

# It's YOUR BUSINESS

[www.centralpachamber.com](http://www.centralpachamber.com)

Volume 8, Issue 10 - October 2023



## A decade of impact, pg. 3





*Board of Directors*

- |  |   |
|--|---|
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*Staff*

- Tea Jay Aikey - President & CEO**  
tjaikey@centralpachamber.com
- Jeff Shaffer - Communication Director**  
jshaffer@centralpachamber.com
- Jessica Beaver - Finance & Membership Director**  
jbeaver@centralpachamber.com
- Ryan Workman - Business & Education Coordinator**  
rworkman@centralpachamber.com

# The Inside Scoop



As someone who has been around since the beginning of the Chamber Impact Awards era, it's hard to believe it's going on a decade!

People/organizations come and go in our Chamber (and lives), but their impact will remain. Think about the people and places that have impacted you. You don't just forget what they've done.

That's why just weeks ahead of our Annual Meeting on Oct. 26, we wanted to reflect on these names that have had a great impact on the Central PA Chamber and the community. Many on this list are still making a difference to this day! Perhaps the award they were given encouraged them to strive even further. Regardless, it's an honor to know them. Please, help us recognize this year's winners at our biggest event of the year. Registration is open until Oct. 17. Click the flyer below the story on page 3 or visit [www.centralpachamber.com/events](http://www.centralpachamber.com/events).

Congratulations to our latest group of Raising the Board graduates! We're now closing on 70 after the first five years of the program. See who else you can congratulate on page 16. And, keeping with the theme, congrats to The Sholley Agency and RHP Law Group on their new locations in Mifflinburg and Lewisburg, respectively. I feel the recent swell in ribbon cuttings we've been conducting, and will conduct soon, show that our region has what's need to grow and thrive!

Also inside, find our new members on page 4, a number of fall events starting on page 6, members being recognized in many ways on page 12 and lots of other great news. Enjoy the issue!

Jeff Shaffer, Editor  
Communication Director  
[jshaffer@centralpachamber.com](mailto:jshaffer@centralpachamber.com)

## The President's Club

- |                                      |                                  |                                    |
|--------------------------------------|----------------------------------|------------------------------------|
| Abe's Custom Woodworking             | iHeartMedia                      | PenTeleData                        |
| Asbury RiverWoods                    | Java Momma                       | PPL Electric Utilities             |
| Backyard Broadcasting of PA          | Jersey Shore State Bank          | RE/MAX Bridges - Ann Hilliard      |
| Century 21 Mertz & Associates        | Keystone Advertising             | RHP Law Firm                       |
| Coldwell Banker Perm One Real Estate | La Primavera Italiano Ristorante | Service 1st Federal Credit Union   |
| Contrast Communications              | Lawton Insurance Agency          | Service Electric Cablevision/SECV8 |
| Decal Dynasty                        | Lewisburg Pharmacy               | Sunbury Broadcasting Corporation   |
| Endless Mountain Enterprises         | LIVIC Civil                      | Susquehanna Fire Equipment Co.     |
| Evangelical Community Hospital       | MCPS Credit Cards                | Susquehanna Valley Limousine       |
| First Commonwealth Bank              | Meixell Diehl Insurance          | Sync Solutions                     |
| Fulton Bank                          | Mifflinburg Bank & Trust Company | T-Ross Brothers Construction       |
| Heaven's Best Carpet Cleaning        | Near Me Entertainment            | The Standard-Journal               |
| Heritage Springs Memory Care         | Nesco Resource                   | The UPS Store                      |
| Hosterman Creative                   | North Central Sight Services     | The Wealth Factory                 |
| Hot Frog Print & Media               | North Shore Railroad Company     | UPMC                               |
| i3 Point-of-Sale                     | Pennsylvania American Water      | USA Life Company                   |

The President's Club is an exclusive sponsorship program created to prominently recognize members that contribute to the Central PA Chamber over and above their annual membership investment. Learn more at [centralpachamber.com/tpc](http://centralpachamber.com/tpc).

### IYB Deadlines

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

**November Digital Issue  
News & Ads  
due by Oct. 13**

**December Digital Issue  
News & Ads  
due by Nov. 10**

**Winter Print Issue\*  
(released early January)  
Ads & Flyers  
due by Dec. 8**

\*The Central PA Chamber also publishes *IYB Quarterly* four times a year. Copies are available at public member locations across the region.

# Celebrating a decade of impact

MILTON - The Annual Meeting, coming up on Oct. 26, will commemorate the 10th year the Central PA Chamber has awarded members with Chamber Impact Awards.

Before that time, the Chamber distinguished members in certain categories (e.g. Small and Large business of the year). However, the Chamber staff, which even then included Tea Jay Aikey and Jeff Shaffer, and lead by the late Bruce Smith Jr., felt it wasn't always fitting to put members in a certain category alone. Impact is and can be felt in a number of ways. They considered members not only for the impact they made on the Chamber, but often in the community as well.

"It's been a honor to continue this tradition," said Aikey, who become President & CEO in 2017. "It's incredibly easy to come up with a list of deserving individuals, but the hard part is deciding which ones to give the honor that year."

Each Chamber staff member comes up with a list of candidates based on their experiences and interactions. Then, collectively, they narrow down the list, often looking to see if there are duplicates.

Ultimately, any combination of individuals and organizations are selected so that each team member awards one of the winners at the Annual Meeting.

Then, a thoughtful yet cryptic speech is written about them and shared at the event. No one knows who the winners are until they are announced on stage.

"It provides just a little extra incentive to attend our biggest event of the year, especially if you or your organization has been noticeably making an impact on our Chamber and/or in the community," Aikey said.

Make sure to secure your seat! The deadline to register this year is Tuesday, Oct. 17. Visit: [www.centralpachamber.com/events](http://www.centralpachamber.com/events), or click the flyer below.

As announced last month, the theme this year is "Finding Balance", and the keynote speaker is Bucknell University Men's Basketball Head Coach John Griffin.

You can find our current list of sponsors on the registration page, and there is still a chance to be a sponsor. That deadline is also Oct. 17. Contact Jessica Beaver at [jbeaver@centralpachamber.com](mailto:jbeaver@centralpachamber.com).

*On the cover: A sampling of the Central PA Chamber's Chamber Impact Award winners over the years. From top left, moving clockwise: A+ Office Outlet; Bucknell SBDC (Small Business Development Center), Jim King, long-time office volunteer; The Wealth Factory, Lauren McDonald and John Machak; Brett Hosterman, Hosterman Creative; Sue Straub, Arthur's Pet Pantry; Dale Moyer (retired), Evangelical Community Hospital.*

**CENTRAL PA**  
CHAMBER OF COMMERCE

**Annual Meeting 2023**  
*Finding Balance*

11:30 a.m. - 1:30 p.m. / Thursday, Oct. 26  
Silver Moon Banquet Hall, Lewisburg

Visit: [centralpachamber.com/events](http://centralpachamber.com/events)

Meal/Venue Sponsor: **service1st**  
Friends you can bank on

Open to the public!

Must register by Oct. 17!

**Keynote Speaker**  
John Griffin III,  
Bucknell University  
Men's Basketball  
Head Coach

The Annual Meeting attracts 200+ attendees. Learn more about sponsorship opportunities by calling 570-742-7341.

## Chamber Impact Award Recipients

**2014**

A+ Office Outlet; Hanna Mensch (Made by a Kid 4 a Kid); Mark Burke (ThinkID8)

**2015**

Annie Izumi (Barn Owl Art Studio); Bucknell SBDC; Practical Business Solutions (\*now i3 Point of Sale)

**2016**

Dale Moyer (Evangelical Community Hospital); Deb Mitstifer (Boof Biscuits); Bob Greenly (ACF)

**2017**

Ron Mackley (iHeartMedia); Jim King (Chamber volunteer); The Coup Agency; Heritage Springs Memory Care Center

**2018**

T-Ross Brothers Construction; Evangelical Community Hospital; John Yogodzinski (The Graphic Hive)

**2019**

Kevin Mertz (The Standard-Journal); Brad Lawton (Lawton Insurance Agency); Tracy Boyer (Safeguard Business Systems); Brett Hosterman (Hosterman Creative)

**2020**

Brenda Reichenbach (Tony's Custom Tailor Shop); The Wealth Factory; Milton Savings Bank; Chris Pinchak (Heaven's Best Carpet Cleaning)

**2021**

Entire Membership (COVID-19 perseverance)

**2022**

Cindy Potoeski (Decal Dynasty Wraps and Graphics); Sue Straub (Arthur's Pet Pantry); Service 1st Federal Credit Union; Feast of Flavor Catering

**2023**

???

## New Members

### Casale, Bonner, Hillman & Southard P.C.

331 Elmira St.  
Williamsport, PA 17701  
570-326-7610

bret@cbatty.com

Bret Southard - President & Partner

www.casalebboner.com

*Legal services specializing in personal injury, family law and estate planning.*

### Reed Relations Consulting

36 Andrew Lane  
Catawissa, PA 17820  
570-336-0131

tonyreed@reedrelations.com

Anthony Reed - President & CEO

www.reedrelations.org

*At Reed Relations Consulting, LLC, our vision is to be the leading public relations, sports marketing and value-based care consulting firm in the industry, providing innovative solutions and unparalleled service to our clients. We have a team of experts with diverse backgrounds and skillsets, allowing us to provide comprehensive consulting services to businesses of all sizes and industries. We take a data-driven approach to consulting, utilizing the latest technology and tools to analyze and interpret complex data sets. This enables us to identify trends and opportunities that can help our clients achieve their business goals.*

### Bieber's Industrial Park

800 Old Route 15  
New Columbia, PA 17856  
570-716-2999

BiebersIndustrialPark@gmail.com

Valerie Bieber - President/CEO

www.facebook.com/biebersindustrialpark

*Commercial/Industrial leasing.*

### Xtego Networks

1550 Fox Hollow Road  
Williamsport, PA 17701  
570-506-8111

curtis@xtego.com

Curtis Steinbacher - Owner

www.xtego.com

*Xtego is a website development agency. We exist to help small and medium businesses excel online by transforming their websites into powerful lead generation tools. We do this through website design, search engine optimization and online marketing.*

### The Sholley Agency - Mifflinburg

299 E. Chestnut St.  
Mifflinburg, PA 17844  
570-966-4014

ashively@sholleyagency.com

Autumn Shively

www.sholleyagency.com

*The Sholley Agency is a family-owned, independent insurance agency serving the Central Susquehanna Valley since 1985. We specialize in all lines of coverage, including: commercial insurance, group health insurance, personal insurance, life insurance and much more. We strive to provide personalized service, customized coverage and competitive prices to our valued clients.*

### Michael Medley Group Life Insurance

67 Walter Road  
Milton, PA 17847  
443-880-6682

lhagent.tmedley@gmail.com

Mike Medley - Agency Owner

www.funeraladvantageagent.com/mike-medley/

*A locally-based agency that represents the #1 Final Expense Insurance provider in the nation. We are able to insure 98 percent of applicants, while most other carriers will not insure them due to health conditions. Our policyholders are able to have peace of mind knowing that their policy will typically pay out within 24 hours of a claim approval and that their loved ones will have the support of their personal funeral planning advocate.*

### Williamsport Music Club

1301 Clayton Ave.  
Williamsport, PA 17701  
570-368-2820

kathycimini@aol.com

Kathy Cimini - President

www.williamsportmusicclub.com

*The Williamsport Music Club, a member of the Pennsylvania and National Federation of Music Clubs, is a welcoming community of musicians and music lovers who aim to perform, educate, entertain, and carry on our musical heritage in the hearts and minds of all ages. If you have a passion for music, you know there is no greater experience than live performance. We offer free, monthly concerts during a season that lasts from September to June, participate in National Music Week festivities, bring music to the sick and homebound through our community outreach programs, and fundraise for and distribute scholarships to young performers to further their musical education. Please, join us! Visit our website and social media to see and hear our next performance.*

See "New Members" (on page 8)

## Membership Renewals

(As of Sept. 25, 2023)

A+ Office Outlet	Mifflinburg Hotel / Scarlet D Tavern
American Drug and Alcohol Diagnostics	Milton Raceway Self Storage - Watsontown, Milton & McEwensville
Barclay Home & Building Inspections	Milton Truck Plaza
Camp Mount Luther	North Central Sight Services
DJ Choices Inc.	Northumberland County Economic Development
Dorothy Zimmerman	Nottingham Village
Fabtex Inc.	Pennsylvanians for Human Life - Susquehanna Valley Chapter
First Commonwealth Advisors - Scott M Frost	Pivot Physical Therapy
Freedom Towing	Rusty Rail Brewing Co.
Griffith Development	Skyworks Equipment Rental
Hughesville Raceway Self Storage - Hughesville & Muncy	Susquehanna Valley CASA
I. Ray Zimmerman, Inc. Electrical Contractors	SVRE Enterprises
Lewisburg Area High School	The Salvation Army - Milton
MC Federal Credit Union - Lewisburg	Transitions of PA
	USG
	West Branch Rental - Lewisburg & Selinsgrove



Amanda Coleman, Marketing Director

acoleman@norrybank.com

570-701-3569

245 Front St., Northumberland

**How long have you been in business?**

We're celebrating 120 years this year!

**What makes your business unique?**

Norry Bank is a locally owned, independent community bank. We are also a national bank, chartered by the federal government and a member of the Federal Reserve System. Norry Bank is one of 18 national banks with headquarters in Pennsylvania.

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

Family Backed Mortgages. Family members who own residential real estate with no mortgage or with a substantial

amount of equity can pledge their property as additional collateral to cover your down payment. This means you may be able to purchase your new home with little to no money down and with just one mortgage loan. Once the loan has been paid down over time, Norry Bank can review the loan and consider releasing the family member's property as collateral.

**What is your Mission Statement?**

To continue our legacy as a locally-managed, independent community bank, never compromising integrity, trust, or safety while serving the people and businesses in our

communities. We aim to connect people with the right solutions that fit their financial needs, and to deliver quality customer service from the right people – our bank's most valuable asset. By so doing, Norry Bank aspires to be the right bank for our customers.

**What other community organizations do you participate with?**

Norry Bank proudly invests in a variety of organizations in the Susquehanna Valley. To learn more about it, visit [www.norrybank.com/about-us/community-support](http://www.norrybank.com/about-us/community-support).

Loni Briner, Public Relations

lamartz@nshr.com



570-473-7949

356 Priestley Ave., Northumberland



**How long have you been in business?**

39 years

**What makes your business unique?**

We offer a freight service that can save companies a lot of money for transportation costs, as on average, each single railcar is the equivalent of four tractor trailer trucks.

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

We offer rail safety presentations to help educate the public on the facts that railroads

are 1) private property and 2) extremely dangerous!

**What is your Mission Statement?**

Ours is to be the most customer-focused and safest transportation system possible, provide quality regional rail freight service to customers in Central Pennsylvania, conduct our business with the highest degree of integrity and professionalism, and be responsible civic partners with the communities we serve.

**What other community organizations do you participate with?**

We are proud members of various chambers across our 11 counties and work closely with Focus Central PA and DRIVE for economic and industrial development in this area.



Len Prosseda, President

len@lepmanagementeducation.com

570-850-7436

416 Market St., 2nd Floor, Lewisburg

**How long have you been in business?**

30 years in different capacities and brands, all which have been my own.

**What makes your business unique?**

I help small and mid-sized businesses grow when they realize they have taken the business as far as they can without outside help.

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

Critical thinking skills and other unique

tools, systems, and processes for executives, C-level leaders, entrepreneurs, and managers.

**What is your Mission Statement?**

My mission is to provide small and mid-sized business executives, owners, and entrepreneurs with realistic, relevant and remarkable approaches to building wealth. I aim to dramatically improve the lives, prosperity, and environment of entrepreneurs, founders, successors, and majority shareholders of companies from \$1 million

to \$5 million in revenue.

I work with entrepreneurs to transform their businesses from a means to make more money to a machine that creates the fuel for your life.

**What other community organizations do you participate with?**

Greater Susquehanna Valley Chamber of Commerce, Susquehanna Valley Community Education Project and Walnut Acres Foundation.

# What's Happening

**CENTRAL PA**  
CHAMBER OF COMMERCE

Celebrating a new location! Open house from 12:30 to 2:30 with lunch/refreshments and door prizes/giveaways!

## Ribbon Cutting

# PHOENIX

WATER AND WASTEWATER OPERATIONS LLC

12 p.m. Wednesday, Nov. 1 @ 664 Mahoning St., Milton

# Soup Sale

to benefit the Donald Heiter Community Center

**Order by October 13, 2023**  
**Pick up/ Delivery on October 27, 2023**  
6 AM-6 PM @ DHCC

**Soup Selection:**

Beef Vegetable	Chicken Corn
Ham & Bean	Cream of Broccoli
Vegetarian Chili	

**Pint: \$4.00**      **Quart: \$8.00**

**\*\*The soups are freshly prepared in a certified food service kitchen by a SERVSafe certified crew who have a long history of food service experience that includes making delicious soups!**

Soups are delivered/ picked up at refrigerated temperatures. Heat and eat, or freeze, at home according to included instructions.

Free delivery available from 10 AM–1 PM on Oct. 27 for all businesses within a 5 mile radius of the DHCC and to any business with a minimum purchase of \$40. \*\*within a reasonable distance.

**Pay by check made payable to DHCC, by PayPal, or by cash.**

Call or email to submit order or for more information.  
570-524-5000      donaldheiter@gmail.com

Proudly serving Centre, Clinton, Columbia, Lycoming, Mifflin, Montour, Northumberland, Snyder and Union Counties.

We welcome you to visit The Link

**2nd Friday of the Month, 10:00 am – 2:00 pm**

**Milton Public Library**

541 Broadway, Milton, PA

**The Link offers professional staff support for:**

- Job Matching
- Career Guidance
- Workforce Training
- Recruitment Events

**The Link is equipped with:**

- Computers
- Internet Access
- Printing

**Face Masks are Not Required to Enter but Encourage**

**ADA accessible**

For the entire schedule including locations visit our **Facebook page @TheLinkMCC** under Events or to learn even more visit our website **CentralPACareerLink.org**

Questions? Call or email:  
Robert Eddy reddy@censop.com  
Craig Kurtz ckurtz@censop.com  
570-220-0003

Bringing **CareerLink** to You!  
A proud partner of the **AmericanJobCenter** network

**Advance Central PA**  
Linking People & Business

5K RUN/WALK & VIRTUAL MOVEMENT

SOUTH WILLIAMSPORT PARK COMPLEX

dwelling

5th ANNUAL MILES FOR MINUS 1

**OCT. 21**

REG. 8AM  
RACE: 9AM

LEWISBURG SUNRISE ROATARY PRESENTS

THE 2023 **Golden SPATULA APPETIZER COMPETITION**

Part of the World's Greatest Meal Fundraiser for the fight against Polio

**WEDNESDAY, OCTOBER 25, 2023**  
**BULL RUN TAPHOUSE | 6-8 PM**  
ADMISSION - \$10 (10 VOTES) | ADDITIONAL VOTES \$1 EACH

BRING YOUR FAVORITE APPETIZER TO ENTER THE COMPETITION IN THIS WORTHWHILE CAUSE!

RSVP by Mon. October 23rd to [snbrough15@gmail.com](mailto:snbrough15@gmail.com) or [marcia@astrovillage.net](mailto:marcia@astrovillage.net)

**20th Annual Coat Drive**

**COLLECTION:**  
**SEPTEMBER 1ST - OCTOBER 20TH**  
**GIVEAWAY**  
**NOV. 6TH 11AM-7PM, NOV. 7TH 11AM-5PM, NOV. 8TH 9AM-12PM**

Share the warmth for this upcoming winter by donating used or new coats for the children of our community.




Milton SkillsUSA presents...

**Treats on the track**

**Tuesday, October 24**  
**6:30-7:30 pm**



**Candy - Activities/Games- Vendors**

Alumni Stadium 700 Mahoning Street - Milton

*If raining event will be held inside the gym*

*Send your event info to  
 jshaffer@centralpachamber.com!*

Date	Event	Location	Time	Cost
10/17	Meeting the HR Challenge	Webinar	9 to 10 a.m.	Free
10/24	Introduction to Good Manufacturing Processes (GMP)	Penn College Professional Development Center, One College Avenue Williamsport	9 a.m. to 12 p.m.	\$189
10/26	Problem Solving with Root Cause Analysis	St. Francis Curry Innovation Center 1425 11th Ave. Altoona	9 a.m. to 12 p.m.	\$189



**Lauri Moon**  
 Manager, Outreach & Special Projects  
 570-329-3200

[www.imcpa.com/events](http://www.imcpa.com/events)



**Small Business Development Center**  
 Bucknell University

570-577-1249  
[www.bucknell.edu/sbdcevents](http://www.bucknell.edu/sbdcevents)

Date	Event	Location	Time	Cost
10/12	Small Business Regulatory Roundtable	418 Railroad St., Ste. 101 Danville	9 a.m. to 1 p.m.	No Fee
10/17	The Art of Delegation: How to Get More Done and Grow Your Business Faster	Online Meeting (Live)	12 to 1 p.m.	No Fee
10/18	I'm Ready to Hire! What Do I Do Now?	416 Market St. (DeWitt Bldg, 3rd Floor) Lewisburg	8:30 to 10 a.m.	No Fee

## New Members (cont.)

**Avenues - Milton**  
 45 Lawton Lane  
 Milton, PA 17847  
 570-500-3085  
 rmiller@avenuesofpa.org  
 Rhoda Miller  
 www.avenuesofpa.org

**Avenues - Pottsville**  
 2 Park St.  
 Pottsville, PA 17901  
 570-622-7920  
 avenuesmarketing@avenuesofpa.org  
 Kimberly Noel - Events and Marketing Specialist  
 www.avenuesofpa.org

*Avenues is a non-profit organization committed to changing the lives of individuals with disabilities. Avenues, formerly United Cerebral Palsy, has been serving Schuylkill County and the surrounding areas since 1952. As a human service organization, we are committed to providing quality services that enhance the lives of the individuals we serve. In doing so, we offer a wide variety of programs that reach people from birth to an elderly age in Schuylkill, Carbon, Northumberland, Lebanon, and Luzerne counties. Our Milton PossAbilities program is an amazing day program for individuals with disabilities. We provide socialization, outings, activities of daily living and so much more. We have several major fundraisers throughout the year that we can help get your business name out to the public as well.*

**Beech Resources**  
 343 Pine St., Ste. 1  
 Williamsport, PA 17701  
 570-601-4138

hvanconett@beechresources.com  
 Hanna Vanconett - Staff Accountant  
 www.beechresources.com

*The Beech Team is comprised of technical and operational experts with a total of over 130 years of experience in the petroleum industry and a proven track record of excellence in exploration and development of oil and natural gas properties. Founded by the former co-founder of Mark West Energy Partners, Beech is dedicated to being a world-class and highly valuable E&P enterprise in the Marcellus Shale Region. Beech Resources was founded by John M. Fox and Charles W. Pollard in August 2016. Both men have managed large oil and gas operations during their careers and felt compelled to pursue an over-pressured, under-saturated acreage position in the heart of the Marcellus play in North Central Pennsylvania. Chuck Pollard officially retired in 2021, but actively serves as a Beech board member and advisor to the company. At present, Beech Resources is engaged in the exploration and development of our properties near Williamsport with continued plans to drill development wells on their acreage position through a continuous drilling program.*

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

## CENTRAL PA BUSINESS & EDUCATION ASSOCIATION Seminar & Training Series

### What is the Central PA Chamber?

9 to 11 a.m. Wednesday, Nov. 8  
 Central PA Chamber OR Online via Zoom  
 Cost: **FREE** to Attend In-Person OR Online via Zoom  
 Come with questions and prepared to deliver your elevator speech!  
 Register: [www.centralpachamber.com/events](http://www.centralpachamber.com/events)

Presented by: **CENTRAL PA**  
 CHAMBER OF COMMERCE

## BREAKFAST BRIEFING

7:30 to 9 a.m. Friday, Nov. 17 @  
 the Central PA Chamber of Commerce  
 30 Lawton Lane, Milton.

**Members - FREE; Non-members - \$7**  
 (Registration is Required)

Sponsored by: **WELCH**  
 PERFORMANCE CONSULTING  
 Your HR Solutions Specialists

## CENTRAL PA CHAMBER OF COMMERCE INSIDE JOBS

10 a.m. to 12 p.m. Wednesday, Nov. 29 *Featuring:*  
 @ 29 Woodbine Lane, Danville

- A behind-the-scenes tour of the facility producing products for the hotel industry
- Meet members of the Fabtex team
- Lunch provided



*Inside Jobs offers members a chance to tour facilities of fellow businesses/organizations. Learn more and register @ [www.centralpachamber.com/inside-jobs-tours](http://www.centralpachamber.com/inside-jobs-tours)*

2023

# Mifflinburg

## GHOST TOURS 1:00 PM

\$10 | Oct. 8, 14, 21 & 29



## CAC returns to cinematic roots with 'The Bride of Frankenstein'

WILLIAMSPORT - A Halloween Horror Spectacular is coming to the Community Arts Center on Oct. 30.

James Whale's classic *The Bride of Frankenstein* will be screened during a special one-night-only event featuring an appearance and presentation by Sara Karloff, daughter of the Monster himself - the late, great Boris Karloff.

Academy Award-winner Tom Woodruff, Jr. will also be on hand to talk about our cultural fascination with the unknown and give insight into special effects and creature design. "We're excited to bring feature films back to the CAC after an extended absence, and having Sara and Tom join us to talk about their experiences should make this an incredible Halloween treat," said Jim Dougherty, Executive Director of CAC.

Considered among the earliest psychological horror films, *The Bride of Frankenstein* examines what it means

to be human, and blurs the line between the monstrous and the divine. One of the first horror sequels in Hollywood history, 1935's "Bride" serves a dual role as both a chilling monster movie and a transgressive allegorical exploration of gender stereotypes and sexuality in pre-war America. Iconic director James Whale's *Bride* is widely regarded as one of the best horror films of all time, and its cultural impact can still be felt 90 years later.

Tickets are only available at [CACLive.com/TheBrideofFrankenstein](http://CACLive.com/TheBrideofFrankenstein) or through the CAC box office at 570-326-2424. Don't miss this opportunity to see an incredible horror classic projected on the big screen, just as it would have been in 1935!

The Community Arts Center is a wholly owned subsidiary of Pennsylvania College of Technology, a national leader in applied technology education.

November 9th | York Exp Center | [mascpa.org/expo](http://mascpa.org/expo)



- Connect to manufacturers & suppliers
- Breakout Sessions
- Networking & Business Opportunities
- Exhibit your capabilities... and more!

CLICK FOR SPONSORSHIP EXHIBIT & ADMISSION TICKET INFO!

**The Region's Only Business Expo for Manufacturing!**

## Pet Masquerade AND TRUNK OR TREAT

OCTOBER 28, 2023  
11 AM - 3 PM

**Costume Pet Parade and Contest at 1 PM!**

- ~Craft Vendors~
- ~Pet Rescues~
- ~Food Trucks~
- ~Local Businesses~

The Event is at:  
**Blue Sparrow Farm**  
Klinetob Road, Milton PA

All Proceeds Benefit  
*Arthur's Pet Pantry*



FAMILY CARE FOR CHILDREN & YOUTH, INC.



## CHICKEN BBQ



FRIDAY  
October 13th 2023  
11am until 2 pm



**\$13** Chicken Dinner: 1/2 Chicken, Baked Potato, Applesauce, Dinner Roll and Brownie

**\$6** Chicken Half Only

Please call **570-522-9790** to get yours!

There will be a limited amount of extras for walk-ins so please make sure you get there early!!

**Proceeds benefit foster children in PA**

# Save the Date

iHeart MEDIA

## Bridal Expo 2024

The Genetti Hotel & Suites  
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Sunday, January 14, 2024




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# Time with Tea Jay

## Achieving work-life balance

Balance is a condition in which different elements are equal or in the correct proportions. We aim for a balanced diet. We have the tires balanced on our vehicles. We keep our checkbook balanced. Balance is something we are aware of and try to obtain in different aspects of our lives.

Work-life balance is something we certainly heard of and read about, but do we truly understand the significance of work-life balance and how to achieve it?

We are "to work to live", but sometimes "we live to work" it seems. I am guilty of this. Work becomes your identity and your primary focus of all your time and attention.

In preparation for the 2023 Annual Meeting, I've been brought to think more about my work-life balance as the theme this year is "Finding Balance". I pride myself in practicing what I preach, or leading by example, and therefore I've been gaining a deeper appreciation for work-life balance.

Recently, I read that work-life balance is not an achievement, but rather a cycle. Good work-life balance looks different for every person, but it always requires making a conscious effort. Set boundaries and make time for yourself and loved ones.

I am eager to hear from Bucknell University Men's Basketball Coach John Griffin III speak on balance as the keynote speaker of our Annual Meeting. I can't think of anyone better than a former college athlete/scholar and now an elite program coach, as well as husband/father, to breakdown "play-by-play" what it means to experience work-life balance.

If you recall, Coach Griffin was a player on the Bison team of which the phrase "Just as Kansas" was coined. Their relatively unknown team took down the Jayhawks, a NCAA Tournament giant, in the opening round.

I think about how I struggle to find work-life balance, and I don't have the amount of travel, trainings, meetings, and late-night games as Coach - not to mention a spouse and children to keep a priority in the rotation of the balance.

I am certain we each will have some key takeaways, as well as feeling pumped up from having a coach and former star player speaking to you. If you've not had the pleasure to hear Coach speak about something he is passionate about, you are in for a treat!

I am also very excited about the four Chamber Impact Awards that will be presented at the Annual Meeting as well. The awards are very special, and the team and I are blessed with the honor of presenting them. The recipients have no idea they are an award winner until their name is called live from the stage during the Annual Meeting. I personally love seeing the excitement and shock, which is quickly taken over by pride and humbleness.

It is my hope that you can implement work-life balance and carve a spot out on your calendar to join us and your Central PA Chamber family at the Annual Meeting on Thursday, Oct. 26.

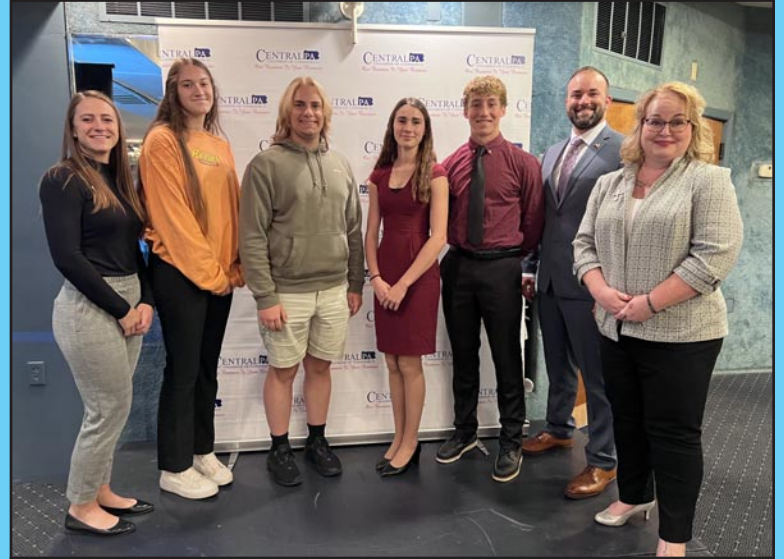


Tea Jay Aikey  
President & CEO

[tjaikey@centralpachamber.com](mailto:tjaikey@centralpachamber.com)



## Legislative Event



Thank you to everyone who joined us for the Legislative Event on Sept. 15 at Watson Inn, Watsontown, sponsored by Service 1st Federal Credit Union and featuring state Rep. David Rowe (R-85)! He spent time discussing the current business climate in Pennsylvania as it relates to bills passed and those up for consideration. Rep. Rowe says there is work to be done to make PA more competitive and attractive to businesses. He also expressed a desire to better serve small business that make up a significant portion of the economy. Pictured, from left, are: Rachael Herb, Assistant Vice President of the Lewisburg Market for Service 1st, who also spoke on behalf of the credit union; Meadowbrook Christian School Seniors Alayna Smith and Jayar Rhoades; Warrior Run High School Seniors Aurora Cieslukowski and Judah Kennel; Rep. Rowe; and Tea Jay Aikey, President & CEO of the Central PA Chamber. Central PA Chamber members and the general public, including area students, are encouraged to attend Legislative Events. Registration is open for the last Legislative Event of 2023 on Friday, Nov. 3. The guest speaker is Congressman Glenn Thompson (PA-15). Visit: [www.centralpachamber.com/events](http://www.centralpachamber.com/events).

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# MX2023 speaker announced

YORK - Titan Gilroy will be this year's featured Keynote Speaker at the MX2023 Manufacturers' Expo to be held on Nov. 9 at the York Expo Center. Gilroy is CEO and founder of TITANS of CNC, an elite manufacturer founded in 2005, which has grown to become a premiere manufacturing company. Since the company's founding, the shop has come to specialize in manufacturing parts for medical, subsea and aerospace industries.

Gilroy is recognized as a national expert in CNC machining and has become the world's largest advocate for the future of manufacturing. He began his career in manufacturing when he walked away from his rough past, including prison time, and a professional boxing career and found himself in a CNC machine shop where everything in his life changed. He shared his story on the reality series dedicated to American Manufacturing and in the third season he went to San Quentin Prison and built an Elite CNC Academy. It was because of this experience that Titan developed the Free Titans of CNC Academy Curriculum which is now backed by aerospace companies, and industry partners like Kennametal, Mastercam, and Mitutoyo, and endorsed by

over 1,000 industry leading companies including NASA, Northrop, Boeing, Disney and more.

Gilroy will share a message of hope and redemption that the country and world need today. With his expertise in running an elite aerospace CNC shop, Titan offers practical tools and inspiration to students, educators, shop owners, and business leaders around the world. His nationally known experience and business success, partnered with his deep passion for the manufacturing industry, prompted MX2023 to invite him as the featured keynote speaker.

"We have the tools we need to rise to manufacturing greatness," said Gilroy, when asked about his reason for attending the event. "We will engage our youth, lift up our shops, and raise our collective skill level to compete globally!"

MX2023 in the only manufacturing trade show of its kind in the region and was established to help industry build local supply chains, exhibit capabilities and increase business opportunities and new customers. For information regarding MX2023 Expo tickets, visit [mascpa.org/expo](http://mascpa.org/expo), call 717-843-3891 or e-mail [office@mascpa.org](mailto:office@mascpa.org).

# Going to the dogs



Soggie Doggie participated in the popular Milton Harvest Festival Parade last month, putting together a fun float to remind area dog lovers their pooches can swim in comfort year-round at the facility near Watsonstown. Learn more at [www.soggiedoggie.com](http://www.soggiedoggie.com). Owner/Operator Duska Rishel, pictured here, thanks the Reed family for their help with driving and handling out candy to on-lookers. Rishel was also joined by her pup, 'JR', who provided the inspiration for the business.



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# Members Recognized

## Bucknell University SBDC

LEWISBURG - Maureen Hauck, who worked more than two decades for the Bucknell University SBDC, retired on Sept. 15.

Hauck served as the Assistant Director for Business Consulting.

"I can only look back with gratitude," she wrote in a recent e-mail announcing the retirement. "It's been the adventure of a lifetime to have played a small role in the services provided by our SBDC network. Over the past 23 years, it has been a privilege to be part of a dedicated team of professionals with the common goal of assisting clients to achieve their business ownership dreams.

"I am deeply grateful to Bucknell University, my colleagues and friends, community partners, chambers of commerce, legislators, educators, and the many clients our center has served, and will continue to serve; and to have had this opportunity. Those who know me best have heard me say many times that my career with the SBDC was the answer to a prayer. Thank you for the memories and all the best!"

In her hundreds of Business Startup & "First Step" workshops over the years, Hauck has presented to over 5,000 entrepreneurs throughout the region and has helped thousands more to start and grow successful businesses.

She was recognized as the Pennsylvania "State Star" in 2015 by America's Small Business Development Centers for her sustained commitment to small businesses and her leadership in the SBDC program. Bucknell University and small business owners of the region are grateful for her excellence and service.



Maureen Hauck

## Community Giving Foundation

BERWICK - The Community Giving Foundation is excited to welcome Alyssa Meyers-Sanonu to the team as the Director of Philanthropy.

Meyers-Sanonu will be responsible for the development and implementation of donor strategies with a commitment to establishing personalized and impactful funds, supporting donors, and strengthening connections across the region.

In her new role, Meyers-Sanonu will work closely with the Foundation's President and CEO to bolster referral pipelines and serve as a spokesperson and presenter on behalf of the Foundation. She will focus on initiating community connections that drive awareness of and participation in the Foundation's work, seizing opportunities to engage new partners. Her goal is to serve the Foundation by staying educated in new strategic and comprehensive approaches to expand philanthropy and the services the Foundation provides to fundholders.

"Having someone like Alyssa join our team is exciting for everyone," said President and CEO Kara Seesholtz. "Her care for the community and desire to listen to our philanthropic partners will grow promising connections across our region."

Meyers-Sanonu's background in education and leadership and her passion for community engagement has set her up well for philanthropic work with the Foundation. She received her master's degree in educational leadership from Bloomsburg University in 2015, and most recently served as the Education and Enrichment Director at the Berwick Area YMCA. She previously worked on well-being and community development initiatives at Arizona State



Alyssa Meyers-Sanonu

University. In addition to her work, Meyers-Sanonu enjoys coaching youth sports, supporting the arts, and spending time with her husband and two sons.

"I believe in the impact we each have on our communities," she said. "As individuals, professionals, donors, and recipients, everything we do contributes to the community we live in.

"Through my work, I want to ensure that your community giving story represents the change you want to see in the world around you."

## Danville Area Community Center

DANVILLE - The Danville Area Community Center, a dynamic non-profit fitness and wellness facility committed to enhancing the health and well-being of the local community, proudly announces the strategic addition of local radioman Mark Lawrence Giesen to their team.

Giesen's role will encompass external relations, fundraising, grant writing, member retention and acquisition, and elevating the profile of the center within the Greater Danville community.

Giesen brings a wealth of experience and passion to this significant role. A well-known figure in our community, he anchored news and interviews on WKOK for 30 years, and is a part-time news anchor for WPGM, Danville, and still can be heard WKOK, based near Sunbury. He is an Authorized Lay Worship Leader in the Upper Susquehanna Synod of the ELCA. Additionally, he is an emcee and moderator of local events and discussions.

Giesen has long been an advocate for health, fitness, and community engagement. His enthusiasm for promoting well-being aligns seamlessly with the core values of the Danville Area Community Center.

"We are thrilled to welcome Mark to our team," said Heather Laubach, Chief Operating Officer of DACC. "Mark's dedication to community betterment and his deep-rooted connections within our area make him the perfect candidate to lead our external relations and growth initiatives. With his involvement, we are confident in our ability to further expand our reach and impact."

In his new capacity, Giesen will take the reins of crucial responsibilities, including: Developing and nurturing relationships with local businesses, sponsors, and partners to amplify support for the center's programs and initiatives; Spearheading new fundraising efforts to ensure the sustained growth and development of the facility, enabling the implementation of new and innovative programs; Harnessing his grant writing familiarity to secure additional resources and funding opportunities to advance the center's mission; Attracting new members by explaining and commitment to community fitness and wellness; Elevating the center's visibility and engagement through strategic community outreach and media collaborations.

"I am honored to join the Danville Area Community Center and contribute to its remarkable mission," said Giesen. "Through collaboration, outreach, and a shared passion for well-being, I am excited to help their capital campaign, expansion and renovation plans, grow the facilities membership and help provide the best in fitness, wellness, and support."

## Health by Design Wellness Center

LEWISBURG - Health by Design Wellness Center Lewisburg welcomes Registered Nurse Maura Brunmeier.



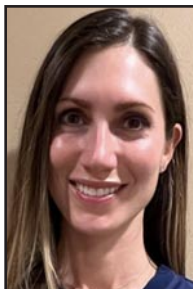
Mark Lawrence Giesen

She graduated with a BSN from Bellarmine University in 2007 and has spent her nursing career in emergency, intensive care and transport nursing.

While Brunmeier still enjoys caring for the critically ill and/or injured, she's thrilled to join the wellness side of nursing at Health By Design Wellness Center as an aesthetic nurse/nurse injector.

"I love coming into work every day, knowing I will be making a positive difference in someone's life," she said. "I am excited to continue fulfilling my passion of helping people feel better and lead happier lives through the services offered at HBD, and I look forward to sharing my joy with you on your wellness journey."

Outside of work, Brunmeier and her husband stay busy loving and supporting their four children and four fur-babies. Schedule an appointment for dermal fillers by calling or texting 570-423-7443.



Maura Brunmeier

**Evangelical Community Hospital**

LEWISBURG - Evangelical Community Hospital announces the promotion of Dwaine Reeder to Director of Environmental and Nutritional Services.

In this role, Reeder provides leadership, guidance, and strategic planning and support for both the Environmental Services team that maintains facility cleanliness and room linen changeovers and the Nutritional Services team that prepares healthy food and meal options for both inpatients as well as staff and visitors through the Hospital's public dining room.

An Evangelical employee for 13 years, Reeder served as Assistant Director of Environmental Services from 2010 to 2018, then was promoted to Director of Environmental Services in 2019. The addition of Nutritional Services to his directorship role brings a unified reporting structure to the Hospital's hospitality areas. Prior to joining the Evangelical family, Reeder has experience in both food services and environmental services, in higher education and healthcare, respectively.

Reeder received his Bachelor of Science Degree in Hospitality Management from East Stroudsburg University. He is certified as an Executive Housekeeper.

In other news, the Hospital is pleased to welcome Jacqueline Braden, DO, FACOG, MIGS, Obstetrician/Gynecologist, to OB/GYN of Evangelical.

As an obstetrician/gynecologist, Dr. Braden specializes in childbirth and the diseases and treatment of the female reproductive system.

Dr. Braden received her Doctor of Osteopathy from the Philadelphia School of Osteopathic Medicine. She completed her Obstetrics and Gynecol-



Dwaine Reeder



Dr. Jacqueline Braden

ogy Internship and Residency at Tripler Army Medical Center, Honolulu, Hawaii. She continued in the field, completing a Minimally Invasive Gynecologic Surgery Fellowship at Walter Reed National Military Medical Center, Bethesda, Md. She is a Fellow of the American College of Obstetricians and Gynecologists (ACOG). Dr. Braden comes to Evangelical from Penn State Health St. Joseph Medical Center, Reading, where she served as a Locums Obstetrician/Gynecologist.

To learn more, or to make an appointment, call 570-523-8700.

And, Evangelical welcomes Stephen Biggiani, MD, to its medical staff joining the Hospitalist Group.

As a Hospitalist, Dr. Biggiani specializes in inpatient care and is dedicated to the delivery of comprehensive medical care to hospitalized patients. Dr. Biggiani joined the Hospital in July. He received his Doctor of Medicine from St. George's University School of Medicine, Grenada, West Indies. He served his Internal Medicine Residency at St. Joseph's Regional Medical Center, Paterson, N.J and is board certified in Internal Medicine.

Prior to Evangelical, Dr. Biggiani served as a Primary Care Physician, Internal Medicine, at Summit Health, Montclair, N.J.



Dr. Stephen Biggiani

**Service 1st Federal Credit Union**

DANVILLE – Service 1st Federal Credit Union recently announced Jamie Bringer has joined their team as Chief Financial Officer.

"I'm thrilled to welcome Jamie Bringer as our new Chief Financial Officer; a key addition to our Leadership Team," said Mike Thomas, the new President/CEO of Service 1st. "Jamie brings with her many years of experience and is committed to driving the continued growth and positive impact of our credit union within the local communities we serve."

Bringer brings over 16 years of accounting and finance experience to Service 1st.

"I am looking forward to working with the amazing team at Service 1st," said Bringer. "They have made such a positive impact in our communities, and I am excited to be able to be a part of that. I am thrilled to have the opportunity to be CFO, and I'm eager to help the Leadership Team continue its course of growth and success." Bringer's role on the Service 1st team comes at an important time as Thomas transitions from his role as Chief Financial Officer into his new role as President/CEO, following the retirement of Bill Lavage.

Bringer earned both her Bachelor of Science degree in Accounting from Bloomsburg University as well as her Master of Education in Business Education. She resides in Jersey Shore with her wife, Jordan, and son Shane.

For more information, [www.service1.org](http://www.service1.org).



Jamie Bringer



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# Ribbon Cuttings

Congratulations to Sholley Insurance Agency on its grand opening in Mifflinburg! We helped them celebrate with a ribbon cutting ceremony on Sept. 21, at 299 E. Chestnut St., in the Buffalo Valley Shopping Center. 'We're very happy to have acquired this business from Tom Deihl, who had an agency here for decades and did a wonderful job serving the community,' said Owner Chris Bailey, who is also Head of the Benefits Division. 'We look forward to continuing that level of service with everyone we interact with.' This is Sholley Insurance Agency's third location, with the other two being in Lewisburg and Selinsgrove. They specialize in all lines of coverage. For more, visit: [www.sholleyagency.com](http://www.sholleyagency.com). Cutting the ribbon is Owner Jared Sholley, who also is Head of the Commercial Lines Division. In front, from left, are: Tea Jay Aikey, Central PA Chamber President & CEO; Autumn Shively, Personal Lines Customer Service Representative, based in the new office; Jared Sholley; Bailey; Mifflinburg Mayor David Cooney; and Bob Garrett, President/CEO of the Greater Susquehanna Valley Chamber of Commerce. Second row: Sarah Sholley, Agent – Medicare, Health & Life Insurance; Michelle Schnure, Personal Lines Customer Service Representative, also based in Mifflinburg; Tom Deihl, former owner of Tom Deihl Agency, purchased by Sholley Insurance; Josh Troup, Owner/COO. Back: Meaghan Troup, Marketing Director; Union County Commissioner Jeff Reber; and Lynn Sholley, former Owner of Sholley Insurance Agency and currently Commercial Lines Agent.



Congratulations to RHP Law Group on its grand opening in Lewisburg! We helped them celebrate with a ribbon cutting ceremony on Sept. 22, at 112 Market St. Attorney Karen Hackman said for almost 50 years RHP Law Group has been operating in Selinsgrove, and one day they received a call from Attorney Terry Light, who was interested in selling his location in Lewisburg after almost 50 years. 'Our practices are very much the same, so it was an easy transition,' she said. Attorney Kenneth Potter, who co-owns RHP Law Group with Hackman, added they are a focused firm. 'We like to be very good at what we do.' Potter focuses on long-term care planning, real estate, business law and litigation, while Hackman's attention is on commercial real estate and is largely transactional. The long-standing Selinsgrove location is at 1372 N. Susquehanna Trail, Ste. 130. For more, visit: [www.rhplegal.com](http://www.rhplegal.com). Surrounded by staff and supporters, Hackman and Potter cut the ribbon on the new location. From left, in front, are: Valerie Martin, office assistant; Pat Benfer, receptionist and legal assistant; Hackman; Potter; Jane Zellers, paralegal; Wendy Eby, legal assistant; James May of Congressman Dan Meuser's office; and Tea Jay Aikey, Central PA Chamber President & CEO. Second row: Alaina Kuzmitsky, legal assistant; Sharon Rishel, legal assistant; Deb Ashton, The UPS Store – Lewisburg; Stacie Gaul, Evangelical Community Hospital; Morgan Mattern, Fulton Bank; Jen Doane, Evangelical Community Hospital; Jordan Conner and Brian Paulhamus, Fulton Bank. Back: Alison Hall, RE/MAX Bridges; Marianne Beane, Endless Mountains Enterprises; Anne Reiner, Reiner Productions; Michelle Huey and Ashley Boop, Mifflinburg Bank & Trust.



Celebrating the new location with an open house, refreshments and prizes from 11 a.m. to 1 p.m.!

## Ribbon Cutting

**SPRUCE RUN**  
Tax & Accounting Services

**CENTRAL PA**  
CHAMBER OF COMMERCE

12 p.m. Friday, Nov. 10 @ 7879 Old Turnpike Road, Mifflinburg

Celebrating a year at the new location! Open house from 11 to 1 with refreshments and prize drawings!

## Ribbon Cutting

# TONY'S

## Tailor Shop

**CENTRAL PA**  
CHAMBER OF COMMERCE

12 p.m. Thursday, Nov. 16 @ 106 Market St., Sunbury



From left: Wreaths Across America/Montour Chapter Co-Location Coordinator Denise Cressman; volunteer Betsy Morales-Evans; Co-Location Coordinator Daniel Marion; and Location Coordinator Colleen Marion; are presented \$30,000 from Service 1st's Jeff Balestrini, Chief Lending Officer and Golf Committee Chair; and Bill Lavage, recently retired President/CEO, during the CU's 29th Annual Charity Golf Tournament. The other beneficiary, also receiving \$30,000, was Montour Area Recreation Commission.

## Service 1st tees it up for two charities

DANVILLE – Service 1st Federal Credit Union held its 29th Annual Charity Golf Tournament Friday, Aug. 25 at Frosty Valley Resort in Danville. During the tournament, Service 1st presented two local charities with donations totaling \$60,000! The regional credit union has supported a number of local organizations over the years and are thankful for the ongoing support. Beneficiaries this year include Montour Area Recreation Commission (MARC) and Wreaths Across America, Montour Chapter.

"It is always a great feeling to give back to our local charities that help make the North Central PA Region such a spectacular place to live," said Jeff Balestrini, Chief Lending Officer, Service 1st and Service 1st Golf Committee Chair. "It takes a lot of support and dedication from our golf committee members, credit union staff, numerous business sponsors, volunteers and members, to make this event possible. We are truly blessed to have such caring and generous people all pulling together for a common cause."

## Guest Column

### Ready for holiday marketing?

Are you preparing your marketing strategy for the upcoming holiday season? With so much competition out there, it's important to stand out and get your business noticed. One way to do this is through e-mail marketing.

E-mail marketing platforms like Constant Contact offer lots of tools for digital marketing and are easy to use. Pre-designed holiday templates make it easy for you to customize and create eye-catching e-mail campaign designs and add effective call-to-actions that will get your customers to your website or to your storefront.

Every successful e-mail campaign has a creative subject line, logo and colors that are your brand, a short engaging message that includes a photo or video (or gif), a compelling call-to-action button and a footer that includes your company information and social media buttons!

By following these easy best practices, your e-mail campaigns will help you to:

- Build and maintain relationships with customers.
- Stand out against the competition.
- Keep your business front and center in the minds of your customers.

E-mail marketing is a must-have marketing tool for your business. It's cost effective, targeted, customizable, measurable (track engagement) and it builds brand loyalty!

So, don't let the holiday season sneak up on you. Now is the time to start thinking about your holiday e-mail marketing strategy and take advantage of the power of email marketing.

- Terri Cole, President  
Chickadee eMarketing /  
Constant Contact  
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TCole@ChickadeeMarketing.com



See page 17 for  
**Chickadee eMarketing's  
upcoming Seminar & Training  
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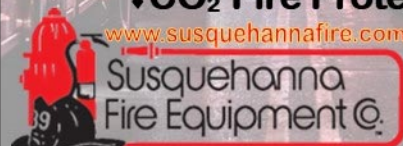
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# Business & Education



Pictured are the fall 2023 graduates, as well as the presenters, of Raising the Board (RtB). The one-day, non-profit board leadership training was held on Sept. 20, at the Central PA Chamber of Commerce, Milton. In front, from left: Rachael Herb, a Central PA Chamber (CPACC) Board Member; Tina Welch, a CPACC Board Member and RtB presenter; Alisa Fairweather and Emily Hontz, both representing Donald L. Heiter Community Center (DHCC). Back: Ryan Workman, CPACC Business & Education Coordinator and RtB Program Director; Lauren McDonald, CPACC Board Member and RtB presenter; Leslie Hosterman, DHCC; Marianne Beane and Bilquis Ali, representing POWER (Professional Organization for Women's Entrepreneurial Resilience); Amber Guerrero, Mary Spencer, Cara Glazer, Dennis Burns and Errol Carter, all representing DHCC; and Rob Jones, CPACC Board Member and RtB presenter. Not pictured are: Loni Martz-Briner, RtB presenter; and Eric Turofski, representing SUN Area Technical Institute.

## RtB graduates a dozen more

MILTON – A dozen additional non-profit board leaders are now better prepared to serve community organizations across the Central PA region.

The Central PA Chamber of Commerce conducted Raising the Board (RtB), its premiere one-day board leadership training program, on Sept. 20, in the Chamber's Ross Room. This particular class included several board members of the Donald L. Heiter Community Center (DHCC) in Lewisburg, in addition to some other non-profit representatives.

In RtB's first five years, which included a couple of challenging years during the COVID-19 pandemic, there have been 69 graduates of the program.

The course, which was designed in-house by Central PA Chamber members and staff, is held over eight hours covering the topics necessary to be a confident and productive non-profit board member. It has also been proven to be valuable for those serving on for-profit boards and in the public sector, such as a school board. Before this year, RtB was held over four weekly sessions, however, the one-day model has been a popular option for many busy "movers and shakers".

"What I really liked about RtB, is how it broke down the different things we should be doing," said Marianne Beane, representing POWER (Professional Organization for Women's Entrepreneurial Resilience). "So, that we know what we're doing is the right thing, and that we're heading in the right direction and can create a plan moving into 2024."

Dennis Burns, representing DHCC, said RtB will help the board re-focus on their Vision and Mission statements.

"We need to rethink that a little bit and make it simpler," he said. "Everything else is driven by that."

The 15 topics covered throughout the day are broken down into four

focus areas, called the PAAC (Practice, Act, Apply, Connect) Model. Learn more about each topic by visiting: [www.centralpachamber.com/rtb](http://www.centralpachamber.com/rtb).

If interested in participating in a future Raising the Board class, contact Program Director Ryan Workman at 570-742-7341 or [rworkman@centralpachamber.com](mailto:rworkman@centralpachamber.com). RtB has been traditionally held on a semi-annual basis.

The Central PA Chamber offers its appreciation to its latest participants and presenters – each Central PA Chamber members with their own areas of expertise – as well as to the Watson Inn, Watson town, for catering lunch during the program day, and to A+ Office Outlet, Mifflinburg, for providing the binders that hold the course materials.

### CENTRAL PA BUSINESS & EDUCATION ASSOCIATION Seminar & Training Series

#### How to Deliver a Great Elevator Speech

9 to 11 a.m. Wednesday, Nov. 15

Central PA Chamber of Commerce, 30 Lawton Lane

Cost: \$10 Member / \$15 Non-Member

Register: [www.centralpachamber.com/events](http://www.centralpachamber.com/events)

Presented by: **CENTRAL PA**  
CHAMBER OF COMMERCE



# Ready to deliver



Thank you to everyone who attended our Seminar & Training Series Class 'How to Deliver a Great Elevator Speech' on Sept. 12! Chamber members represented included: Endless Mountain Enterprises, The UPS Store - Lewisburg, RiverWoods Senior Living Community and SUN Area Technical Institute. Presented by our Communication Director, Jeff Shaffer, this course is designed to help anyone develop a short, but meaningful introduction to generate business! We're offering this class once more this year on Nov. 15! To register, click the flyer at lower left or visit [www.centralpachamber.com/events](http://www.centralpachamber.com/events).

# Ryan's Writings



## Present with us!

Are you noticing a trend? Whether it is Finance & Membership Director Jessica Beaver's "What is the Central PA Chamber?" or Communication Director Jeff Shaffer's "How to Deliver a Great Elevator Speech" Seminar & Training (S&T) Series class, we are always trying to help our Central PA Chamber family take advantage of their membership.

One of the main reasons to be a member of the Central PA Chamber of Commerce is to access all the information, contacts and services of your fellow members. Presenting a S&T event offers a perfect opportunity to showcase your talent and knowledge. The best classes do this in a way that benefits both the presenter with potential new clients and contacts as well as those in attendance with information and skills.

I can help you schedule, promote and set up the event. It's easy, just reach out to me, and we'll get to work on your event.

First, be sure to contact me with your S&T ideas at least two months in advance. The Chamber calendar gets filled quickly, and I want to schedule your event at an optimal time and date to promote and register as many participants as possible. Next, I'll work with you to create posters, flyers, social media posts, outreach and set-up registration on our website. S&T's can be held on-site at the Chamber, at your location, or virtually via Zoom. The rest of the details are essentially up to you. I just offer the input of the Chamber's many years of experience hosting successful events.

For example, there are a lot of tech-related topics on the requested S&T list. I reached out to several of our members to give presentations on their particular area of expertise. So, on Nov. 2, and just in time for the holiday shopping season, Terri Cole from Chickadee eMarketing will be presenting a class on how to utilize e-mail marketing campaigns to drive sales and engagement for your business. Take a look at Terri's column in this issue and register for the class by clicking the flyer below, or visit [www.centralpachamber.com/events](http://www.centralpachamber.com/events). Do you have a Seminar & Training Series presentation idea? Any requests? I keep track of those too! Now is the time to schedule something for 2024. This is an easy avenue to gain new business contacts and potential sales.

Ryan Workman  
Business & Education Coordinator  
[rworkman@centralpachamber.com](mailto:rworkman@centralpachamber.com)

# MASD ANNUAL CAREER FAIR

REGISTRATION - [HTTPS://TINYURL.COM/YC8NH7RS](https://tinyurl.com/yC8NH7RS)

DATE:  
**NOVEMBER 1, 2023**



TIME:  
**8:15AM - 3:00PM**

LOCATION:

**MILTON AREA HIGH SCHOOL GYMNASIUM**



LUNCH SPONSORED BY **CENTRAL PA**  
CHAMBER OF COMMERCE



# CENTRAL PA BUSINESS & EDUCATION ASSOCIATION

## Seminar & Training Series

### Email Marketing Strategies

Get a head start on your email marketing for the holidays.

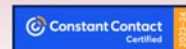
3 to 4:30 p.m. Thursday, Nov. 2

Central PA Chamber of Commerce OR Online via Zoom

Cost: \$10 Member / \$15 Non-Member

Register: [www.centralpachamber.com/events](http://www.centralpachamber.com/events)

Presented by:



# Jessica's Jottings

## Look no further!



Did you ever wonder where you can find hundreds of resources for your business or organization? Well, look no further than your very own Central PA Chamber of Commerce!

We have multiple resources for you to take advantage of, and you probably didn't even know about it.

You may ask yourself, "How do I have hundreds of resources just from the Chamber?" The answer is our Membership Directory. We have just under 600 businesses and organizations available to you any time of the day. These members can be utilized through the online directory, in the form of referrals.

As you may know, the Central PA Chamber of Commerce only refers its members. When we receive a request from the public, businesses, or other means, we head to our Membership Directory and search for the members that specialize in that specific request. Once we have narrowed down which members are in that category, we can start the referral process.

How does a referral process work? Great question, I am going to break down the steps to sending a referral and how a referral is received. Feel free while reading this to try it out yourself on our website.

1. Find the category of the request or specialty you are looking for. For example, Accommodations. Click "search" and you will see all members that fit in this category.
2. When we send a referral, we send it out to all members that fit in that particular category, not just one or two. Depending on the category, there could be a lot of referrals. Now click on "View Details" for one of the members.
3. You will be directed to this member's listing with all their information. At the bottom of their listing, you will see a button that states "Send a Referral". Click that button.
4. Now you will be directed to the Referral Page.
5. Here, you fill out the form, including a brief message to the person about the referral.
6. Click "send referral" when finished!

Once the referral is sent, the person needing the referral gets the e-mail with who they should contact and how. The business or organization that you referred also gets a notification that they have been referred and will receive the person's e-mail address.

Here is the biggest step for our members to remember - Once you receive that e-mail make sure you reach out to the person even before they call you! This shows attentiveness and puts you on the right track with your new customer!

It's really that simple! However, if you have questions, feel free to contact me.

*Jessica*

Jessica Beaver  
Finance & Membership Director  
[jbeaver@centralpachamber.com](mailto:jbeaver@centralpachamber.com)

Make a referral @  
[centralpachamber.com/  
membership-directory](http://centralpachamber.com/membership-directory)

# Breakfast Briefings



Above, thank you to everyone who joined us for the off-site Breakfast Briefing, including our hosts, Central Susquehanna Intermediate Unit on Sept. 8! Executive Director Dr. John Kurelja and Chief Outreach Officer Dr. Bernadette Boerckel discussed various ways they work in the community, in addition to schools. There was particular focus on programs where businesses and organizations can participate, including YES to the Future. Learn more much at [www.csiu.org/yes](http://www.csiu.org/yes). Below, we thank our guests and Fulton Bank, which sponsored the in-house Breakfast Briefing on Sept. 22. Leslie Temple, SR VP/SR Loan Officer, spoke on behalf of the sponsor, discussing the Fulton Forward program, fraud protection and workplace banking. Learn more at [www.fultonbank.com](http://www.fultonbank.com) and see them at 70 International Drive, Lewisburg. Join us for an upcoming Breakfast Briefing by registering at [www.centralpachamber.com/events](http://www.centralpachamber.com/events).



## BREAKFAST BRIEFING

*Off-site!* 7:30 to 9 a.m. Friday, Oct. 20 @ *Off-site!*  
T-Ross Brothers Construction  
2733 State Route 45, Milton

**Free to Attend**  
(Register @ [centralpachamber.com/events](http://centralpachamber.com/events))

Sponsored by:



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# INSIDE JOBS



Thank you to Thermal Product Solutions for hosting our monthly Inside Jobs Tour on Sept. 27! A company overview was provided by Kelli Stimely, Director of Human Resources and Safety, and Jeff Comitz, Director of Operations. Afterward, Comitz lead a tour of the modern manufacturing facility in New Columbia, from fabrication and assembly to testing and shipping, plus more. TPS does business with organizations across several industries, including: aerospace, telecom, electronics, solar energy, pharmaceutical, defense, consumer products, coatings/composites, petrochemical/oil/gas, automotive, medical devices, semiconductors and others. Their industrial ovens allow their clients to cure, dry and otherwise improve products that end up in the hands of customers. The environmental test chambers they offer give companies the ability to put products through rigorous conditions to determine durability. Learn more at: [www.thermalproductsolutions.com](http://www.thermalproductsolutions.com). Stimely said around 200 people work at the plant, including: office positions, engineering, and skilled trades. Employees get to work in a clean and climate-controlled facility, with benefits, career growth and tuition assistance. Join us for an upcoming Inside Jobs Tour by visiting: [www.centralpachamber.com/inside-jobs-tours](http://www.centralpachamber.com/inside-jobs-tours).

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- Group Health and Well-Being:** A suite of cost-effective medical plans and well-being services geared to help your employees be their best at work and at home;
- Self-Insurance Expertise:** Traditional coverage options and our own, self-funded PCI Benefits Consortium are among our unique deliverables;
- Human Resources Consulting:** Access to extensive HR materials, compliance assistance and review, and more;
- Specialty Benefits:** Dental, vision, life and disability, turn-key Medicare enrollment, and individual coverage;
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# BY THE NUMBERS...

This will be the **10<sup>TH</sup>** year we have honored members with Chamber Impact Awards at the Annual Meeting!

There are **9** new members to welcome in this issue, starting on page 4!

To date, there are **69** graduates of Raising the Board...see the newest on page 16!

## Join us at these upcoming events!

**CENTRAL PA**  
BUSINESS & EDUCATION ASSOCIATION  
*Seminar & Training Series*


Health Care Expenses in Retirement  
10 a.m. to 11 a.m. Tuesday, Oct. 10  
Central PA Chamber of Commerce, 30 Lawton Lane, Milton  
Cost: Free to Attend  
Register: [www.centralpachamber.com/events](http://www.centralpachamber.com/events)

Presented by: 

**CENTRAL PA**  
CHAMBER OF COMMERCE  
**INSIDE JOBS**

11 a.m. to 1 p.m. Wednesday, Oct. 18 *Featuring:*  
@ 159 AJK Blvd., Lewisburg

- Demonstrations including use of electrical stimulation, traction, exercise equipment & routines  
- Light lunch included

  
Phoenix  
Physical Therapy


*Inside Jobs offers members a chance to tour facilities of fellow businesses/organizations. Learn more and register @ [www.centralpachamber.com/inside-jobs-tours](http://www.centralpachamber.com/inside-jobs-tours)*

**CENTRAL PA**  
CHAMBER OF COMMERCE  
**Annual Meeting 2023**  
*Finding Balance*

Open to the public!  
Must register by Oct. 17!

11:30 a.m. - 1:30 p.m. / Thursday, Oct. 26  
Silver Moon Banquet Hall, Lewisburg  
Visit: [centralpachamber.com/events](http://centralpachamber.com/events)

Meal/Venue Sponsor:  **service1st**  
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**Keynote Speaker**  
John Griffin III,  
Bucknell University  
Men's Basketball  
Head Coach

The Annual Meeting attracts 200+ attendees. Learn more about sponsorship opportunities by calling 570-742-7341.

**CENTRAL PA**  
CHAMBER OF COMMERCE  
welcomes  
**U.S. Rep. Glenn Thompson (PA-15)**



7:30 to 9 a.m. Friday, Nov. 3 @ Watson Inn, Watsontown  
Topic(s): TBA

**Central PA Chamber Members - \$20; Non-Members - \$25**  
**Register @ [www.centralpachamber.com/events](http://www.centralpachamber.com/events)**

Premier Sponsor:  **Susquehanna Valley Community Education Project**  
Facilitating the establishment of a Susquehanna Valley Community College

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