissinger Hill Road
Sunbury, PA 17801
570-809-6681

brandonslawnmaintenance41@gmail.com

Brandon Hunt - Owner

<https://www.facebook.com/profile.php?id=100055149082937>

We are a local, family-owned lawn care company maintaining the beauty of your property. From lawn care to snow removal, we can take care of your property.

BD Rentals and Investment Properties

522 A Liberty St.
Watsonstown, PA 17777
570-854-8963

kevin.moll@gmail.com

Kevin Moll - Owner

<https://bd-rentals.com>

We're a small, veteran-owned company that buys homes in need of repair in our local communities. The homes are rehabbed and held as long-term rental units adding to the available pool of affordable housing in our area. We make use of many local contractors and services giving back to our local economies.

Honest Jobs

3000 Lawrence St., Ste. 206
Denver, CO 80205
424-566-7780

melissa@honestjobs.com

Melissa Dickerson - Chief of Staff

<https://www.honestjobs.com>

Honest Jobs is the leading national job marketplace for people affected by the criminal justice system. Since launching in 2018, we have attracted 1,000+ companies by providing technology that makes it easy to offer fair-chance employment while helping to mitigate the risk of negligent hiring at scale. We also pride ourselves on the fact that the majority of Honest Jobs employees have felonies and know the challenges first-hand.

Advance Central PA

130 Kelly Square, Ste. 1
Lewisburg, PA 17837
570-568-6867

emulberger@AdvanceCentralPA.org

Erica Mulberger - Executive Director

<https://advancecentralpa.org>

Welcome to Advance Central PA, the premiere workforce development resource for jobseekers and employers in Central Pennsylvania. Our mission is to be the leading vehicle for regional unification, coordination, integration, and alignment of workforce activities, resources, and initiatives to support economic sustainability, improve education systems, and develop and retain a quality labor force.

PA CareerLink Northumberland/Snyder/Union Counties

225 Market St., 3rd Floor
Sunbury, PA 17801
570-988-7300

jmercald@advancecentralpa.org

Jamie Mercaldo - Site Administrator

<https://www.cwds.pa.gov>

PA CareerLink Columbia/Montour Counties

421 Central Road, Ste. 1
Bloomsburg, PA 17815
570-387-6288

jmercald@advancecentralpa.org

Jamie Mercaldo - Site Administrator

<https://www.cwds.pa.gov>

The PA CareerLink offers a variety of services for both job seekers and employers. Our Business Solutions Team is available to assist local businesses with job postings, recruitment, and other employment services. PA CareerLink staff offer a variety of services, programs, and workshops designed to help job seekers determine what jobs best match your interests and skills, learn new workplace skills, find employment, and meet personalized career goals. Our services are available in person or remotely, depending upon what works best for you.

Dwell Orphan Care - Columbia County

130 W. Third St.
Bloomsburg, PA 17815
484-515-9391

jrarig@dwellorphancares.org

Jennifer Rarig - Director of Marketing

<https://www.dwellorphancares.org>

We exist to support and encourage foster/adoptive families in Central PA, while mobilizing and equipping the community and local Church so that children have a safe, loving, forever home in which to Dwell.

Watsonstown Area Business Association

P.O. Box 33
Watsonstown, PA 17777
570-337-4922

bdiehl@coldwellbankerpennnone.com

Barb Diehl - President

<https://watsonstownaba.com>

Our purpose is to promote, encourage, assist and protect the business, industrial, social and economic welfare of the Watsonstown Area by: Promoting a positive public relations effort; Identifying and utilizing the resources available both within and outside the local areas; Representing the Watsonstown area to other organizations and government agencies; Assisting and encouraging rehabilitation of properties and development of available business and industrial space in the area; Developing the Watsonstown area as a market place and as an employment center serving the Upper Susquehanna Valley.

Membership Renewals

(As of Oct. 18, 2022)

A New Design Landscape
& Stone

Clearview Asset Protection
Delaware Run

Wesleyan Church

Diane Weller Coaching

Girls on the Run Central PA

Hans CedarDale Satellite

Haven-to-Home Canine Rescue

Horizon Farm Credit

Java Momma

Kingdom Kidz Inc.

KVS Computers

KVS Trade Gateway

Lavonne C. Poteet

Lewisburg Area High School

Lewisburg Sunrise Rotary Club

MCPS Credit Cards

MV Payroll Bookkeeping

& Tax Services

Planet Fitness Lewisburg

SUN Area Technical Institute

The Salvation Army - Milton

Camp Susque's Campfire Cappuccino

TROUT RUN - All through November, in coordination with Alabaster Coffee Roaster & Tea Company, in Williamsport, Camp Susque is once again raising funds for its camp with the ever-popular Campfire Cappuccino community cup fundraiser.

This fundraiser engages the entire community, as every Campfire Cappuccino purchased at Alabaster Coffee during the month of November raises funds for Camp Susque.

With matching gifts from other community partners, the camp can exponentially increase the amount raised. Last year, each campfire cappuccino sold provided \$30 for Camp Susque, raising more than \$18,000 during the month.

Camp Susque is looking for matching sponsors willing to contribute at least \$2 per cappuccino sold. In the years they have done this, their top sales were approximately 630 cappuccinos during the month. Organizers would very much like to see that number increase, but it would be unlikely for the total to exceed 1,000, putting a cap on the matching funds at \$2,000 for a \$2/cappuccino match.

Camp Susque's goal is to get \$75 in matching funds this year to celebrate its 75th anniversary.

All sponsors will be recognized regularly in various social media and digital channels, as well as included in all press releases and interviews.

Your logo will be used in posts thanking you for your participation. Additional opportunities for exposure include contests, sponsoring free-coffee mornings, providing cappuccino gift-certificates to first-responders, teachers, or non-profit organizations, etc. For more information, contact Peter Swift, Executive Director, at 570-998-2151 or director@susque.org.



Nestled in the beautiful mountains of north-central Pennsylvania, Camp Susque has been a cherished haven for generations of families. What began as a summer youth camp in 1947 has grown to include: wilderness trips, family camps, winter camps, home-school classes, field trips, and retreats and rentals.

Values such as community, responsibility, and slowing down to "Experience Your Creator" are woven into each program and tradition. As a result, the camp has been a place where thousands of youth, young adults, and families have come for escape, refreshment, and as one camper put it, "to be myself."

Fulton donates \$10K



Fulton Bank recently donated \$10,000 to the Central Pennsylvania Food Bank, which is a non-profit organization committed to ending hunger in 27 counties across Central PA. By working with more than 1,100 local agencies and programs, they serve nearly 145,000 people in need each month through two Healthy Food Hubs in Harrisburg and Williamsport. "We're pleased to volunteer with and support the food bank, because it's helping those most in need in our community," said Bryan Jones, Commercial Team Leader with Fulton Bank. From left, are: Jim Tatnall, Senior Relationship Manager, Fulton Bank; Joe Arthur, Executive Director, Central PA Food Bank; and Jones.

Do you like discounts on products and services?

Visit
www.centralpachamber.com
and click on
"Member-to-Member
Discounts" under the
"Membership" tab.

Want to offer a discount to fellow
Central PA Chamber members?
E-mail jshaffer@centralpachamber.com.



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Time with Tea Jay

Inimitable and authentic



Selecting the Chamber Impact Award recipients each year is an unbelievably challenging process. When I reflect on the history of past recipients, one attribute that is boldly relevant about each is their uniqueness.

While they do come from a wide range of sectors in business, manufacturing, financial, and non-profit worlds, just to name a few, they also are unique in their very own way within their sector.

It's been said that the biggest form of flattery is imitation. When you reach a level of success that gets you recognized, you begin to experience attempts to imitate your efforts. In 1927, the slogan "often imitated, never duplicated" first appeared in an advertisement placed by Traub Manufacturing Company to promote their wedding and engagement rings. Looking to others for inspiration is essential, but the line between seeking inspiration and duplication is very fine. There are implications to duplication; one of which is reputation. "Inimitable" means so unique it is unable to be copied. I believe if you are passionate about what you do, you are destined to be described this way.

I can wholeheartedly say I believe the Central PA Chamber of Commerce to be inimitable. Authenticity is something we practice in all aspects of our endeavors. The staff, board directors and committee members are true to the Vision and Mission statements of the organization. Regardless of obstacles faced, we consistently do what is right versus what is easy.

What does it mean to be an authentic person? Recently, I read an article in "a to zen life" that had some great insight. Someone who is authentic is thought to be honest, real and genuine. An authentic person doesn't feel the need to put on a front to fit in. They are comfortable with who they are, and they don't hide it. They define and strive for success at their own standard.

Many authentic people are highly successful and extraordinary leaders, because they are genuinely themselves. Money and/or recognition are often byproducts of their efforts, but it's not their ultimate goal.

Contrary to what you'd expect, authentic individuals have a healthy ego. A healthy ego is a basis for how you interact with others. When being authentic, you have the confidence to resist social pressures, and you are decisive in following what is important to you. People with a poor ego are often characterized as materialistic and chasing money.

The authentic individual has an accurate sense of reality, and themselves, as well. An authentic person is kind and generous to others.

Being authentic is the ability to accept who you are, even if that means being different. That sure describes your Central PA Chamber of Commerce!

I would love to know your thoughts on my monthly column. Please, contact me using the e-mail below, or call 570-742-7341.

Tea Jay Aikey
President & CEO

tjaikey@centralpachamber.com

Breakfast Briefing



Thank you to everyone who joined us for the Breakfast Briefing on Oct. 21, sponsored by Phoenix Physical Therapy in Lewisburg! Facility Director Chris Herbster talked about the wide variety of services he offers and for almost any age group. He also accepts most health insurance plans. Learn more at: <https://phoenixphysicaltherapy.com>. You can reach Herbster directly at 570-768-4562 or cherbster@phoenixrehab.com.

Breakfast Briefings are a great way for business and organizations to network and take place monthly at the Chamber's location at 30 Lawton Lane, Milton. Register at www.centralpachamber.com/events.

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apparel



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display/signage

570-286-1111
mypromotionalneeds.com



A presidential 'thank you'



The Central PA Chamber of Commerce celebrated and thanked the 2022 President's Club members with a luncheon on Oct. 5 at Iron Vines Winery in Sunbury. They were treated to a private tour of the facility and sampled a few of the different wines made in-house, crafted from carefully selected grape juices from around the globe. A full meal followed before receiving special updates and information from President & CEO Tea Jay Aikey, pictured at center in the photo above. TPC members also had ample time to network with one another, Chamber staff and board's executive committee. This group of member organizations, listed each month on page 2 of *It's Your Business*, are recognized with their unparalleled support that goes above and beyond the standard membership dues. This entitles them to many additional benefits throughout the year. The Chamber certainly hopes to have all of you back as TPC members in 2023! Interested in having your business or organization join this exclusive club? You can sign up from now until Jan. 31, 2023. For more details, visit: <https://centralpachamber.com/membership/presidents-club>. You may also call 570-742-7341. Photo by Hosterman Creative.

LIVE HIGH SCHOOL SPORTS and Original Local Programming

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secv8.com

Who Represents You?

Where were you born?
Millville, PA

Favorite vacation spot?
Hilton Head, S.C.

Have any hobbies?
Golfing, hunting, traveling and spending time with family

A fun fact about yourself?
I love the outdoors. I'm a country boy at heart.

What is your favorite Chamber memory?
When Tea Jay Aikey was hired as President & CEO.



Brad Lawton
Lawton
Insurance Agency
Director
Term ending 2024



Members Recognized

Evangelical Community Hospital

LEWISBURG - In September, Evangelical Community Hospital is welcomed Gerard Cush, MD, Foot and Ankle Orthopaedic Surgeon, to SUN Orthopaedics of Evangelical, Lewisburg.

As an orthopaedic surgeon, Dr. Cush specializes in the treatment of sports-related injuries and fractures of the foot and ankle, ankle arthritis treatment including total ankle replacement or fusion, flat foot/midfoot disorders, Achilles disorders, Hallux valgus (bunion) and great toe arthritis, lesser toe disorders, heel pain, nerve disorders, and other foot and ankle problems or pathology.

With Dr. Cush's arrival, SUN Orthopaedics of Evangelical adds the orthopaedic specialty of foot and ankle to its already excellent orthopaedic offerings. Dr. Cush, along with the existing team of board-certified surgeons, work together to provide comprehensive orthopaedic care giving patients relief from pain, restored motion, and better overall health.

In addition, Evangelical welcomed Melanie Patel, DO, Cardiologist, to its Medical Staff. As a cardiologist, Dr. Patel specializes in general cardiology care, including the prevention, diagnosis, and treatment of cardiovascular diseases, including high cholesterol and high blood pressure, as well as, heart attacks, heart rhythm issues, and heart valve problems.

In other news, Elizabeth Price has been named Associate Vice President of Information Services at Evangelical Community Hospital.

In this role, Price works with the Chief Information Officer to provide leadership for strategic planning, budgeting, developing, coordinating, and evaluating all aspects of information systems operations in the Hospital setting. This includes



Dr. Gerard Cush



Dr. Melanie Patel

clinical, networking, financial and administrative information systems strategies to support user needs for information and technology solutions across the organization.

Price brings over two decades of experience in Information Technology and strategic leadership to Evangelical. Her entire career has been with healthcare associated organizations in Pennsylvania, New Jersey, and Maryland. Her background includes helping more than 300 physician-executive, frontline healthcare managers, and C-suite leaders reshape their strategies and transform the practices of their associated organizations to be geared for success in the value-based/population health ecosystems.

And, Hospice of Evangelical recently held a volunteer training for those interested in giving their time and assisting with end-of-life care for families throughout the region or supporting the work of Hospice through non-patient activities. As a result, seven new volunteers are joining the Hospice team of caregivers.

Recently hired Hospice of Evangelical staff members Patrick DeCosmo, RN and Carlee Rudy, RN, also attended the training to familiarize themselves with the Hospice of Evangelical philosophy and mission as well as create a connection with the new volunteers.

The comprehensive Hospice of Evangelical program and its staff have over three decades of experience in service to patients with life-limiting illnesses and their families, providing support in the home or nursing facilities, giving breaks to a caregiver, and more. Evangelical's philosophy of hospice care emphasizes symptom management and adding quality of life to each day. Hospice volunteer opportunities exist both in patient care and in administrative support of the program.

For more information, visit www.EvanHospital.com.



Elizabeth Price

Sunbury's Revitalization, Inc.

SUNBURY - The new Executive Board of Sunbury's Revitalization, Inc. for 2023 was voted on at the membership meeting in mid September, and the officers are as follows: Slade Shrek, president; David Klacik, vice president; Jody Ocker, secretary; and Jeb Stotter, treasurer.

North Central Sight Services

WILLIAMSPORT - North Central Sight Services is pleased to announce the appointment of Kim Zimmer as president and CEO and the promotion of Brandy Moon to chief operations officer.

Zimmer, who previously served as president and CEO of Hellen Keller Services in Brooklyn, NY, has over 20 years of executive leadership experience in non-profit organizations. At Hellen Keller Services, Zimmer led strategic planning, financial management, fundraising, people management, operations and marketing, with a focus on serving individuals who are blind or visually impaired in New York City or have combined hearing and vision loss across the United States.



Kim Zimmer



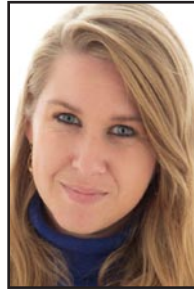
Pictured are Evangelical's 2022 Class of Hospice Volunteers. From left: Patrick DeCosmo, RN, Hospice of Evangelical; Madeleine Gehringer, Lewisburg; Midge Foltzer, Lewisburg; Kara Persun, Volunteer Liaison, Hospice of Evangelical; Carlee Rudy, RN, Hospice of Evangelical; Ruth Shrawder, Lewisburg; Paula and Warren Fisher, Montgomery. Not pictured: Janice Wilson, Lewisburg; and Cathy Gessner, New Columbia.

She also formerly held positions as chief marketing officer and senior vice president, global development, for Goodwill Industries International; and chief operating officer and vice president, corporate communications, for National Industries for the Blind.

“Throughout her career, Kim has been committed to assisting people who are blind or visually impaired or have other disabilities achieve their employment goals and grow their independence,” said Mike Bridgham, chair of the North Central Sight Services’ Board of Directors. “Kim is just the forward-thinking and dynamic servant-leader we need to continue to grow our client services and business services, all to achieve our mission of enhancing independence for individuals with unique visual capabilities.”

Zimmer said, “At North Central Sight Services there is a shared culture of camaraderie, resourcefulness, ingenuity and commitment to mission. There is a remarkable standard of quality that every team member exhibits in the products and services they deliver. I am thrilled to now be part of this team and excited to drive North Central Sight Services’ mission forward.”

Moon was previously human resources director and executive assistant to the CEO at North Central Sight Services. In her new role as chief operations officer, she will oversee day-to-day operational and administrative functions for the organization, including human resources, industry operations, programs and services, and commercial services.



Brandy Moon

“Brandy is a keystone for North Central Sight Services,” Zimmer said. “She has extensive institutional knowledge and is tremendously passionate about improving the lives of individuals who are blind or visually impaired. She also successfully stepped up as an interim leader during the organization’s recent executive search, and her peers look up to her for guidance and support. I look forward to having Brandy by my side in her new leadership role.”

Prior to her tenure at North Central Sight Services, Moon was human resources manager for River Valley Regional YMCA in Williamsport. Moon holds the SHRM Senior Certified Professional credential from the Society for Human Resource Management and is a graduate of the Leadership Lycoming, a leadership development program offered by the Williamsport/ Lycoming Chamber of Commerce. She is currently pursuing her master’s in business administration at the University of Scranton.

Riverfront Financial Services (Laura Shrawder-Miles)

SUNBURY - Expectations Women’s Center raised \$11,961 at its annual golf tournament in August at Bucknell Golf Club, Lewisburg. With 22 sponsors and 16 foursomes participating, it was a great day to raise awareness for the organization while having fun on the course. Among the sponsors was Riverfront Financial Services, owned by Laura Shrawder-Miles.



Laura Shrawder-Miles

All proceeds from the event will provide financial support to Expectations Women's Center, a non-profit organization that serves as an education resource, providing evidence-based education to empower individuals to make healthy choices that impact their lives emotionally, physically and spiritually.

With locations in Lewisburg and Williamsport, the center serves Union, Snyder, Northumberland, Montour and Lycoming counties by providing education, tools and resources for healthy relationships, pregnancy and parenting. All services are free-of-charge and confidential (as allowed by state law).

For more information, visit www.expectationswc.org.

The Manufacturers’ Association

YORK - The Manufacturers’ Association welcomes a new board member while it also welcomes back another for a second term. Star Gibbs, of The Hershey Company, was named to the board of directors in September, and Michelle Finch, of Wolfgang Confectioners, in York, was elected to a second three-year term.



Star Gibbs

Gibbs, a MSc graduate of Troy University, Postgraduate from the University of London, and BA graduate of University of Delaware, started at The Hershey Company as a Production Supervisor in 2013. He transitioned to various Hershey Supply Chain roles, including a Sr. Sourcing Specialist and then Sr. Business Development Specialist. In late 2020, Gibbs was promoted to Talent Programs Manager and continues to serve in this role. He has worked closely with the Association in the past including a recent Pre-Apprenticeship program at the Milton Hershey School in partnership with The Hershey Company.

Finch, now serving her second term on the board, is a graduate from Pennsylvania State University with B.S. degrees concentrating on chemical engineering and food science. Her first term with the Association has greatly expanded trades training and relocated to a new 12,000 square foot training facility termed the Center of Excellence for Apprenticeship and Training. Currently with Wolfgang Confectioners as the Senior Director of Workforce Development, Finch has decades of experience in the food manufacturing sector including past roles as Operations Manager at Turkey Hill Dairy in 2015, Industrial Products Value Stream Manager for Mars Chocolate North America and was with Frito-Lay, Inc.’s York operation for 15 years in several managerial roles. She is also a founding member and Co-Chair of the Women in Manufacturing Central PA Chapter.



Michelle Finch

Both begin their new board roles at the next board of directors meeting later this month.

The Association, founded in 1906, is the manufacturing industry’s trade group for hundreds of member & non-member organizations in central PA and northern MD.



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Starting at left, and moving clockwise: Pastor Mike Reece of Delaware Run Wesleyan Church delivers the Invocation at the start of the program. With more than 200 in attendance there were plenty of opportunities to network with fellow members across a wide variety of industries and purposes. The Central Susquehanna Intermediate Unit Choir sang the National Anthem to lead off the Annual Meeting. This year's theme was 'Strength Through Knowledge', and featured bright bold colors, as seen in superhero costumes and comic books. And, many visited the photo booth from Near Me Entertainment for fun and memorable pictures from the event. Find many more pictures, including those from the photo booth, on the Chamber's Facebook page! All regular Annual Meeting photos are by Hosterman Creative.



Your Central PA Chamber team dressed to impress at the Annual Meeting. From left, Jeff Shaffer, Communication Director; Jessica Williams, Finance & Membership Director; Tea Jay Aikey, President & CEO; and Ryan Workman, Business & Education Coordinator. The men were outfitted by Tony's Custom Tailor Shop, Sunbury, while the ladies got their dresses from Fusion Formal & Bridal in Lewisburg. Hair and make-up was done at SUN Area Technical Institute in the cosmetology department.

"Impact" (from page 3)

Many Central PA Chamber members did what it took to survive the last couple of years. For a few, their hard work, determination, and still having something left in the tank to support others, helped earn them one of this year's Chamber Impact Awards, presented by the members of the Chamber staff.

This year's recipients were: Cindy Potoeski of Decal Dynasty Wraps and Graphics; Sue Straub of Arthur's Pet Pantry; Service 1st Federal Credit Union; and Scott Thurston, Feast of Flavor.

"Thank you all so much," Potoeski said, who's been in business over 40 years. "I do really enjoy my time with all of you."

Straub took over Arthur's Pet Pantry in honor of her daughter, who passed away, and said she didn't know exactly what she was all getting in to.

"If it wasn't for the Chamber, I don't know where I would be," she said. "I didn't know what was doing with a 501(c)(3).

"In this past month, we've helped 700 animals."

Several representatives were on hand from Service 1st FCU, known across the region as a community supporter. Linda Brown spoke for the group.

"On behalf of the team, thank you so much," Brown said. "We really appreciate all the Chamber does and what all of you do."

The final award went to the event caterer, who over the years has grown his business and has also adapted to numerous changes.

Thurston, who's ever busy, joked he was on his way out the door to prepare for the next event before staff convinced him to stay and accept the award!

"Thank you, again, for a great year," Thurston said.

It really was a great year, with both record attendance - 212 registered - and revenue with more than \$10,500 raised for the Chamber, after expenses.

"I am in sheer awe of the way this event has been trending," said Chamber President & CEO Tea Jay Aikey. "It is a true fundraiser for this outstanding organization and its members."

The Central PA Chamber offers its most sincere thanks to all of its guests, as well as sponsors, which appear to the right.

We hope to see you next year!

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Business & Education

Finishing touches



The last stop for the Chamber's President & CEO Tea Jay Aikey and Finance & Membership Director Jessica Williams before the Annual Meeting & Awards Ceremony was the cosmetology department at SUN Area Technical Institute in New Berlin. The students there from several area high schools did a great job doing hair and applying make-up worthy of our big event. Great job!

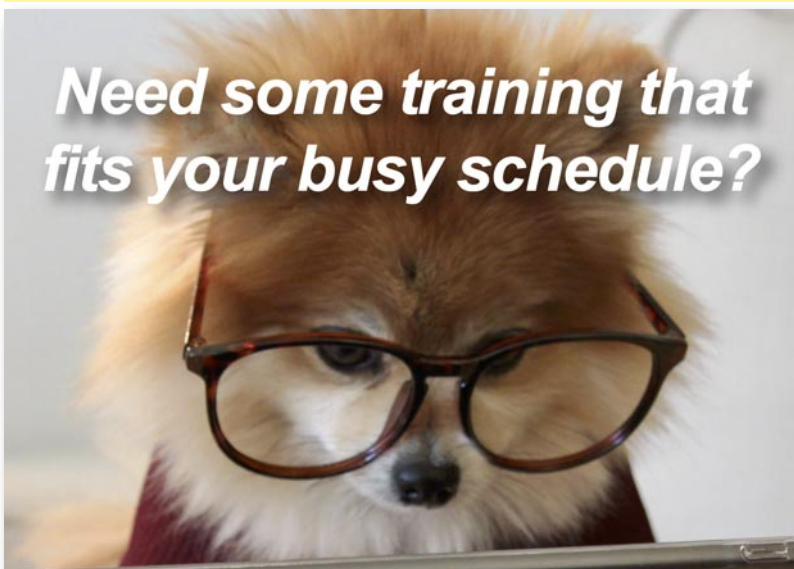


Lynn Berg recently spoke to the Lewisburg Sunrise Rotary about the Lewisburg Snack Pack Program, which is dedicated to supplying food for students in the school district who are food insecure. The district is currently experiencing a 28 to 30 percent rate of students who qualify for free or reduced lunch, and these are the students who receive a snack pack. The program is manned solely by volunteers and has the assistance of two Americorps workers from Bucknell University. Learn more by e-mailing lahberg@gmail.com. Pictured, from left, are Berg and Jan Wilson of the Rotary.



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Ryan's Writings



Largely local

Well, that was fun! The 2022 Annual Meeting & Awards Ceremony is now in the history books. The food, entertainment, conversation, and keynote speaker were all excellent. (Our members deserve nothing less!) I hope we made it look easy, but it was a lot of work and preparation. I have a whole new appreciation for what Tea Jay, Jeff, and Jessica do behind the scenes to make these events a success. I would really like to take this opportunity to highlight my favorite moment of the event.

In case you weren't one of the 200-plus attendees, I had the honor to present a Chamber Impact Award to Susan Straub of Arthur's Pet Pantry. "Arthur's Pet Pantry is a 501(c)(3) non-profit charity helping supplement feeding pets in need." Given current economic conditions, it might be easy for pets and animals to be overlooked this holiday season. It's also easier to write a check or click a screen to donate to organizations that devote big portions of their budget to marketing and advertising, but I would like to encourage you to please consider visiting the Arthur's Pet Pantry website and learn how you can help.

"Subsidiarity" is a term I first encountered studying Catholic social doctrine during high school, and has always seemed logical to me. According to Webster's, subsidiarity is "a principle in social organization holding that functions which are performed effectively by subordinate or local organizations belong more properly to them than to a dominant central organization." In other words, our local community-based organizations know the people and resources here on the ground better than the "big name" charities that you receive solicitations for in the mail and on the television. I have nothing against these organizations, but I am biased towards our members! If you are inclined to make any charitable donations this holiday season, I humbly suggest taking a look at the "Community and Non-Profit" category of our Membership Directory. Thank you for your generosity!

It is the small, local organizations like Arthur's Pet Pantry that make the biggest impact, right here in our local community. That's why executive director Susan Straub received a 2022 Chamber Impact Award. It was such a thrill to see that surprised look on Sue's face as she approached the stage to receive her award. The saying is true, "there is more joy in giving than receiving."

Thank you to everyone who made our 2022 Annual Meeting a success and to everyone who makes a positive impact in our community.

Ryan Workman
Business & Education Coordinator
rworkman@centralpachamber.com



Tea Jay Aikey, Chamber President & CEO, and Ryan Workman, Business & Education Coordinator, recently attended the meeting of the School Counseling Advisory Council at the Warrior Run High School. They left with several news ideas on how the Central PA Chamber can help the Warrior Run School District and its students. If your school is interested in new ways it can help prepare its students for future careers, call the Central PA Chamber at 570-742-7341 or e-mail Workman at rworkman@centralpachamber.com.

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Jessica's Jottings

Thanks, again!



November is the month where we tend to give thanks more than any other month of the year. Here at the Central PA Chamber of Commerce, we have so many to give thanks to for everything that has happened in 2022!

Our Annual Meeting & Awards Ceremony last month still has all of us in awe of our membership and the generosity they show time after time. This is the biggest event/fundraiser for the Chamber and this year we were able to exceed our expectations thanks to the sponsors of the event and the members that attended!

I would like to thank this year's sponsors, including: Service 1st Federal Credit Union, Evangelical Community Hospital, Strong Spas, Aspire Wealth Group, XW Construction, kinetic by windstream, Fabtex, T-Ross Brothers Construction, Snappy's, Susquehanna Valley Community Education Project, Pennsylvania American Water, The Wealth Factory, Susquehanna Valley Limousine, The Sholley Agency, Susquehanna Fire Equipment, Scott Frost - Advisor FCB, Mifflinburg Bank & Trust Company, Lewisburg Downtown Partnership, Asbury RiverWoods, Timberhaven Log & Timber Homes, Graphite Grantworks, Iron Vines Winery, Fusion Formal & Bridal, Tony's Custom Tailor Shop, A+ Office Outlet, Safeguard Business Solutions, Feast of Flavor Catering, Near Me Entertainment, Delaware Run Wesleyan Church, and Joey Lye. As you can see, this event takes a village to run.

Without the generosity of these members and to those that were able to attend, we can continue to make a difference in our region! I would also like to offer another congratulations to our Chamber Impact Award Winners at this event. They were Service 1st Federal Credit Union, Arthur's Pet Pantry, Feast of Flavor Catering, and Decal Dynasty Wraps and Graphics.

I had the honor of presenting Service 1st with their award. If you have not had the pleasure of interacting with anyone from their offices, do not hesitate to reach out after reading this. This organization has some of the most dedicated and nicest employees I have ever met. Should you need any financial services, or just to stop in and say "hi", the folks at Service 1st can take care of you. With 11 branches, and more to come, there is always a branch near you. Thank you to Service 1st for all that you do for the communities you reside in and also for everything you have and continue to do for the Central PA Chamber of Commerce!

Don't forget to give thanks for all that you have in your life both personally and professionally. Have a great month and a Happy Thanksgiving!

Jessica Williams
Finance & Membership Director
jwilliams@centralpachamber.com

INSIDE JOBS



Thank you to everyone who joined the Central PA Chamber for the Inside Jobs Tour on Oct. 19 at Fabtex, Inc. At left, Eric Frantz, VP - Customer Commitment, and Will Greiner, Process Improvement Manager, led the tour through the facility near Danville, after providing some background on the 36-year-old company, that is 'the performance pacesetter of the fabric fashion industry' in the hospitality and healthcare industries. They have aspirations to expand their market and product lines even further. Learn more at: <https://www.fabtex.com>. Tour-goers Ryan Workman, the Chamber's Business & Education Coordinator, and Jennifer Rempe of Graphite Grantworks, even tried their steady hands at making pillows. They did a great job! Thank you to the hosts, as well as Innovative Manufacturers Center (IMC), Williamsport, which provided lunch as part of a National Manufacturing Month celebration in October!

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Local PA CareerLink on the move

BLOOMSBURG - Advance Central PA, the workforce development board serving nine counties, announced the PA CareerLink Columbia/Montour Counties is moving.

While not far from its previous location, the CareerLink in Bloomsburg can now be found at 421 Central Road, Suite 1. "The move to a site with more ample space represents our continued commitment to the communities we serve," said Erica Mulberger, Advance Central PA Executive Director. "More physical space is needed for the number of job seekers and businesses who are utilizing the vast array services offered by the PA CareerLink in Bloomsburg."

Services for businesses include recruitment events and consultation regarding workforce talent solutions. Services for job seekers include one-on-one career coaching, access to computers to apply for jobs, and access to training programs to increase skills. Having a larger site will allow the local staff to provide even more services.

Jame Mercaldo, PA CareerLink Site Administrator,

added, "The move will allow us to serve our customers more comfortably and efficiently."

"Our new location is larger and more open, allowing for a better flow and more accessibility to all of our amazing resources." The PA CareerLink in Bloomsburg is slated to be closed through Friday, Nov. 4, for the move.

The PA CareerLink located in Sunbury is an option for job seekers with immediate service needs or access to computers. Additionally, local staff in Bloomsburg are available to set up virtual appointments with job seekers or on-site appointments with businesses.

For updates, helpful job search tips, and news about upcoming events such as workshops, job fairs, recruitments, and seminars, visit the Central PA CareerLink page at <https://centralpacareerlink.org> and the PA CareerLink Columbia/Montour/Northumberland/Snyder/Union Counties Facebook page at <https://www.facebook.com/pacareerlinknsu>.



Roupp Funeral Home, Mifflinburg, recently hosted a Fireman's Appreciation Gathering for the Mifflinburg Hose Company and their families in September. During the event, Owner/Funeral Director Andre Roupp presented a check to Chuck Klose, president of Mifflinburg Hose Co., for \$5,000 to kick off their fundraising campaign for their new fire truck apparatus. Delicious food was catered by Ard's Farm. Organizers say it was a beautiful day at the funeral home seeing familiar faces and making new friends. To help the Mifflinburg Hose Company continue raising money for their new fire engine, call 570- 966-1591.



First Commonwealth Bank was the sponsor of the recent Women's Health and Fitness Day at Evangelical Community Hospital, Lewisburg. From left, are: Ashley Parrish, AVP/FSCM Lewisburg-Weis; Deana Carson, Health Educator; and Shelia Packer, Director of Community Health and Wellness, Evangelical Community Hospital.

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BY THE NUMBERS...

This year's Annual Meeting & Award Ceremony had a record **212** registered attendees!

There were also a record **32** sponsors...we really appreciate the support!

Congratulations, again, to our **4** newest Chamber Impact Award winners!

Join us at these upcoming events!

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